

OLDSMOBILE

Colorful

DYNAMIC SERIES

1948



SIXTY & SEVENTY

Going Places!

... IN '48



BRIGHT, SPARKLING NEW OLDSMOBILES



DYNAMIC" is more than just another name as applied to these new Oldsmobiles for 1948. It's an *action-word* that's particularly suited to the "personality" of these *action-styled, action-engineered* cars.

The very smoothness of their flowing lines suggests motion . . . driving . . . travel . . . excitement. Sparkling new colors, inside and out, heighten this effect and give an added impression of dynamic smartness—smartness that stays in style as other fashions change.



But the action really begins when you start "going places" in a Dynamic Oldsmobile. Going . . . automatically . . . the Hydra-Matic way. Going with a torrent of smooth power . . . never pausing to shift gears. Going in comfort, at ease, relaxed . . . never stopping to push a clutch.

Oldsmobile was *first* to introduce GM Hydra-Matic Drive. Today, this outstanding General Motors feature—fully perfected and fully proved—is available in all Oldsmobile models at extra cost. Oldsmobile is still *first . . . automatically . . .* with all that's new and advanced in driving!

WITH GM HYDRA-MATIC DRIVE

THE SMART WAY TO

Go Places!

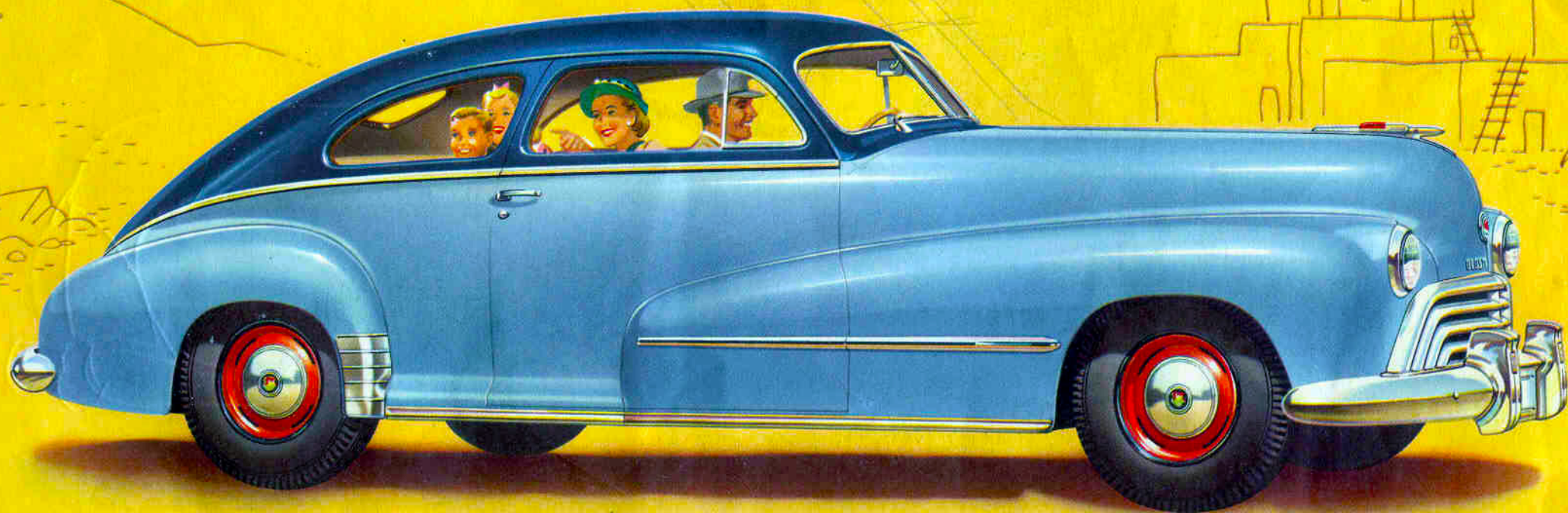
DYNAMIC SERIES

OLDSMOBILE



66·68·76·78

The colorful Dynamic Series Oldsmobiles for 1948 offer the discriminating buyer an exceptionally wide choice in body styles, power plants and extra value features. There are seven basic body designs—five “60’s”—two “70’s”. • • • Dynamic “60’s” have a wheelbase of 119 inches, an overall length of 204 inches. They are available either as 100-horsepower “66’s” or 110-horsepower “68’s” • • • Dynamic “70’s” also offer a choice of 6- or 8-cylinder engines. In addition, they are available as either Standard or De Luxe models—all on a wheelbase of 125 inches, with a bumper-to-bumper length of nearly 18 feet. • • • Dynamic Series Oldsmobiles come in a wide range of colors, including many new bright and sparkling shades and striking two-tone combinations. All Dynamic Series models offer (optional at extra cost) Oldsmobile’s fully proved GM Hydra-Matic Drive.

