

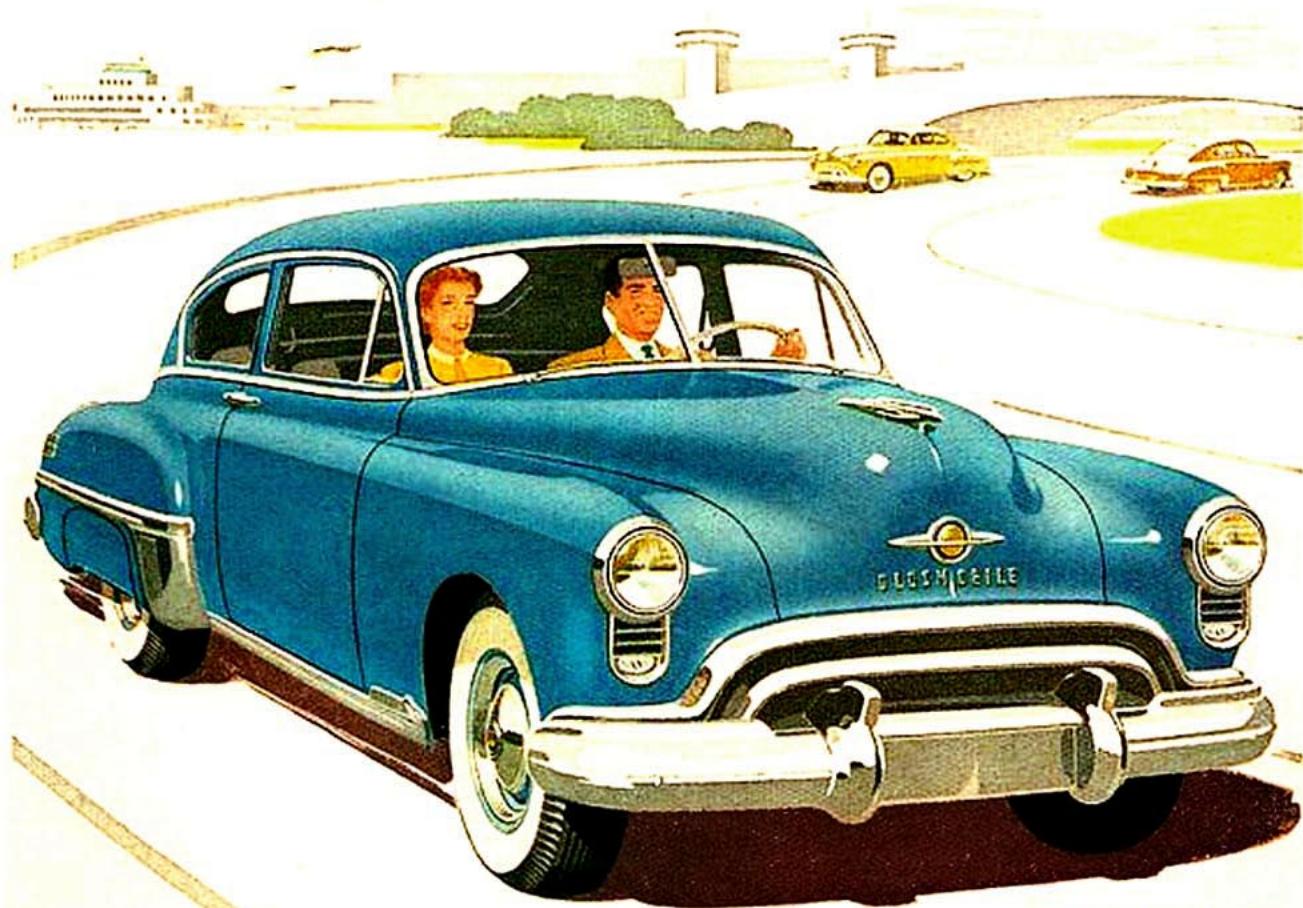
You've got to drive it to believe it!

You can always tell an Oldsmobile "88"—not just by the numerals on the rear fender—but also by the way it goes! The first time you see that sleek Futuramic hood sweep ahead of the field, you get a hint of that "Rocket" Engine power. But to appreciate an "88," you've got to *try* it! Then—and only then—can you feel for yourself that swift-surging "Rocket" response...so smoothly delivered by Hydra-Matic Drive*. Only then will you experience the maneuverability that goes with the "88's" compact Body by Fisher. And only then will you know the unique "88" sensation—that soaring, air-borne ease of travel! You've got to *drive* it to *believe* it—and your Oldsmobile dealer invites you to do so *soon*! Phone him—make a date with the "88"—discover the most thrilling "New Thrill" of all!



