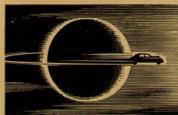


INTO A NEW



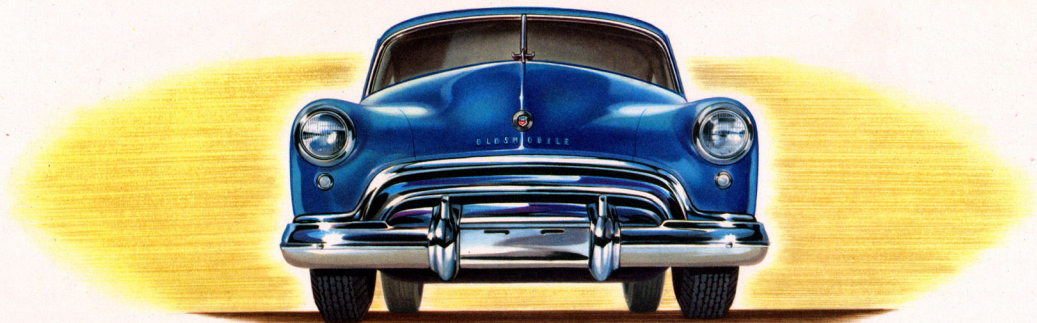
GOLDEN ERA

FUTURAMIC

Oldsmobile

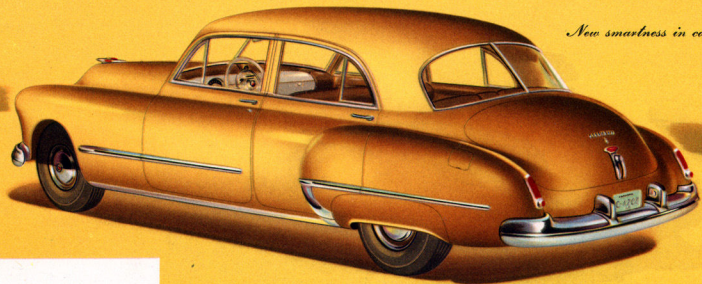


*Oldsmobile, America's
oldest motor car builder, is
celebrating the first fiftieth anniversary
of any automobile manufacturer.*



Celebrating Oldsmobile's Golden Anniversary

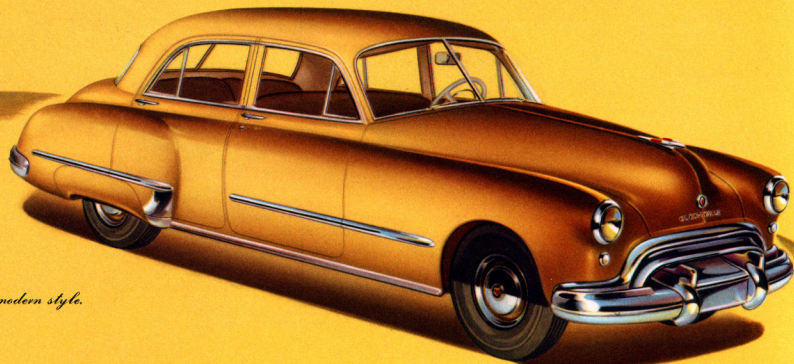
Presenting . . . the Futuramic Oldsmobile! Here is a car that marks a milestone in automotive history—a car specially designed to commemorate the Golden Anniversary of America's oldest motor car manufacturer. The Futuramic Oldsmobile stands as the first of a whole new cycle of "motor cars of tomorrow." Ahead of the times in dramatic styling . . . ahead of the times in Hydra-Matic driving . . . the Futuramic Oldsmobile heralds the dawn of a new Golden Era in Oldsmobile history!



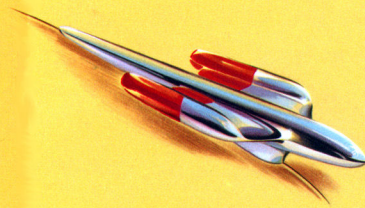
New smartness in car design—greater visibility for all

"Futuramic" is a brand new word for a brand new type of automobile. It represents a sharp departure from the commonplace—a bold new trend in styling and design which does as much for the appearance of the car as General Motors' Hydra-Matic Drive has done for its performance and handling ease.