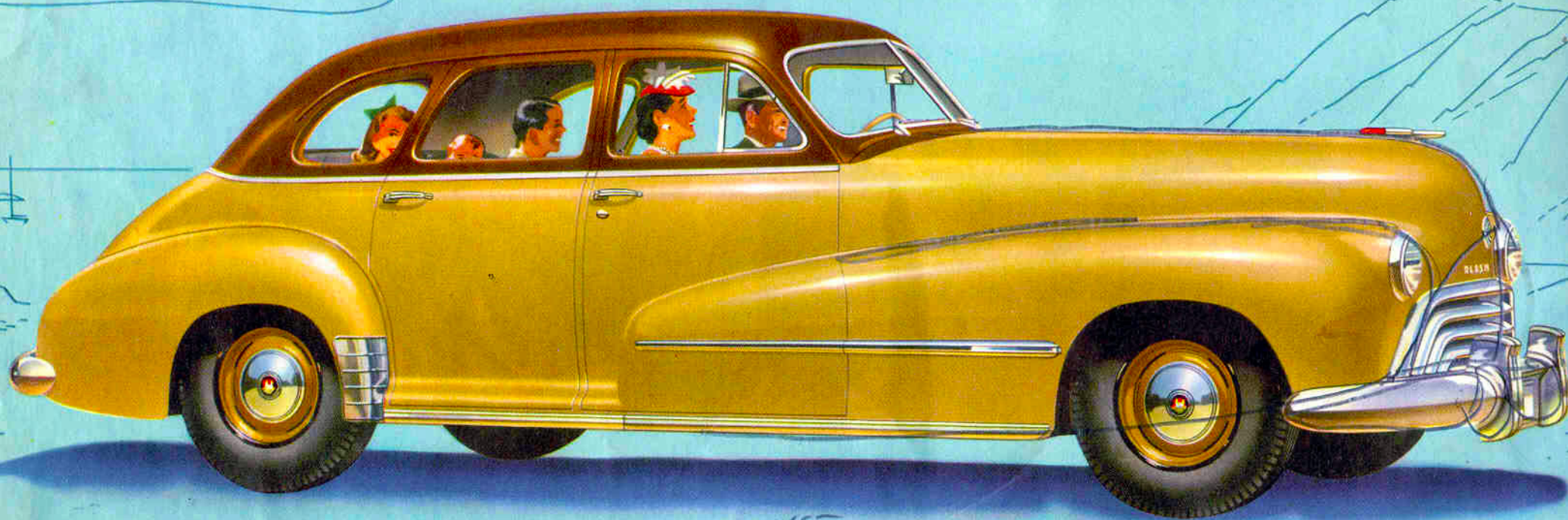


2127 ⁴⁵⁻
Radio Heater & Hyd.

OLDSMOBILE SERIES "60" CLUB SEDAN

1973 ⁴⁵⁻

Six passengers can ride in real comfort in this colorful Club Sedan. Its dashing smartness combines the appearance of a larger car with the convenience of a coupe. Wide doors and a divided front seat offer easy access to the rear seat. The sweeping rear deck conceals a really spacious luggage compartment.