"88"

LOWEST-PRICED CAR
WITH "ROCKET" ENGINE



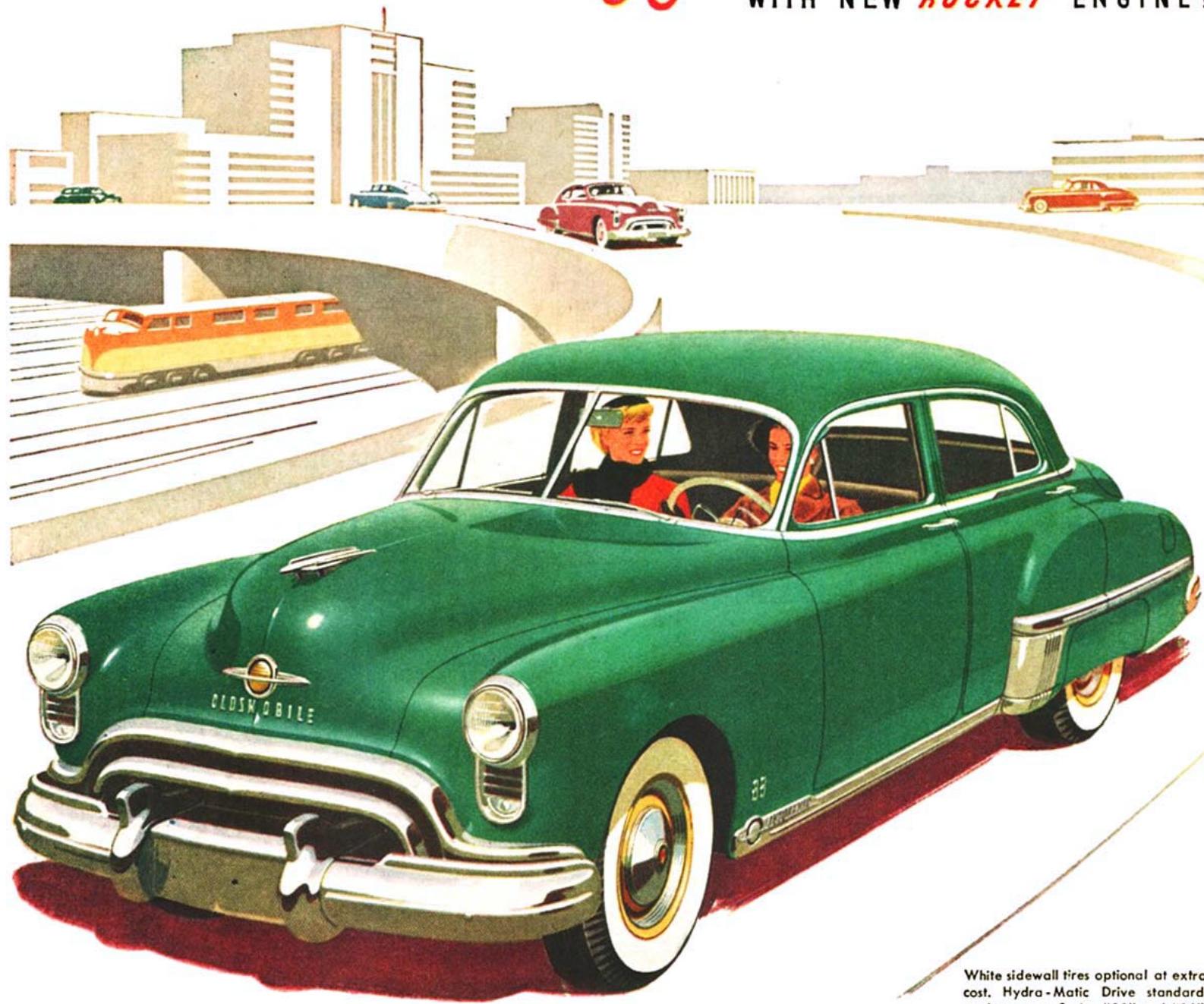
"The New Thrill"
FUTURAMIC

OLDSMOBILE

DIVISION OF GENERAL MOTORS

Above: Oldsmobile "88" Club Sedan. *Hydra-Matic Drive standard equipment on Series "88" and "88," optional at extra cost on "76." White sidewall tires optional at extra cost.