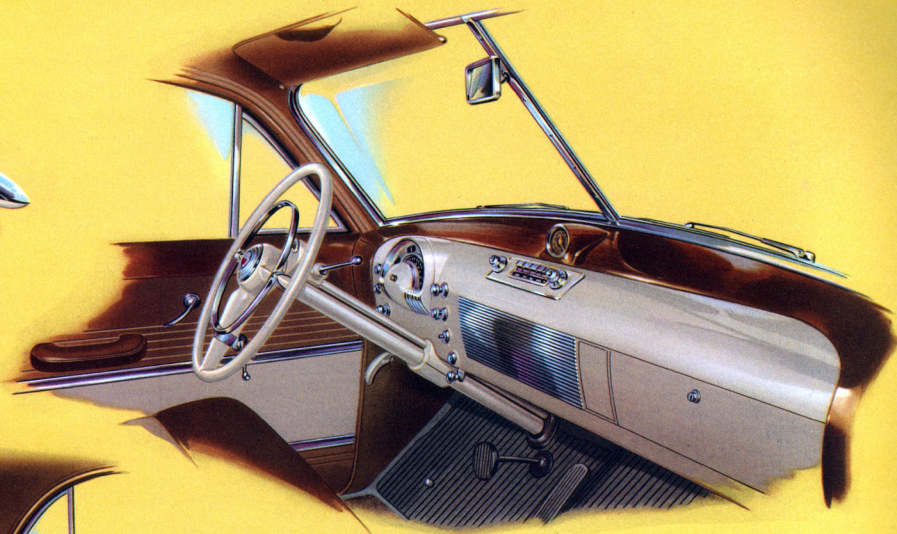
FUTURAMIC THE DRAMATIC DESIGN OF THE FUTURE



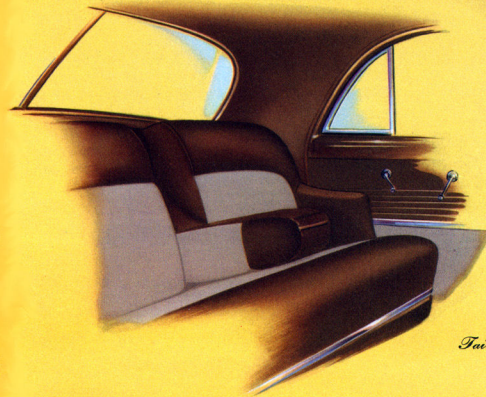
The sweep and flow of ultra-modern style.



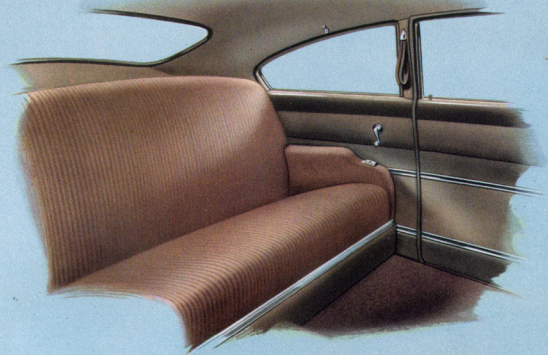
New radiator ornament—a touch of tomorrow



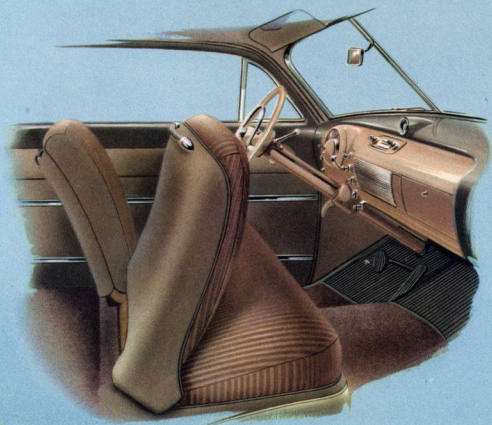
Smooth, sleek, modern simplicity



Tailored in the mode of the moment.