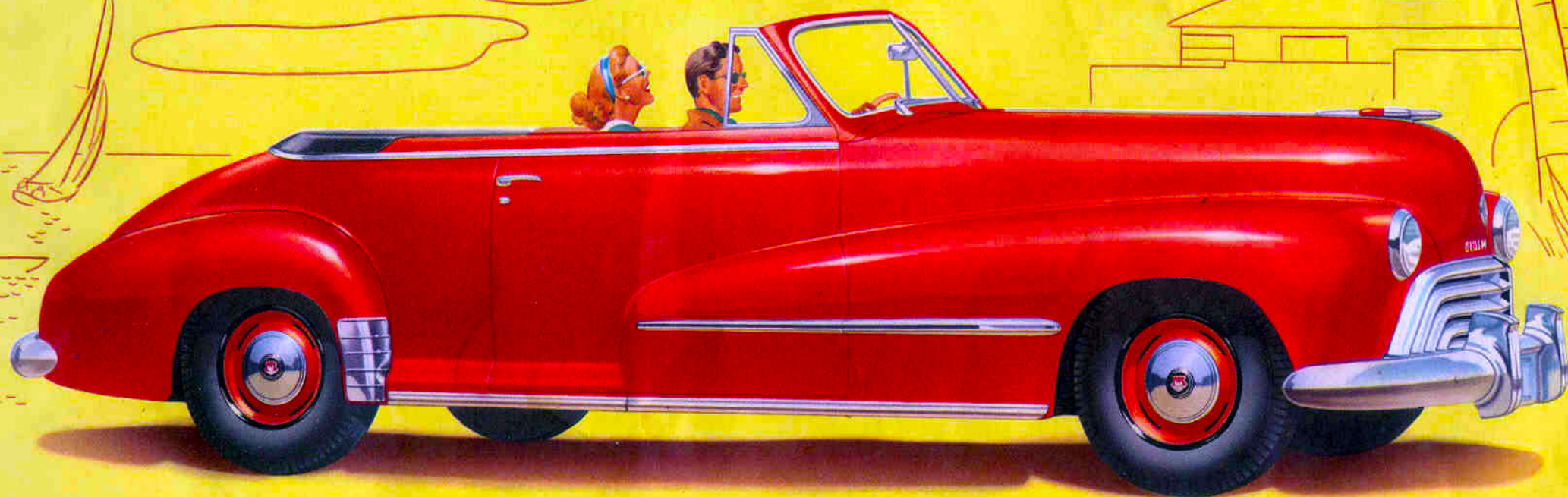


2172 ⁴⁵

Radio & Heater Hyd.

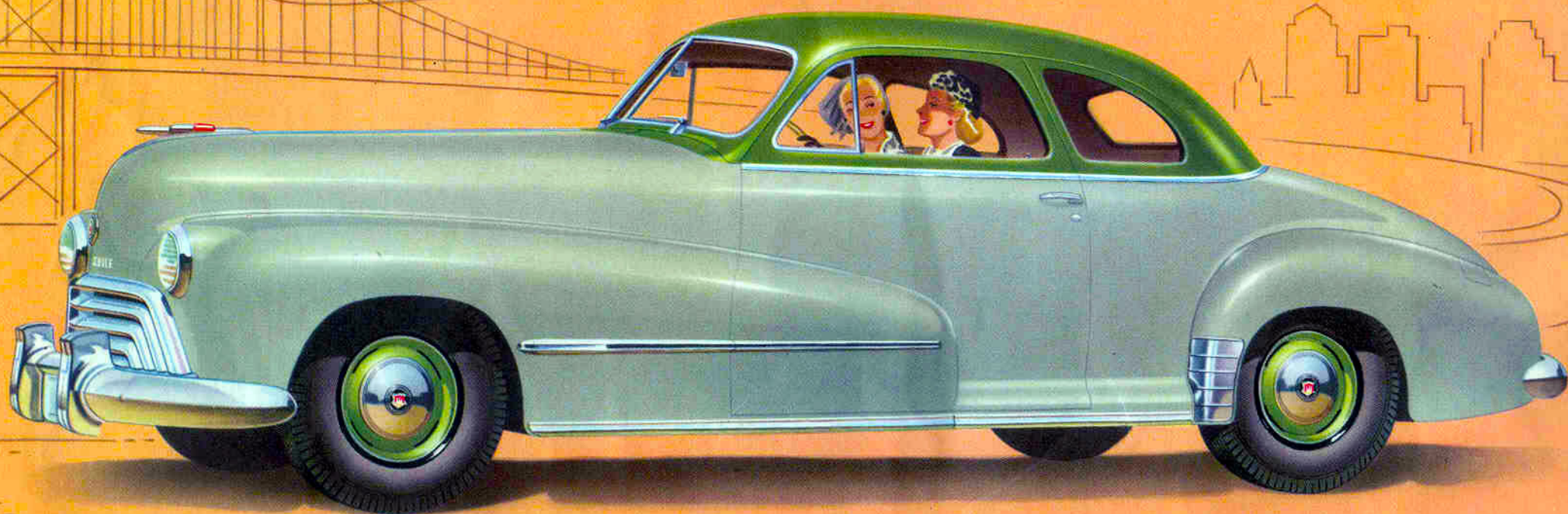
OLDSMOBILE SERIES "60" FOUR-DOOR SEDAN

There's never a crowd in either the front or back seat of this Style-Leader 4-Door Sedan. Six adults can relax in comfort on deep, smartly upholstered cushions. And General Motors Hydra-Matic Drive (optional at extra cost) will add to the enjoyment of "going places" in this popular Oldsmobile model.