ANNOUNCING THE NEW **"88"** ANOTHER FUTURAMIC
WITH NEW **ROCKET** ENGINE!



White sidewall tires optional at extra cost. Hydra-Matic Drive standard equipment on Series "98" and "88" models, optional at extra cost on "76."

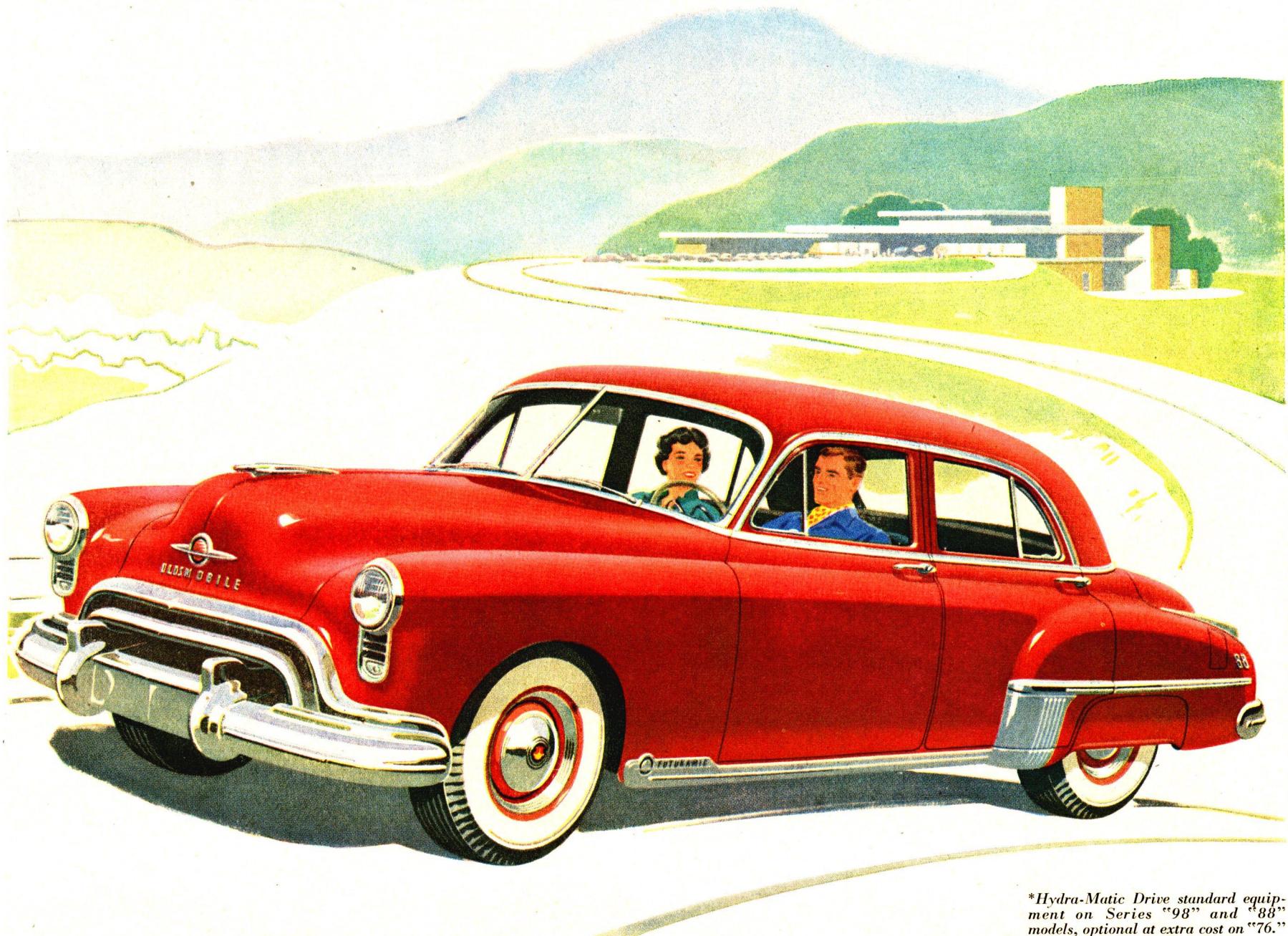
Look what's winging your way! A *third* new Futuramic line for 1949 . . . the Oldsmobile "88" . . . bringing the spectacular new "Rocket" Engine to a lower price range! Watch that dashing style and flashing action . . . you'll see the *newest, most exciting car on the road!* The new Oldsmobile "88" has Hydra-Matic Drive with *Whirlaway* as standard equipment. It features Futuramic styling at its finest, in a brand new 1949 Body by Fisher. And in the "88," you'll find Oldsmobile's revolutionary new high-octane, eight-cylinder engine . . . the "Rocket!" Here's performance that couples incredible smoothness with true *high-compression* power. You've got to *try it to believe it!* So make a date with the "88" . . . at your Oldsmobile dealer's. See it . . . drive it . . . and discover—"The New Thrill!"