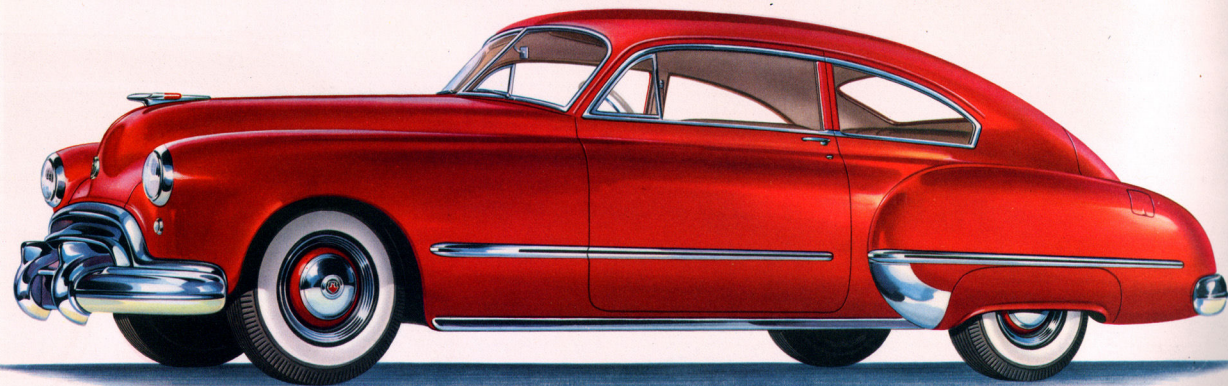


Front or back, the accent is on comfort and luxury in the modern manner



F U T U R A M I C . . . S T Y L I N G . . . S C I E N T I F I C A L L Y S O U N D

There's utility—as well as beauty—in Oldsmobile's daringly new Futuramic design. The low, modern hood, the curving windshield, the great expanse of Safety Glass in windows all around—these not only add to the car's ultra-modern smartness, they also make it safer, easier, more comfortable to drive. There's greater visibility in all directions. More room for passengers, front and back. Easier handling, and a shorter turning radius. The Futuramic Oldsmobile Club Sedan, illustrated here, brings you all these features—combines the dashing styling of a two-door model with the comfort of a four-door sedan.