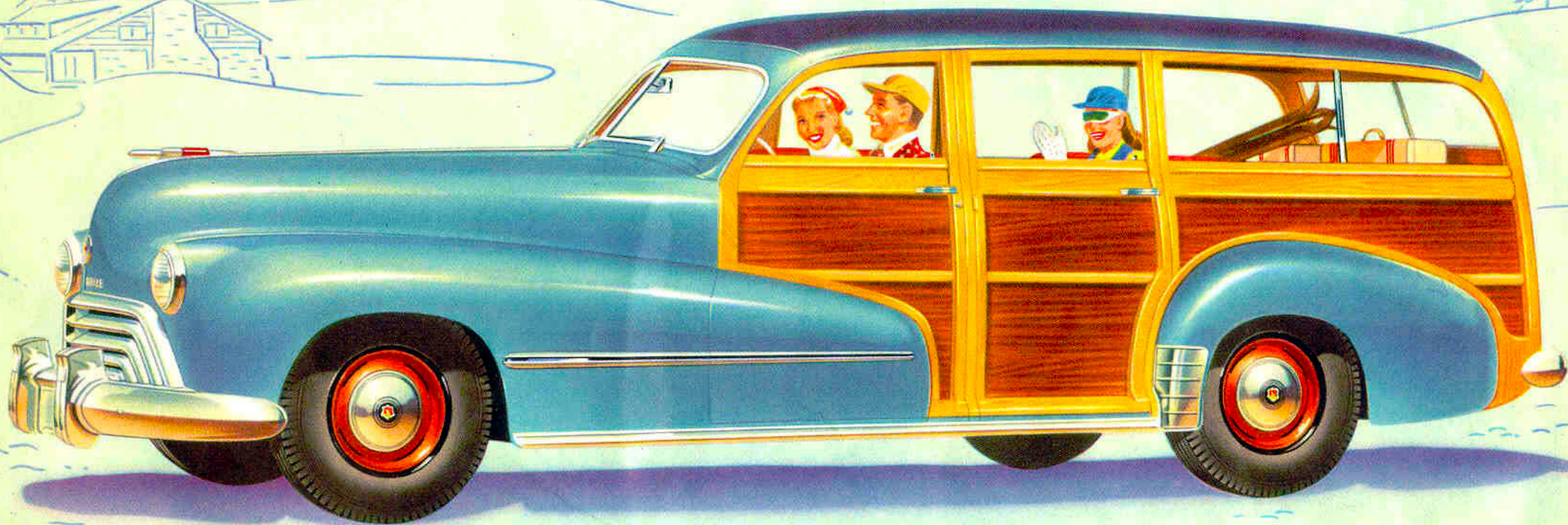
OLDSMOBILE SERIES "60" CONVERTIBLE COUPE

Just push a button—and this weathertight, 6-passenger Convertible is instantly transformed into a smart open roadster. The snug-fitting top is power-operated from a convenient switch on the dash. This model available with genuine leather upholstery, or with colorful leather and cloth combination.