"The New Thrill" **FUTURAMIC** **OLDSMOBILE**

Hottest Number
on the Highway!

"88"

LOWEST-PRICED CAR
WITH "ROCKET" ENGINE



*Hydra-Matic Drive standard equipment on Series "98" and "88" models, optional at extra cost on "76."

Cruising around a curve! Sweeping over a hill! Winging along a straightaway! You take them all in the same easy stride with "Rocket" Engine power. Every time your foot taps the gas pedal, you thrill to the incredible response of this "Rocket" Engine car. You're discovering the "88"—Oldsmobile's brilliant new Futuramic! You're finding out why this lowest-priced "Rocket" Engine car is called "the hottest number on the highway!" Smoothly—surely—nimbly, you move across the land—over the back-roads—along the boulevards—anywhere a car can go. This is driving at its very best! No gears to shift—no clutch to push as smooth, automatic Hydra-Matic Drive* teams up with the thrilling power of the "Rocket." So make a date with the "88" at your Oldsmobile dealer's and see how wonderful driving can be!

"The New Thrill"
FUTURAMIC

OLDSMOBILE

A GENERAL MOTORS VALUE

Here they come —

THE NEW FUTURAMICS!



OLDSMOBILE "ROCKET"

They're here! They're new! They're both *Futuramic*! Two sparkling new Oldsmobiles . . . rolling forward into '49. Upper left, the *Futuramic "76"* . . . with Fisher's newest body, panoramic vision, plus a remarkable new "Big Six" Engine. And out in front, a newly styled *Futuramic "93"* . . . with that revolutionary new "ROCKET" Engine you've heard so much about. It's a completely new, high-compression, valve-in-head eight that actually gives you *more power on less gasoline*! Combined with GM Hydra-Matic Drive, the "Rocket's" performance is so smooth, silent, and spirited, you've got to *try it to believe it!* Your Oldsmobile dealer invites you to *inspect the new *Futuramics*—examine the new "Rocket"—experience "The New Thrill!"*

With optional fine carpet at extra cost. Hydra-Matic Drive standard equipment on Series "93," optional on extra cost on "76."

"The New Thrill"
FUTURAMIC

OLDSMOBILE

MAKE A DATE WITH THE "88"



LOWEST-PRICED CAR WITH
THE "ROCKET" ENGINE

Above: Oldsmobile "88" Convertible Coupe,
*Hydra-Matic Drive standard equipment on
Series "98" and "88," optional at extra cost on
"76." White sidewall tires optional at extra cost.

Some day soon—it could even be tomorrow—you'll have your date with the "88"! You'll be standing in an Oldsmobile showroom, admiring those clean Futuramic lines—and your dealer will hand you the keys. Then it begins. You feel the "Rocket" Engine surge with Hydra-Matic* smoothness to highway speed—so eager—so quiet—hinting of so much more. You try the "88" in traffic. You discover its deft dexterity—the completely new *command* it gives you—with this compact new Body by Fisher. Then—before you know it—you're in the open! Miles spin under your wheels like minutes—you ride a great, gathering wave of "Rocket" Engine power—you find an exultant, air-borne freedom! That's "The New Thrill" you've waited for! So don't wait any longer. *Make a demonstration date with the Oldsmobile "88"!*

"The New Thrill" FUTURAMIC

OLDSMOBILE

DIVISION OF GENERAL MOTORS

Powered by the new **"ROCKET"** engine!