F U T U R A M I C O L D S M O B I L E S E R I E S " 9 0 " C L U B S E D A N

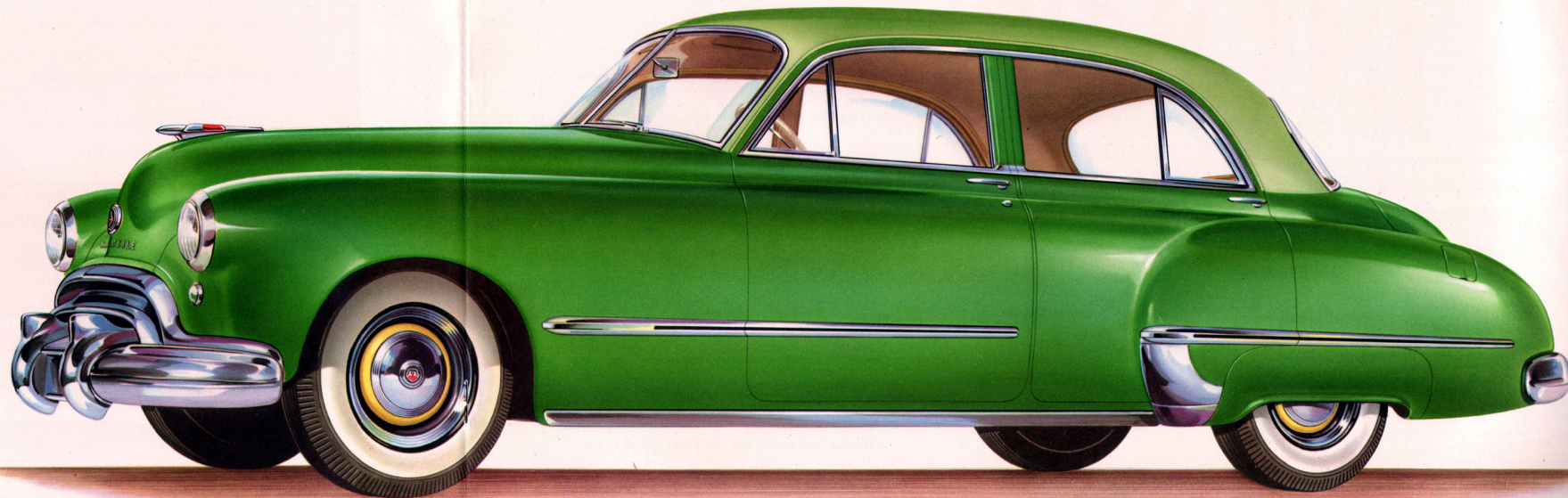


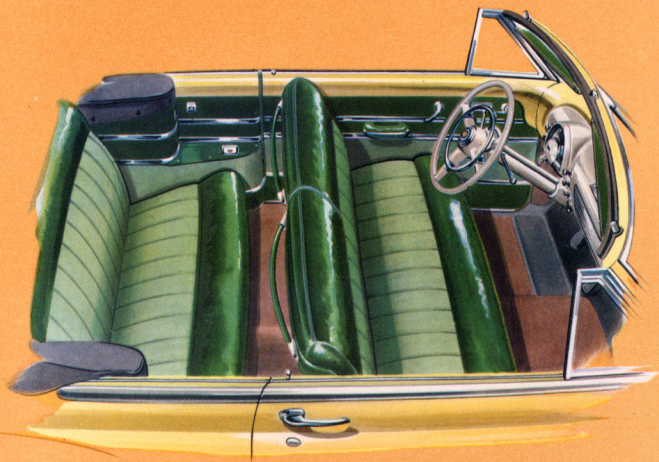
Invitation to relax . . . in style

Inside and out, the Futuramic Oldsmobile 4-Door Sedan bears the unmistakable stamp of quality . . . quality in design, quality in engineering, quality in craftsmanship. In this car, all the advantages of Futuramic design are seen at their very best. The extra visibility, the riding comfort, the handling ease . . . the eye-catching smartness and breath-taking style . . . all are here combined to make this luxury sedan the proudest achievement of Oldsmobile's fifty-year history.

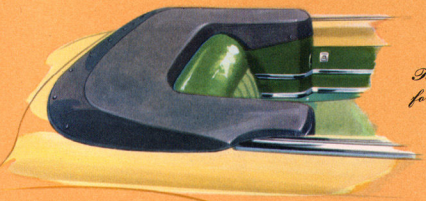
FUTURAMIC OLDSMOBILE SERIES '98" 4-DOOR SEDAN

F U L F I L L M E N T O F T H E F U T U R A M I C I D E A

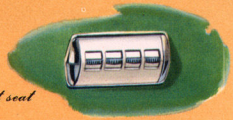




Colorful leather and cloth combinations make a sparkling interior



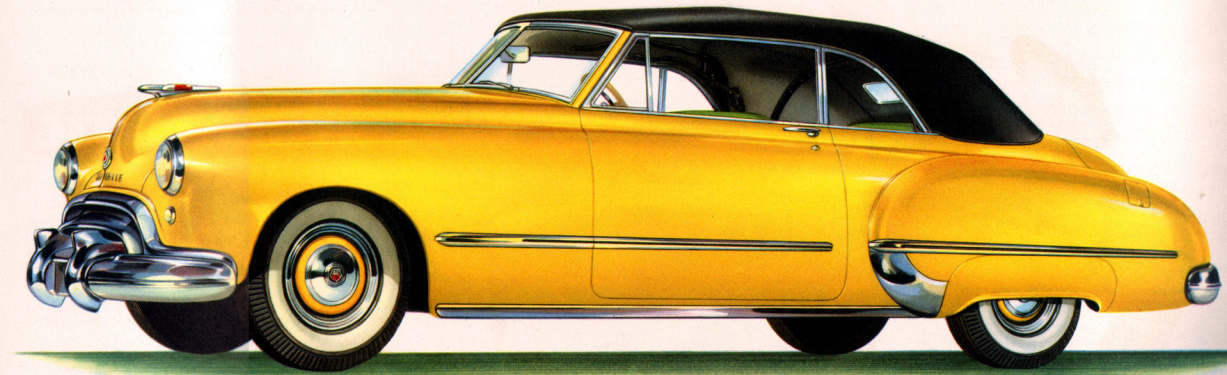
Top goes down automatically . . . folds neatly out of sight