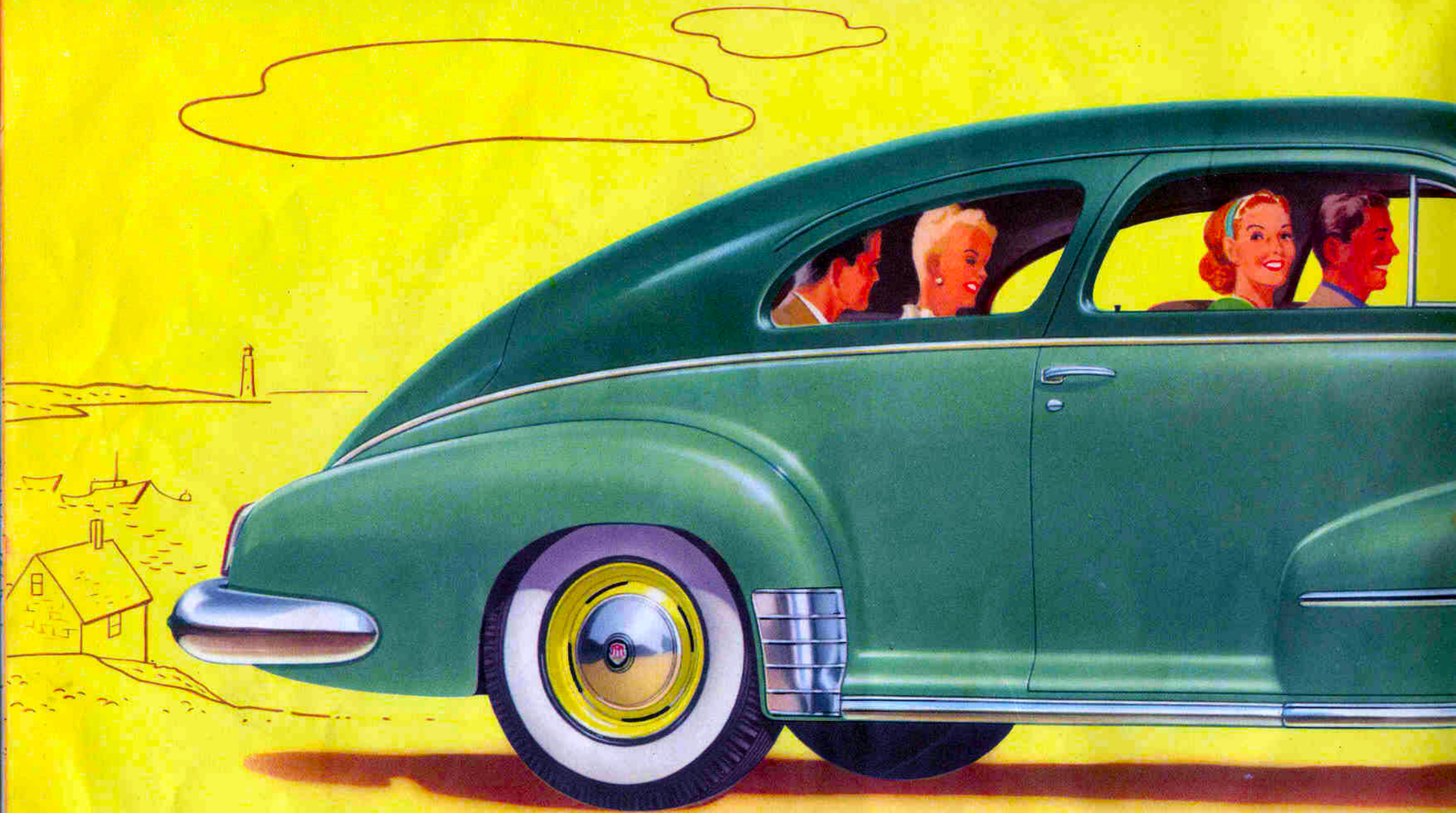
OLDSMOBILE SERIES "60" CLUB COUPE

Individually styled for personal use, this easy handling coupe will accommodate six passengers in comfort. Separate seat-backs in front can be folded forward to permit easy entrance to the full-width rear seat. You can mix business trips with pleasure cruises in this distinctive Oldsmobile Club Coupe.

