

OLDSMOBILE 88

LAUNCHES AN
ALL-TIME GREAT...
ALL-NEW "ROCKET"
SUPER

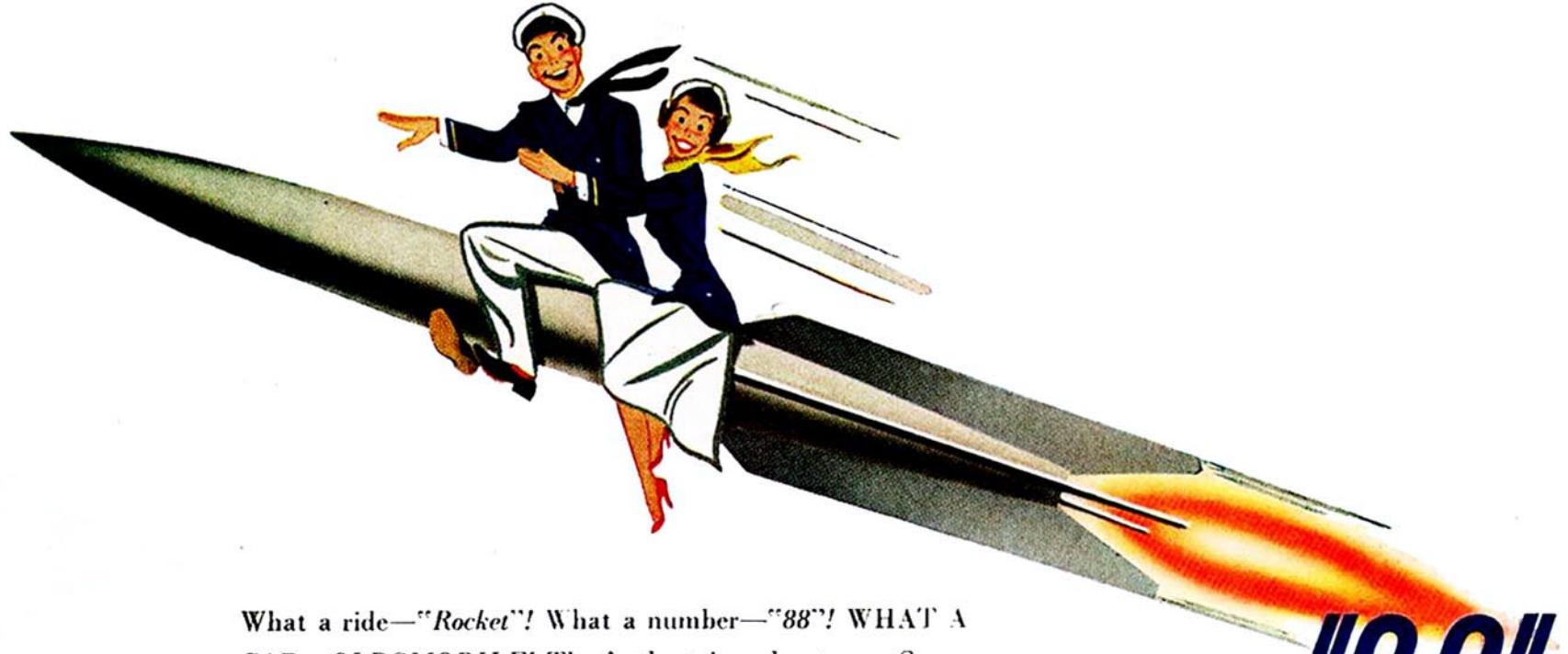


Oldsmobile Super "88" De Luxe 4-Door Sedan. Oldsmobile also offers new Series "98" and "88" models for 1951. Equipment, accessories, and trim illustrated are subject to change without notice. *Oldsmobile Hydra-Matic—optional at extra cost.

A GENERAL MOTORS VALUE

Brand new gas-saving "Rocket" Engine—leader in high compression! Brilliant new Body by Fisher—bigger—wider—smarter! Luxurious new styling inside and out! More room—more view—more comfort, too! Completely new chassis—a smoother "Rocket Ride"! Improved Oldsmobile Hydra-Matic Drive*! See the triumphant, all-new Super "88" at your Oldsmobile dealer's now!

Smooth sailing when you ride the "Rocket"!



What a ride—"Rocket"! What a number—"88"! WHAT A CAR—**OLDSMOBILE**! That's the triumphant new Super "88"—and you should try its smooth-riding comfort! Thrill to the action of Oldsmobile's new gas-saving "Rocket" Engine! Traffic—take it in stride—with improved Oldsmobile Hydra-Matic Drive*! Relax in the roomy new Super "88" body—so big, so beautiful! Revel in the velvet softness of Oldsmobile's superlative new "Rocket Ride"! See your Oldsmobile dealer! *Ride* the newest "Rocket"! Make a date with an all-time great—Super "88" by OLDSMOBILE!