Push buttons operate top, door-windows, and front seat

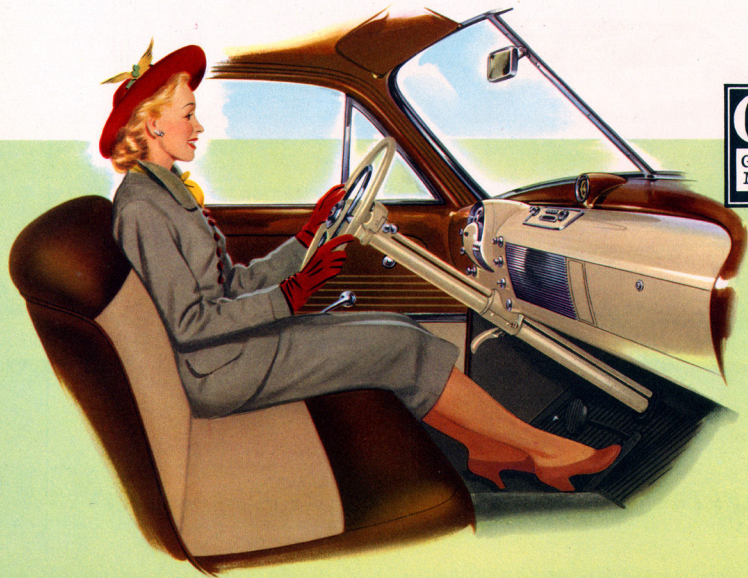
T H E N E A R E S T T H I N G T O A U T O M A T I C D R I V I N G

Here is the car that, in many ways, goes farthest in carrying out the Futuramic idea. So gay, so modern, so youthful in style . . . the Futuramic Convertible also brings you a hint of the future in its many automatic features. Press a button . . . the top goes up or down. Another button . . . the windows raise or lower. Still another . . . the front seat moves forward or back. And with GM Hydra-Matic Drive, all you do to operate the car is steer . . . step on the gas to go . . . step on the brake to stop. Gear shifting is automatic, and the clutch pedal is gone. In style, and in action, this Futuramic Oldsmobile points the way to the Golden Era ahead!



FUTURAMIC OLDSMOBILE SERIES "98" CONVERTIBLE COUPE

THE FUTURAMIC WAY OF DRIVING



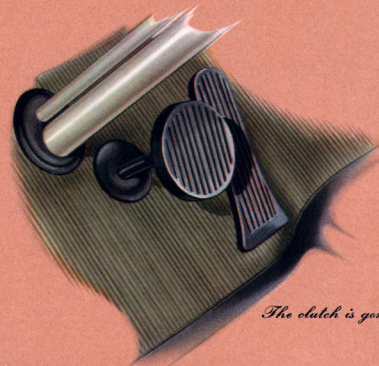
Futuramic design . . . Hydra-Matic Drive . . . two outstanding features of the cars of tomorrow, brought to you by Oldsmobile today!