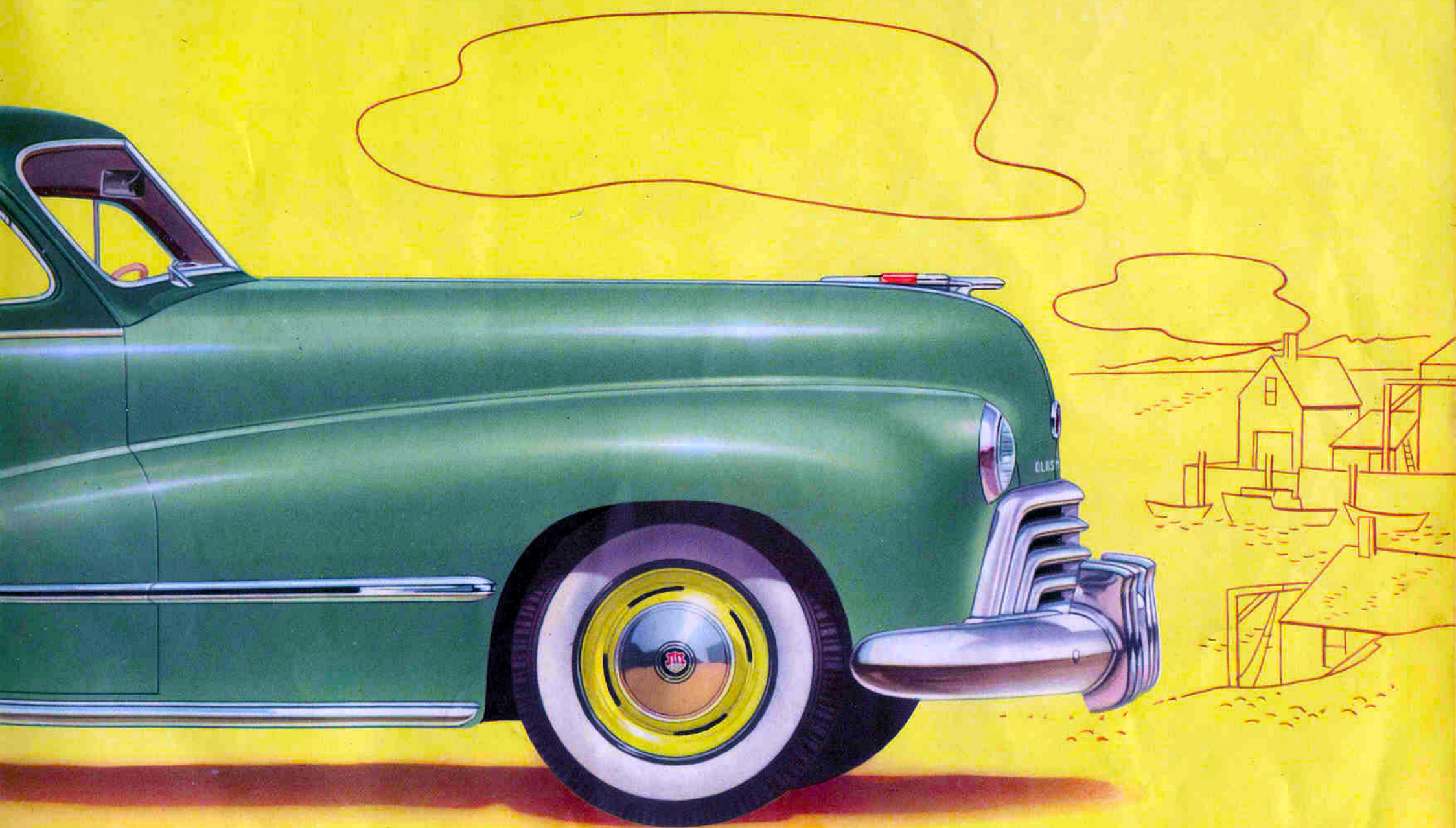


OLDSMOBILE SERIES "60" STATION WAGON

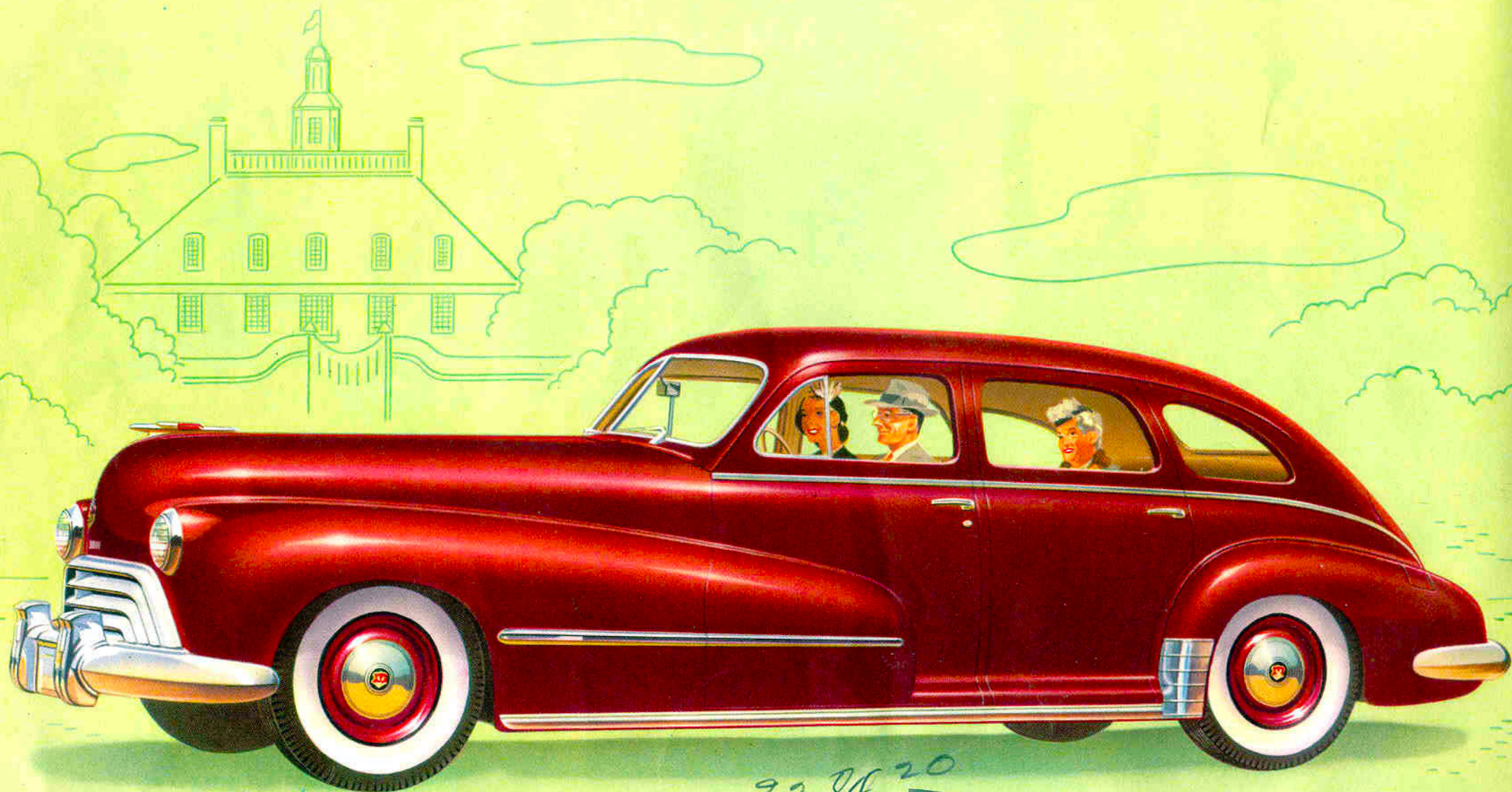
This sleek looking, sturdily built Station Wagon offers a combination of handsome styling for town travel and handy adaptability for country use. Comfortable, leather-upholstered seats can carry eight passengers without crowding—or both rear seats can be removed to haul loads up to a thousand pounds.



