

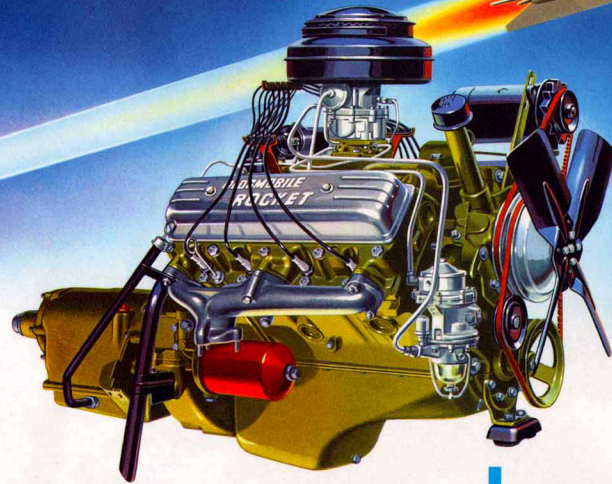


OLDSMOBILE

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Launches
an All-Time Great
The All-New
SUPER

Rocketing up - UP - UP to
the greatest heights in Oldsmobile
history! It's Oldsmobile's new
"Rocket" Engine Super "88"—the
climax of ten years' planning
and work—truly an all-time
great among motor cars!



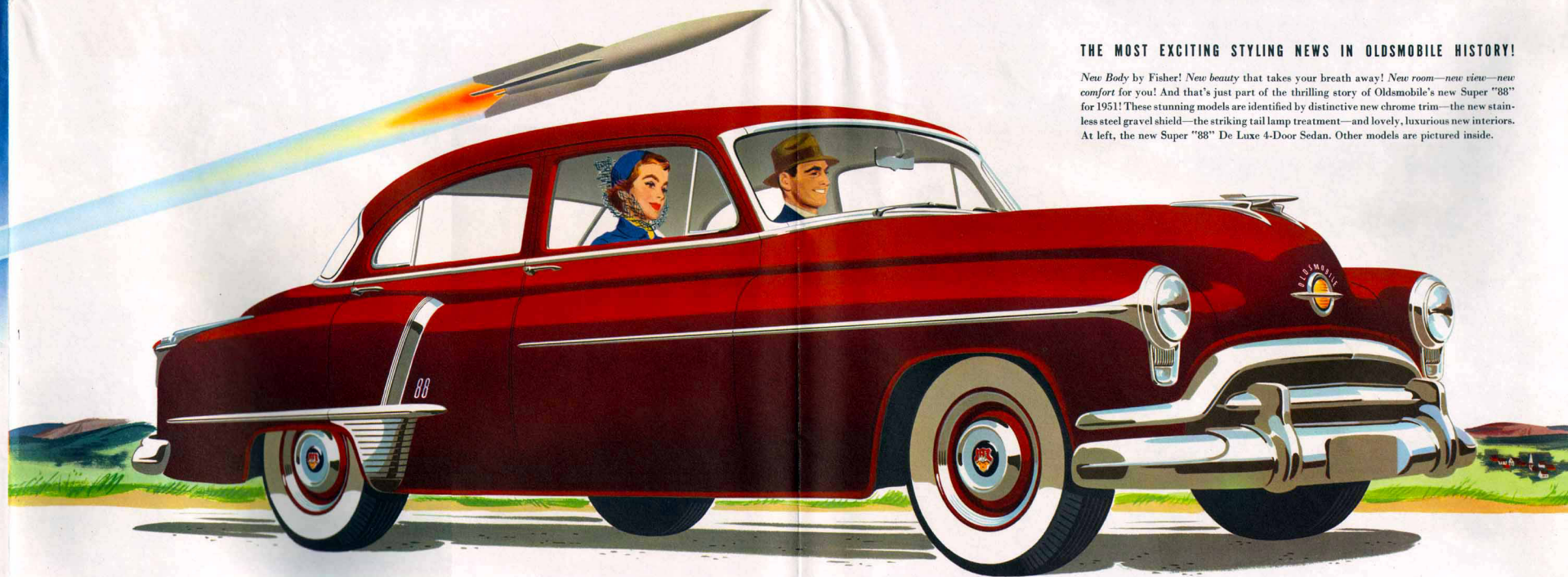
POWERED BY
THE FAMOUS "ROCKET" ENGINE—

More than Ever
the High Compression Leader!