OLDSMOBILE

PRODUCT OF GENERAL MOTORS



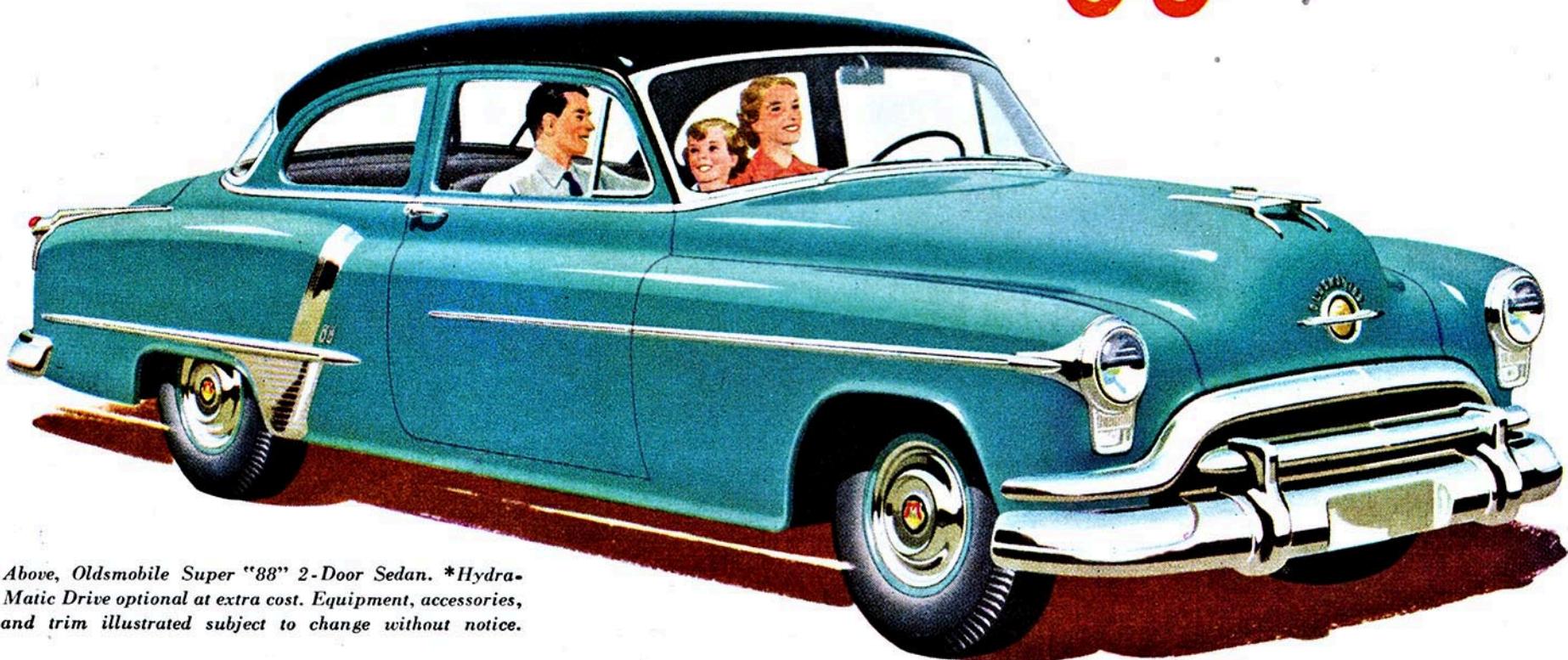
*Above: Oldsmobile Super "88" De Luxe Convertible. *Oldsmobile Hydra-Matic Drive—optional at extra cost. Equipment, accessories, and trim subject to change without notice.*

Ride the "Rocket" and Save!



Master of the miles and miser with your money—that's Oldsmobile's all-new Super "88"! Thrilling action plus exceptional economy are yours in this newest "Rocket" Engine car! What's more, the Super "88" gives you Oldsmobile's sweeping new styling—Oldsmobile's wonderful new ride—and even more effortless motoring with Oldsmobile's new Hydra-Matic Drive! The great new Body by Fisher is more spacious and luxurious. Major advancements have made the famous high-compression "Rocket" Engine more economical than ever! Try the new Super "88" and you'll know why: you *save* when you ride the "Rocket"!*

"88"
SUPER



Above, Oldsmobile Super "88" 2-Door Sedan. *Hydra-Matic Drive optional at extra cost. Equipment, accessories, and trim illustrated subject to change without notice.

"ROCKET"

PRODUCT OF GENERAL MOTORS

OLDSMOBILE

NEW!

OLDSMOBILE

"HOLIDAY" SEDAN



Standard equipment, accessories, and trim illustrated are subject to change without notice. *Oldsmobile Hydra-Matic Drive optional at extra cost.

A GENERAL MOTORS VALUE



Above, distinctive new "Holiday-type" rear quarter window treatment.

1951 "ROCKET" OLDSMOBILE 98

"ROCKET 98"—a great new Oldsmobile! A magnificent new Oldsmobile! The most luxurious new Oldsmobile ever built! "ROCKET 98"—now on display in Oldsmobile dealers' showrooms everywhere! Four ultra-modern models—the De Luxe Holiday Sedan above, the De Luxe Holiday Coupé, the Holiday Coupé, the De Luxe Convertible Coupé! Four smooth, smooth new Oldsmobile Hydra-Matic* cars! Four great new gas-saving "Rocket" Engine stars—with a superb new "Rocket Ride"! And they all feature new roominess inside—new distinction and glamor throughout! See your Oldsmobile dealer—meet the new flagship of the "Rocket" fleet—OLDSMOBILE "98" FOR 1951!

Smart Riding Habit —

"RIDE THE ROCKET!"



"98"

Below, "Rocket 98." *Hydra-Matic Drive optional at extra cost. Equipment, accessories, and trim subject to change without notice.

Like to meet the most *glamorous* of all the "Rockets"? Visit your Oldsmobile dealer and look over the "98" *Holiday Coupé*. Once you've admired those dream-car lines, once you've relaxed in that luxury interior—you'll lose your heart for sure. But wait until you feel the surging power of the "Rocket" Engine! The carefree smoothness of Hydra-Matic Drive*! The gliding ease of Oldsmobile's "Rocket Ride!" Here indeed is a "smart riding habit" . . . for you!



A General Motors Value

"ROCKET"

OLDSMOBILE