O L D S M O B I L E S E R I E S " 7 0 " C L U B S E D A N



Smartly styled and superbly engineered, this Oldsmobile Club Sedan is a popular favorite with new-car owners. Its smooth riding comfort, plus the dashing performance of its powerful engine, provides top-notch driving pleasure and economy. Available in Six- or Eight-Cylinder models.



OLDSMOBILE SERIES "70" FOUR-DOOR SEDAN

Radio & Heater & Hyd.

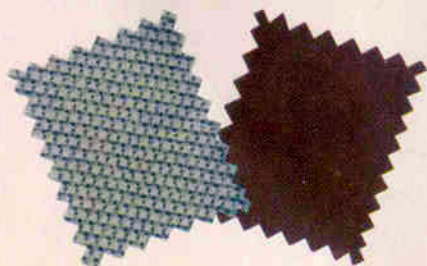
"Going places" takes on a new meaning in this brilliantly styled Dynamic Cruiser 4-Door Sedan. Its broad, deep seats invite six passengers to all-day riding in uncrowded comfort. And Hydra-Matic Drive, optional at extra cost, provides "no-clutch, no-shift" driving ease and new motoring enjoyment.

Going Places

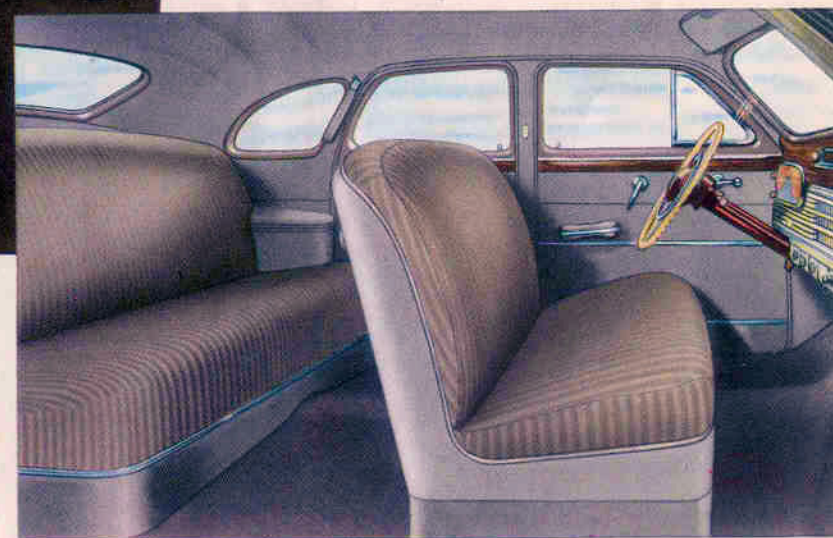
IN LUXURY AND COMFORT!



Oldsmobile smartness is nowhere more evident than in the colorful interiors which make these Dynamic Series models such outstanding Style-Leaders. Upholstery fabrics are rich, smooth and lustrous. The year's new fashion shades are skillfully blended and contrasted to create a bright and modern color scheme. Every fitting and appointment—every smallest detail of the interior—is handled with meticulous care to achieve that over-all atmosphere of luxury and tailored good taste.



Illustrated above: the De Luxe Series "70" Club Sedan, with striking two-tone upholstery and the luxury-comfort of Foam Rubber Seat Cushions. At right: the smart interior of the Dynamic Oldsmobile Series "60" Four-Door Sedan.