GM Hydra-Matic Drive was introduced by Oldsmobile more than 8 years ago. Since that time, it has been thoroughly proved in the hands of over 400,000 Oldsmobile owners who have driven billions of "no-clutch, no-shift" miles. Today, Hydra-Matic Drive still sets the pace for the industry . . . in safety, performance, and driving ease. Oldsmobile, first with Hydra-Matic Drive, is away out ahead . . . *automatically!*



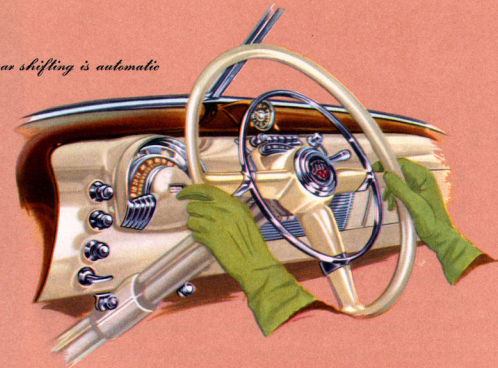
HYDRA-MATIC DRIVE

Just sit back in comfort as the thrilling miles go by, the Futuramic, Hydra-Matic way. You never shift gears—never push a clutch—yet performance is the liveliest you've ever known! For passing on the highway—for added performance on hills—simply press the accelerator all the way down. Hydra-Matic Drive's special pick-up gear goes into action—automatically—giving you an extra burst of power.



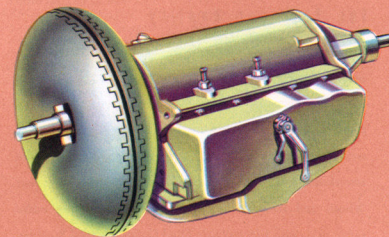
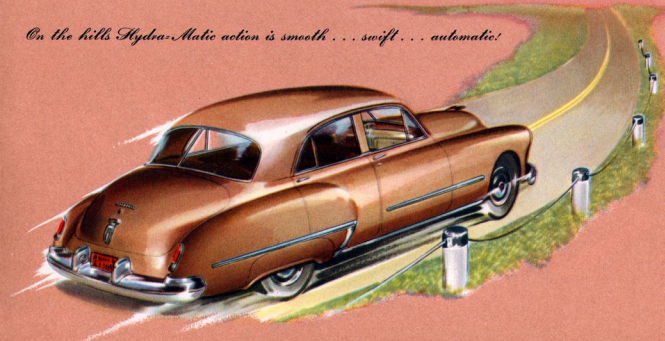
The clutch is gone . . . for good

Gear shifting is automatic



THE FULLY AUTOMATIC DRIVE WITH YEARS OF PROOF BEHIND IT!

On the hills Hydra-Matic action is smooth . . . swift . . . automatic!



Fluid coupling plus automatic transmission

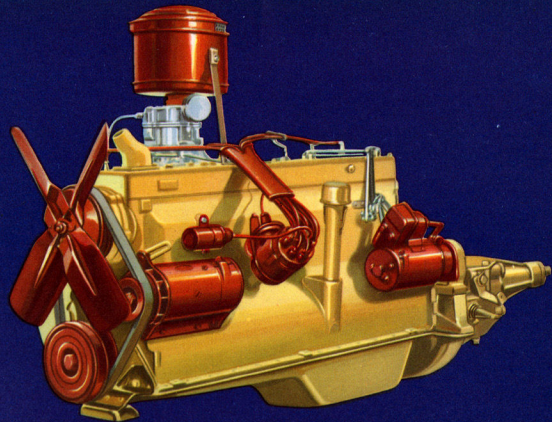
POWER BY OLDSMOBILE'S 8-CYLINDER ENGINE

New High-Compression Head
Ups Horsepower to 115

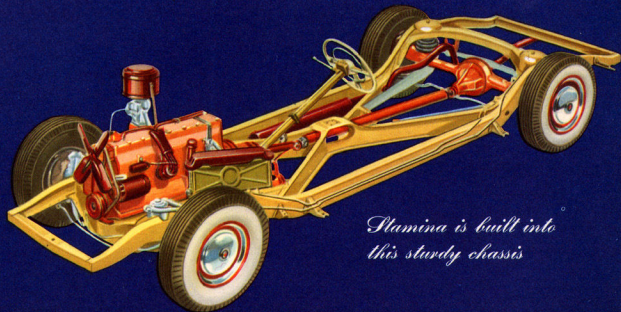
You'll marvel at the satin-smooth, surging performance you receive from Oldsmobile's powerful 8-cylinder engine. Its new high-compression head adds that *extra* measure of get-away power that keeps you out ahead . . . that *extra* measure of smoothness that makes all driving more enjoyable. It's economical to operate, too! Every gallon of gas goes farther in this beautifully engineered Oldsmobile power plant.