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THE MOST EXCITING STYLING NEWS IN OLDSMOBILE HISTORY!

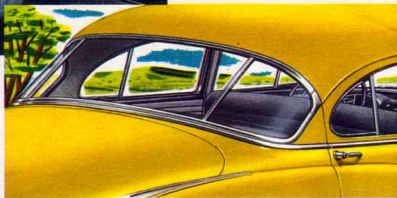
New Body by Fisher! New beauty that takes your breath away! New room—new view—new comfort for you! And that's just part of the thrilling story of Oldsmobile's new Super "88" for 1951! These stunning models are identified by distinctive new chrome trim—the new stainless steel gravel shield—the striking tail lamp treatment—and lovely, luxurious new interiors. At left, the new Super "88" De Luxe 4-Door Sedan. Other models are pictured inside.



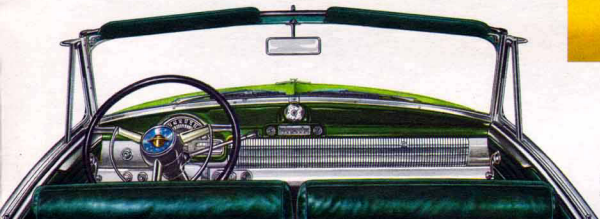
NEW INTERIORS

superlatively styled for
MORE ROOM!
MORE VIEW!
MORE COMFORT
FOR YOU!

Smart . . . smooth . . . stunningly beautiful are the Oldsmobile interiors for 1951!
Above, the distinctive upholstery—a two-tone surray weave made with nylon.



The "wrap-around" rear window is another distinctive keynote of Oldsmobile's Holiday styling.



Oldsmobile's new Convertible Coupés offer several colorful combinations of leather and cloth.

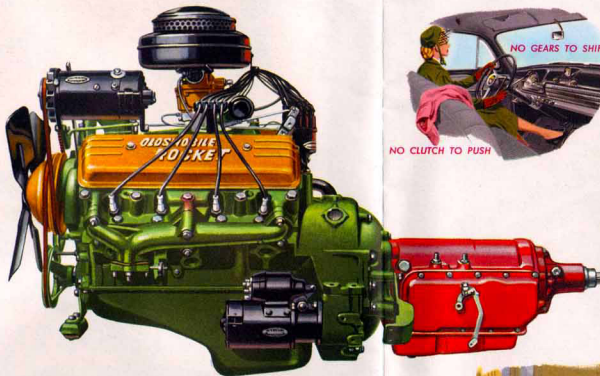
OLDSMOBILE'S

BRILLIANT NEW
ENGINEERING FEATURES
THROUGHOUT!



Oldsmobile's "Rocket" is far out ahead for '51! America's most famous engine takes a commanding lead in the high-compression field . . . with a host of major improvements! New dependability! The "Rocket" Engine is always ready to go . . . with a completely shielded electrical system! New durability! Points of wear are reinforced for superb new endurance! New efficiency! The higher turbulence combustion chamber squeezes even more "go" out of each drop of gasoline! The distributor is new—the carburetor is new—the air cleaner is new! And the "Rocket" is still the fully proved engine that offers 100% high-compression power—100% high-compression economy! The "Rocket" is still offered by Oldsmobile—and Oldsmobile alone! The "Rocket" is still your best engine buy!