Futuramic "98" 2-Door Sedan with "Rocket" engine. *Hydra-Matic Drive standard equipment on Series "98" and "88," optional at extra cost on "76." White sidewall tires optional at extra cost.

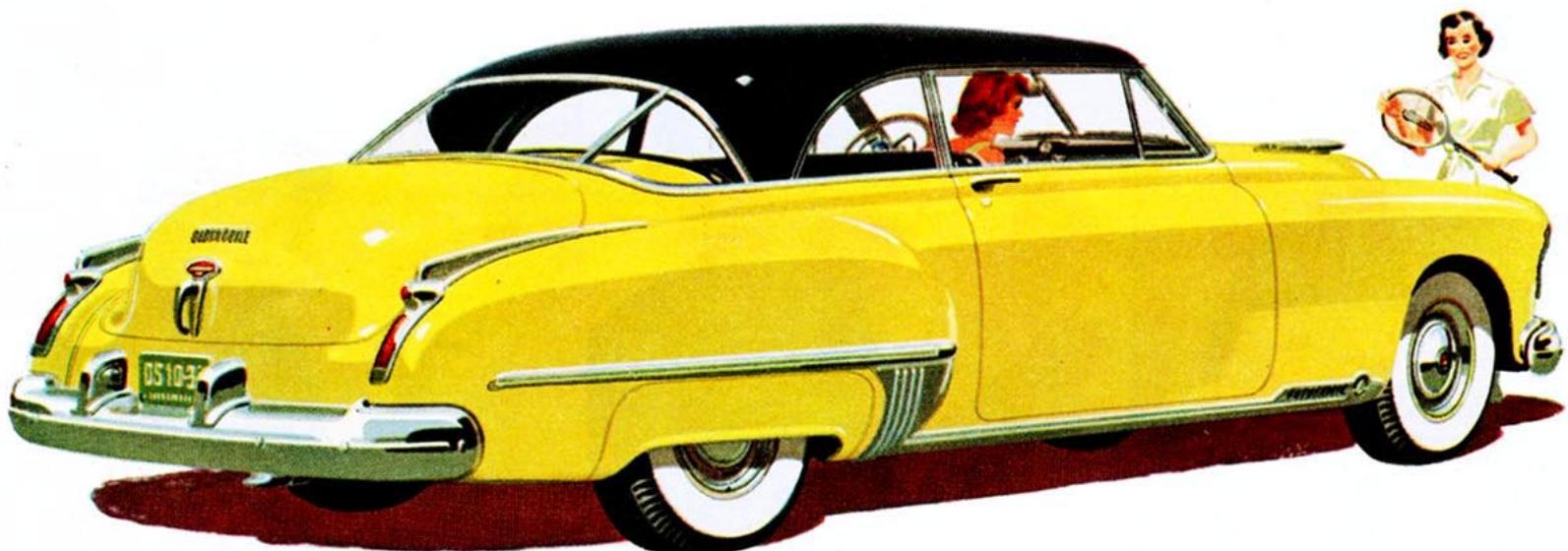
If only you were at that wheel . . . if only you were driving this new Futuramic Oldsmobile! Then you'd know what we mean by "Rocket" Engine power! Then you'd appreciate this completely new high-compression action that words just can't describe. "Silence" won't convey your wonder at the hushed "Rocket" quietness. "Smoothness" doesn't do justice to the perfect teamwork of Hydra-Matic Drive* and the "Rocket". And "response" doesn't begin to say what it means to ride this full, flowing wave of power. It's a new way to travel! It's an air-borne sensation that you must *try to believe!* And now you can do so in the new, lower-priced Futuramic "88"—as well as the big, luxurious "98." So see your Oldsmobile dealer soon—drive his special "Rocket" demonstrator—discover *The New Thrill!*

The New Thrill

FUTURAMIC

OLDSMOBILE

NEW
"Holiday"
COUPÉ



Hold fast to your heart when you meet this one! You'll see the most dramatic of Oldsmobile's Futuramics—the smartest looking car on the road—the Holiday Coupé. *Freedom and fun and the open road* beckon the master of this glamorous car. Look at those lines . . . low, lovely and luxurious—a new basis for beauty in motor cars! But it's not only the ultra-advanced design—the superb sweep of the flowing Futuramic lines that distinguish this beautiful car.