FIRM FOUNDATION for fine-car Quality

Beneath the smart styling of every Futuramic Oldsmobile, a soundly engineered, solidly constructed chassis provides the basis of Oldsmobile's durability, performance and riding comfort. Among its many stalwart features, there's *added security* in the road hugging Rigid X-Member Frame. *Added smoothness* with Quadri-Coil Springs, Knee-Action Front Wheels and scientific 4-Way Stabilization. There's *added safety*, too, with Oldsmobile's Dual Center-Control Steering.



Superbly engineered for superior performance



*Alumina is built into
this sturdy chassis*



S P E C I F I C A T I O N S

F U T U R A M I C O L D S M O B I L E S E R I E S ' ' 9 8 ' '

EIGHT-CYLINDER ENGINE—Bore, 3¼ inches; stroke, 3⅞ inches; displacement, 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 115 at 3600 r.p.m. Electro-Hardened Aluminum Alloy Pistons with two compression and two oil control rings. Full-pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, 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—Single plate, dry disc clutch. All-Silent Syncro-Mesh Transmission.

HYDRA-MATIC DRIVE—Available at extra cost.

ELECTRICAL SYSTEM—Under-hood battery, 15-plate, 100 ampere-hour capacity. (17-plate, 120 ampere-hour capacity on Convertible.) Air-cooled generator with automatic charging control. Solenoid-type starter. Unit-type Sealed-Beam headlights with foot selector switch.

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

SUSPENSION—Quadri-Coil Springing, with 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. Double-action hydraulic shock absorbers, front and rear.

STEERING—Dual Center-Control, providing perfect steering geometry. Worm-and-double-roller design.

TIRES—Low-pressure balloon tires, 6:50 x 16 inches.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels. All brakes completely sealed. Brake lining area, 181.1 square inches. Front lining, 11" x 2¼"; rear, 11" x 2".

WHEELBASE—125 inches.

TURNING CIRCLE DIAMETER—42 feet.

UNISTEEL TURRET-TOP BODIES BY FISHER, completely bonderized and finished with 6 coats of high grade lacquer.

BODY TYPES—Convertible Coupe, Club Sedan, Four-Door Sedan.

STANDARD EQUIPMENT: Includes Foam Rubber seat cushions, two front-seat arm rests, cord-type robe rail, fender and door ornaments, trim shadow-stripe broadcloth, with interior chrome trim moldings, rear fender panels, Safety Glass, bumpers, vacuum booster pump, two windshield wipers, dual horns, two sun visors, Fisher No-Draft Ventilation, automatic choke, cigarette lighter and spare wheel and tire. Painted E.Z.I. rear vision mirror on closed bodies. Chrome-plated E.Z.I. mirror on Convertible. Convertible Coupe has hydraulically operated top, windows, and seat adjuster. Outside mirror on Convertible.

DE LUXE EQUIPMENT: Includes two-tone upholstery—de luxe broadcloth and birdseye worsted cloth—(colors depending on outside paint combinations). Cloth and leather on Convertibles. Center arm rest in rear seat (4-Door and Club Sedan). Front compartment floor mat with carpet inserts; rear compartment floor mat—de luxe carpet. De luxe interior chrome trim moldings on closed bodies. De luxe ash tray on 4-Door Sedan model. Electric clock. Steering wheel and horn button of de luxe plastic. Chrome wheel trim rings. Automatic glove box light. Oversize tires, 8:20 x 15 inches. Hydraulically operated windows and seat adjuster available at extra cost on closed models.

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FUTURAMIC



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