HIGH COMPRESSION "ROCKET" ENGINE



BRINGING YOU A NEW PEAK
IN HIGH-COMPRESSION
PERFORMANCE

GREATLY IMPROVED HYDRA-MATIC DRIVE



Automatically . . . the leader! That's Oldsmobile Hydra-Matic Drive, first of the fully automatic transmissions! In the eleven years since its introduction by Oldsmobile, Hydra-Matic has become the most popular automatic drive ever built. And today it's finer than ever! It's easy on your pocketbook . . . easy on the engine . . . easy on you! You never shift gears—you never push a clutch. Response is positive—powerful—smooth. And you can "rock" your Hydra-Matic Oldsmobile with the flick of a finger! Instantaneous reverse gear selection is just one of the many advanced features built into the new Oldsmobile Hydra-Matic. Try it—you'll agree—1951's smartest deal is a "Rocket" Hydra-Matic Oldsmobile!



NEW CHASSIS



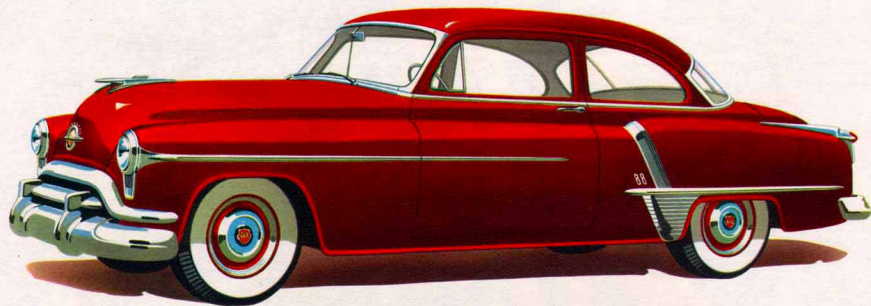
NEW Six-Point Spring Suspension Ride—outstanding design feature of the finest chassis Oldsmobile has ever built!

NEW Direct-Acting Airplane-Type Shock Absorbers—to assure road-hugging stability on the sharpest curves!

NEW Angle-Mounted Rear Springs—finest in Oldsmobile's field—for a new experience in riding smoothness!

NEW Noise-Proof Drive Line! Quieter—even more durable—thanks to brilliant engineering advancements!

NEW Extra-Rigid I-Beam Frame! Safety and strength are built into this firm foundation of the Oldsmobile "Rocket Ride!"

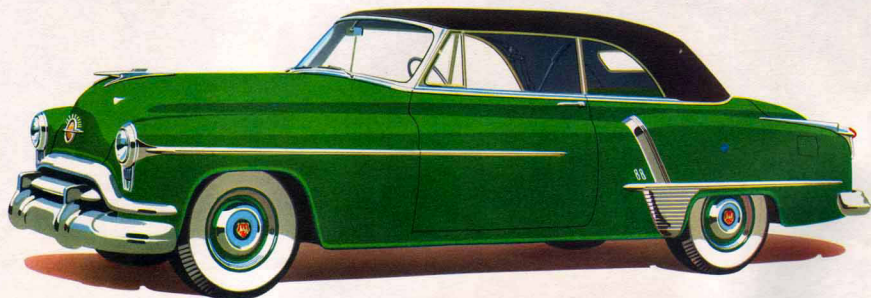


SUPER "88" DELUXE 2-DOOR SEDAN

Meet the model that brings a bright new glamor to motoring! In this Super "88" 2-Door Sedan, Oldsmobile brings the latest in dashing design to the "family" body type. There's plenty of room for plenty of people, both front and rear. There's a new horizon in visibility, too, in the 2-Door's Holiday-style rear window. And the "Rocket" Engine works with Oldsmobile Hydra-Matic Drive for truly *advanced* performance! You'll be "up-to-date"—in the new 2-Door Super "88"!