For this is a "Rocket" Engine car—more active than your imagination—free and fleet and so vibrantly alive that you can't believe it until you try it! So for the finest "Holiday" you've ever known, see and drive the newest Futuramic—Oldsmobile's Holiday Coupé!

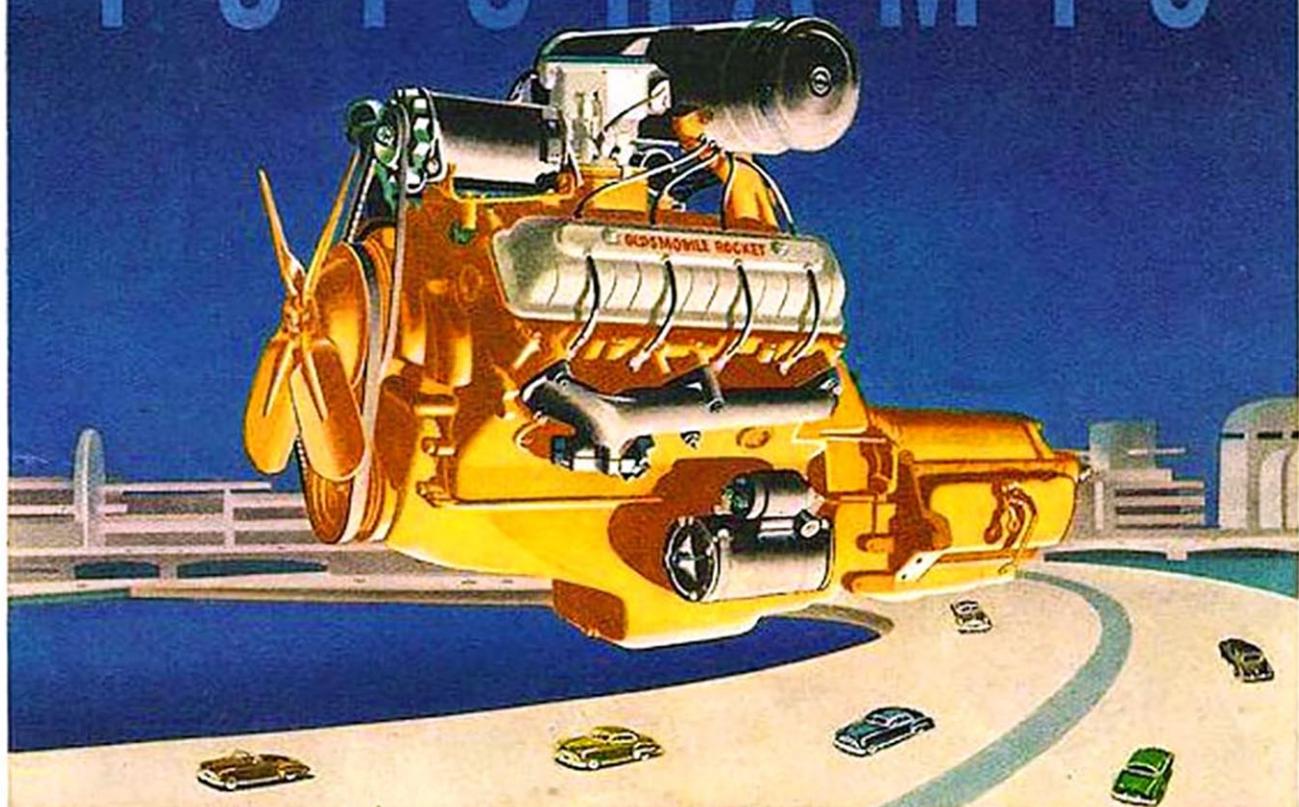


FUTURAMIC
OLDSMOBILE

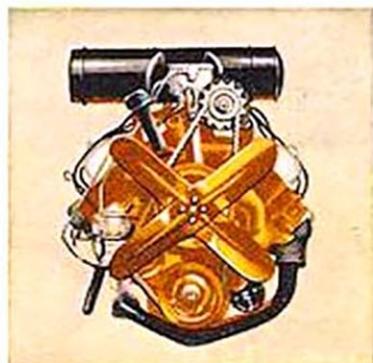
"Rocket" Engine and Hydra-Matic Drive standard equipment on this brand new Futuramic model.