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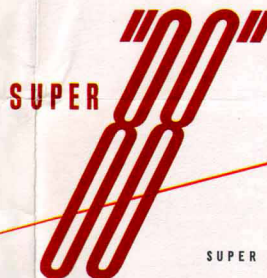
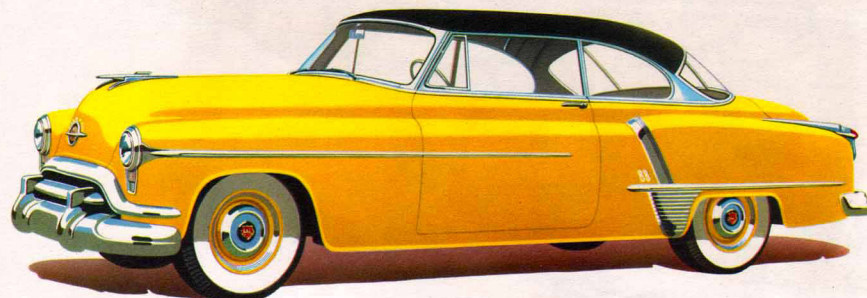
SUPER "88" DELUXE CONVERTIBLE COUPÉ

Fun under the sun—glamorous, glorious fun—is yours in the dashing new Oldsmobile Super "88" Convertible Coupé. Automatic magic lowers the top—or raises it for your snug protection. Push-button controls for the windows and front seat position are optional. And Oldsmobile Hydra-Matic Drive teams with the "Rocket" Engine to give you thrilling automatic *action*! In every way, here's a car to delight the young in heart . . . the *lowest-priced* "Rocket" Convertible!



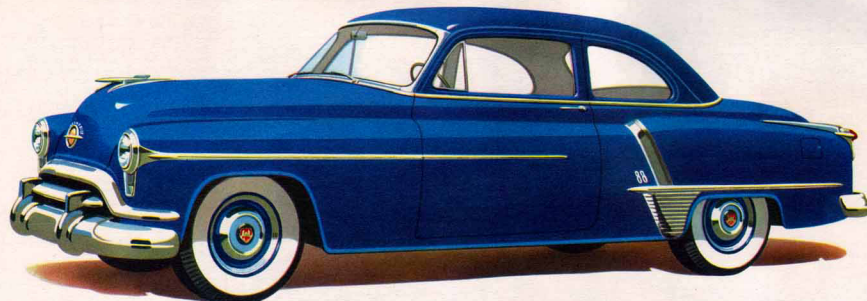
SUPER "88" DELUXE HOLIDAY COUPÉ

Meet your midsummer day's dream! It's Oldsmobile's Super "88" Holiday Coupé—sweeping into your life with the lowest, loveliest lines of all! Look it over—notice how the unique chrome trim sets off that sleek, rakish convertible silhouette. A solid steel top makes the Holiday as safe as it is smart. Now, sit in it—you see chromium bows arched overhead . . . panoramic vision front and rear . . . thrilling beauty all around! You want to—"Rocket" away in your Holiday!

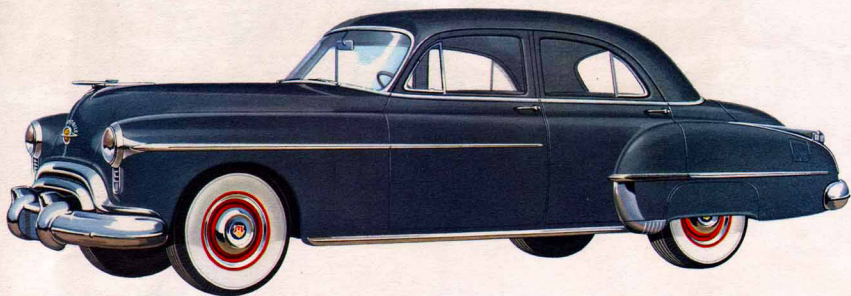


SUPER "88" DELUXE CLUB COUPÉ

The dashing style of a coupé! The comfort and convenience of a sedan! Now combined in a new "big number"—Super "88" Club Coupé! This distinctive, individual model is ready for business or pleasure—with the largest luggage compartment of any "88"! There's new room throughout with Oldsmobile's great new body! And—as in all closed body Super "88's" and "98's"—new roof panel insulation seals out road sound and heat. It's *smart* to own Oldsmobile's new Super "88" Club Coupé!

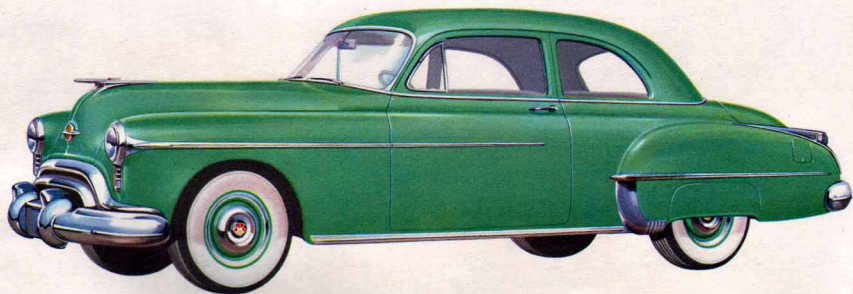


OLDSMOBILE "88"



"88" DELUXE 4-DOOR SEDAN

There's a new "Rocket" Engine Car for *every* budget! Oldsmobile's new "88" Series starts at prices just above the lowest with the four models pictured here. Each new "88" is powered by the great new gas-saving "Rocket" Engine! Each offers new smoother-than-ever Oldsmobile Hydra-Matic Drive as optional equipment at moderate extra cost. From any angle . . . from every angle . . . the 1951 Oldsmobile "Rocket 88" is the outstanding value leader in its field!



"88" DELUXE 2-DOOR SEDAN



"88" 4-DOOR SEDAN

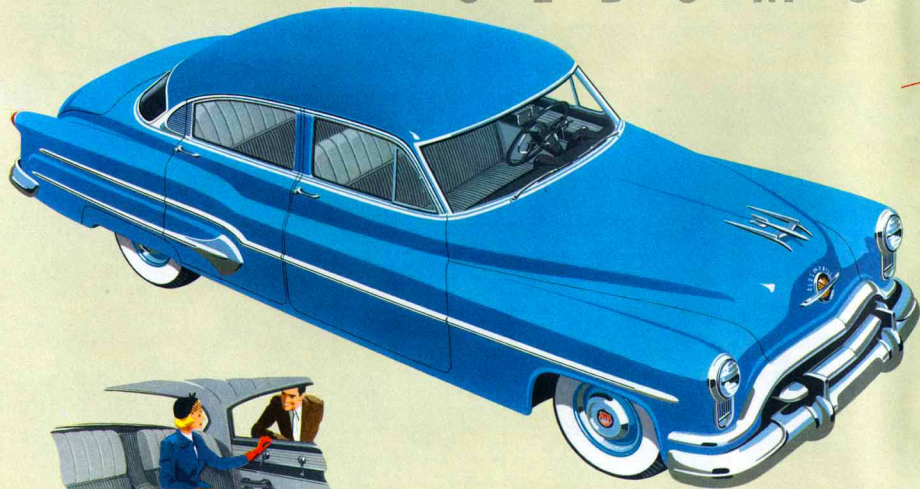


"88" 2-DOOR SEDAN

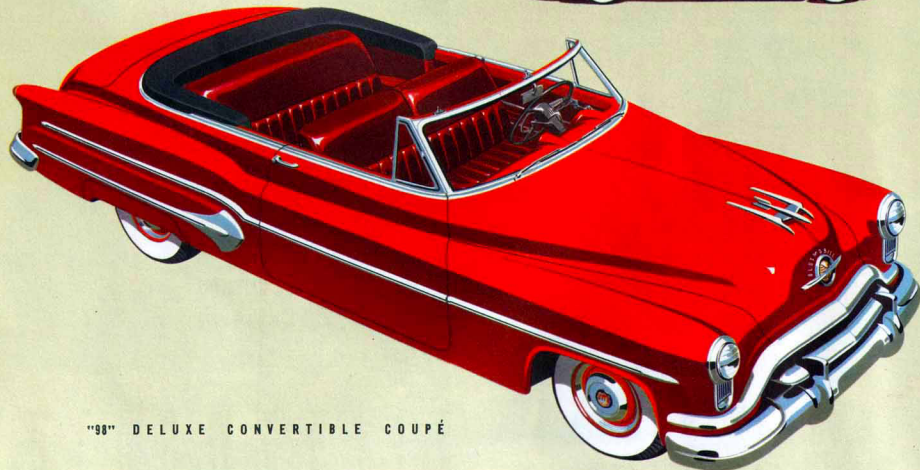
OLDSMOBILE "98"