PRODUCT
OF GENERAL MOTORS

IT'S FUTURAMIC



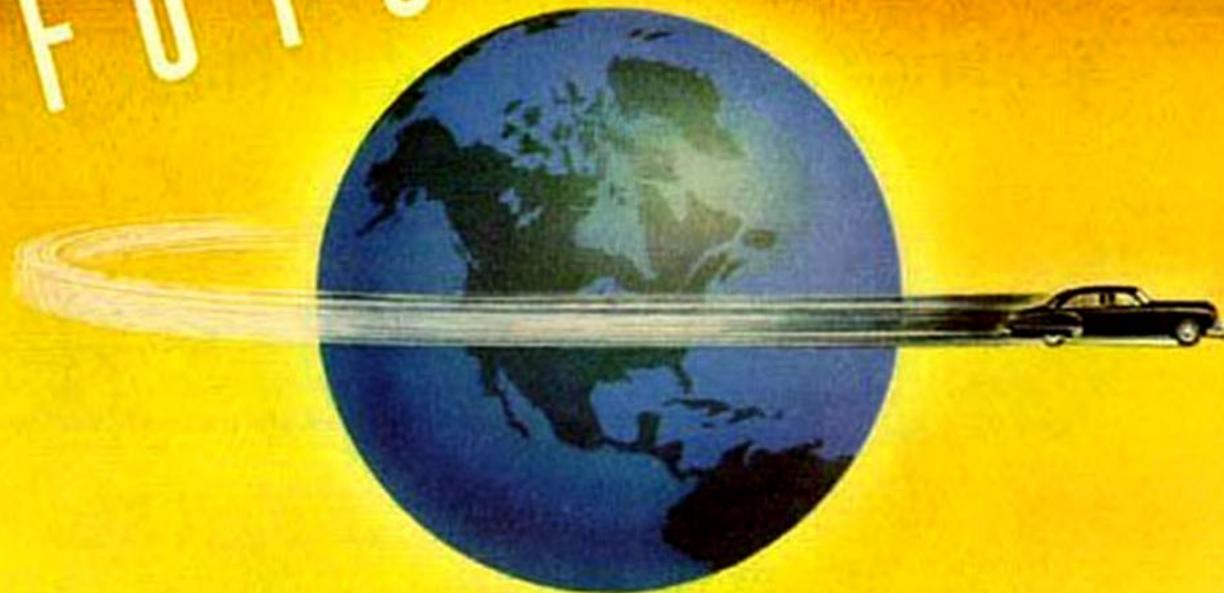
OLDSMOBILE "ROCKET"



Oldsmobile's "Rocket"—new high-compression 8-cylinder engine. 135 horsepower plus improved gas economy.

Now you can see it! Now you can try it! . . . Now there's Futuramic power—in America's only Futuramic car. It's the revolutionary "Rocket" Engine in the 1949 Futuramic Oldsmobile. All new in concept and design, Oldsmobile's "Rocket" means unbelievable smoothness, quietness and flexibility . . . combined with *sensational* acceleration. The "Rocket" opens up a whole new world of motor car efficiency. For this is the engine that makes high-compression performance—*tomorrow's kind of performance*—a reality on the highways of today. You've got to try it to believe it! You've got to drive it for the most exciting motoring sensation you've known! It's 1949's "NEW THRILL," brought to you by Oldsmobile, pioneer of Hydra-Matic Drive and builder of the Futuramies!

IT'S
FUTURAMIC



NEW "ROCKET" ENGINE!

First, it was Hydra-Matic Drive. Then, Futuramic styling. And now—the newest, latest forward step in Oldsmobile's Futuramic program—the Oldsmobile "Rocket"!

Yes, those rumors were true. *Oldsmobile does have a brand new engine* (a rugged, high-octane, valve-in-head eight). The "Rocket" Engine is based on entirely new engineering principles and built in the world's newest, most modern engine plant.

For the future, the "Rocket" opens up a new vista of high-compression efficiency. Even today, it's so Futuramic in performance—so amazingly smooth and quiet, so incredibly quick in response—that you've got to *drive it* to believe it! And you can do that soon, when your Oldsmobile dealer shows the new 1949 Oldsmobile. The car that brought you the New Look in Futuramic styling, now brings you "The New Thrill" in Futuramic "Rocket" action. Try it soon!

OLDSMOBILE



A NEW "ROCKET"

is ready for Launching



Watch for the Date!

OLDSMOBILE 88