Sheer magnificence marks the great new "98" Oldsmobile . . . the smart buy of the fine car field! Oldsmobile's superbly restyled Series "98" offers four of the most glamorous models ever built. The "98" *De Luxe Holiday Sedan*—breath-taking new styling for the four-door body type! The "98"

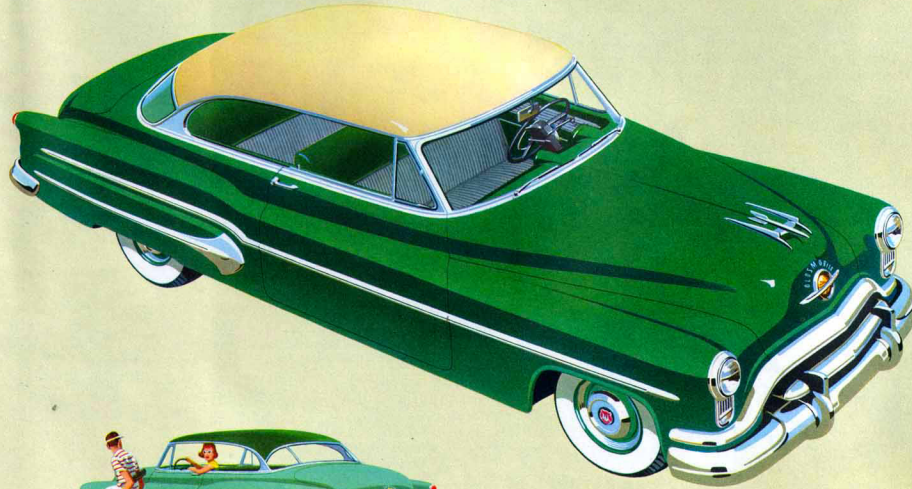
De Luxe Convertible Coupé—rich and beautiful, inside and out! The "98" *Holiday Coupé*—and the "98" *De Luxe Holiday Coupé*! All four have the smooth-surging "Rocket" Engine—all four offer Oldsmobile Hydra-Matic as optional equipment! Of all fine cars—your best deal is **OLDSMOBILE!**



"98" DELUXE HOLIDAY SEDAN



"98" DELUXE CONVERTIBLE COUPÉ



"98" DELUXE HOLIDAY COUPÉ



SPECIFICATIONS



EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3½ inches; stroke, 3½ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 135 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor and cylinder walls.

FUEL AND COOLING SYSTEM—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leakproof, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—10½-inch single plate semi-centrifugal dry disc clutch; Synco-Mesh Transmission.

HYDRA-MATIC DRIVE—Optional at extra cost on all "88" models.

ELECTRICAL SYSTEM—Under-hood battery, 17-plate, 115-ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid starter completely sealed against road splash. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring. New higher voltage type distributor.

FRAME—Rigid-girder, channel X-Member type construction.

SUSPENSION—Knee-Action front suspension and heavy coil springs at rear. 4-Way Stabilization through dual stabilizing arms, front and rear ride stabilizers and lateral stabilizer at rear. Four double-action hydraulic shock absorbers.

STEERING—Dual Center-Control. Worm and double-roller.

TIRES—7.60 x 15. Low-pressure tires.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front lining, 11" x 2½"; rear lining, 11" x 2".

WHEELBASE—119½ inches. Over-all length, 202". Over-all width, 75¾".

TURNING CIRCLE DIAMETER—40 feet.

UNISTEEL TURRET-TOP BODIES BY FISHER, completely bonderized and finished with several coats of high grade lacquer.

BODY TYPES—De Luxe 2-Door Sedan, 2-Door Sedan, De Luxe 4-Door Sedan, 4-Door Sedan.



EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3½ inches; stroke, 3½ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 135 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor and cylinder walls.

FUEL AND COOLING SYSTEM—Down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leakproof, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—10½-inch single plate semi-centrifugal dry disc clutch; Synco-Mesh Transmission.

HYDRA-MATIC DRIVE—Optional at extra cost on all Super "88" models.

ELECTRICAL SYSTEM—Under-hood battery, 17-plate, 115-ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid starter completely sealed against road splash. Automatic spark advance. Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring. New higher voltage type distributor.

FRAME—Rigid-girder, I-beam X-Member type construction.

SUSPENSION—Knee-Action front suspension and 58" x 2½" semi-elliptical leaf springs at rear. Front stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

STEERING—Dual Center-Control. Worm and double-roller.

TIRES—Low-pressure tires, 7.60 x 15.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front lining, 11" x 2½"; rear lining, 11" x 2".

WHEELBASE—120 inches. Over-all length, 204 inches. Over-all width, 76 inches.

TURNING CIRCLE DIAMETER—40 feet.

UNISTEEL TURRET-TOP BODIES BY FISHER on all closed models, completely bonderized and finished with many coats of high grade lacquer. Sound absorbent insulation pad between roof panel and the headlining.

HYDRAULIC CONTROLS—Door windows, quarter windows and seat adjuster hydraulically operated are optional equipment on the Super "88" Holiday Coupé, and Super "88" Convertible Coupé models.

BODY TYPES—De Luxe Club Coupé, De Luxe Holiday Coupé, De Luxe Convertible Coupé, De Luxe 2-Door Sedan, De Luxe 4-Door Sedan.



EIGHT-CYLINDER ENGINE—The "ROCKET"—Bore, 3½ inches; stroke, 3½ inches; displacement, 303 cubic inches. Taxable horsepower, 45. Brake horsepower, 135 at 3600 r.p.m. Pistons are of the Auto-Thermic type reinforced with two steel struts—with two compression (top ring is chrome plated) and one oil-control ring. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, distributor drive gear, timing chain, and cylinder walls.

FUEL AND COOLING SYSTEM—Dual down-draft carburetion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leakproof, permanently lubricated water pump.

CLUTCH AND TRANSMISSION—10½-inch single plate semi-centrifugal dry disc clutch; Synco-Mesh Transmission.

HYDRA-MATIC DRIVE—Optional at extra cost on all "98" models.

ELECTRICAL SYSTEM—Under-hood battery, 17-plate, 115-ampere-hour capacity. Air-cooled generator with automatic charging control. Solenoid-type starter completely sealed against road splash. Unit-type Sealed-Beam headlights with foot selector switch. Spark plug insulating sleeves give completely shielded ignition wiring. New higher voltage type distributor.

FRAME—Rigid-girder, I-beam X-Member construction.

SUSPENSION—Knee-Action front suspension and 58" x 2½" semi-elliptical leaf springs at rear. Front stabilizer. Double-action hydraulic shock absorbers, cam and lever in front and direct-acting in rear.

STEERING—Dual Center-Control. Recirculating ball and nut.

TIRES—Low-pressure tires, 7.60 x 15 inches. (Convertible, 8.20 x 15.)

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical parking brake on rear wheels. All brakes completely sealed. Brake lining area, 191.7 square inches. Front lining, 11" x 2½"; rear, 11" x 2".

WHEELBASE—122 inches. Over-all length, 208 inches. Over-all width, 80 inches.

TURNING CIRCLE DIAMETER—41 feet.

UNISTEEL TURRET-TOP BODIES BY FISHER on all closed models, completely bonderized and finished with many coats of high grade lacquer. Sound absorbent insulation pad between roof panel and the headlining.

HYDRAULIC CONTROLS—Door windows, quarter windows and seat adjuster hydraulically operated are regular equipment on the De Luxe Holiday Coupé, and De Luxe Convertible Coupé models.

BODY TYPES—De Luxe Holiday Sedan, Holiday Coupé, De Luxe Holiday Coupé, De Luxe Convertible Coupé.