Going Places - AUTOMATICALLY

WITH THRILLING

HYDRA-MATIC DRIVE

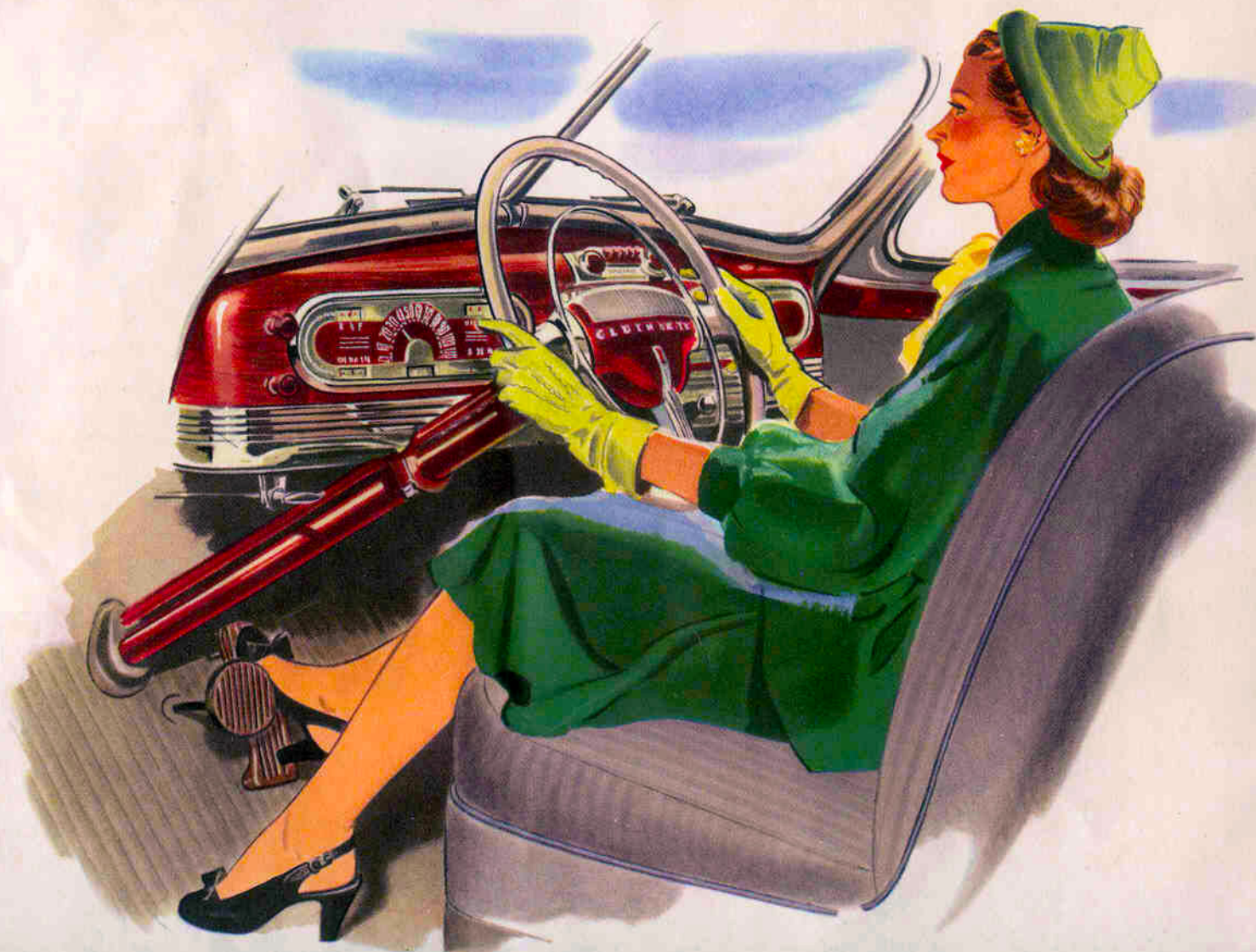
You've never known how simple, how relaxing, how thoroughly enjoyable driving a motor car can be, if you haven't taken the wheel of an Oldsmobile with GM Hydra-Matic Drive.

What a thrill! . . . to streak into action as a traffic signal turns green, without shifting gears, without pushing a clutch.

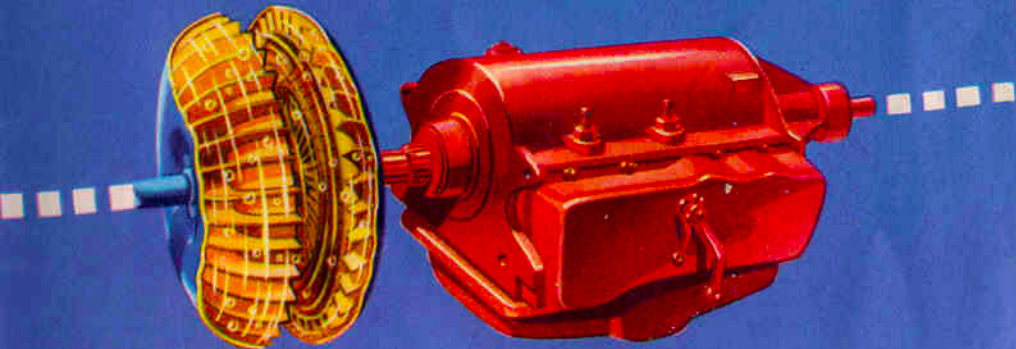
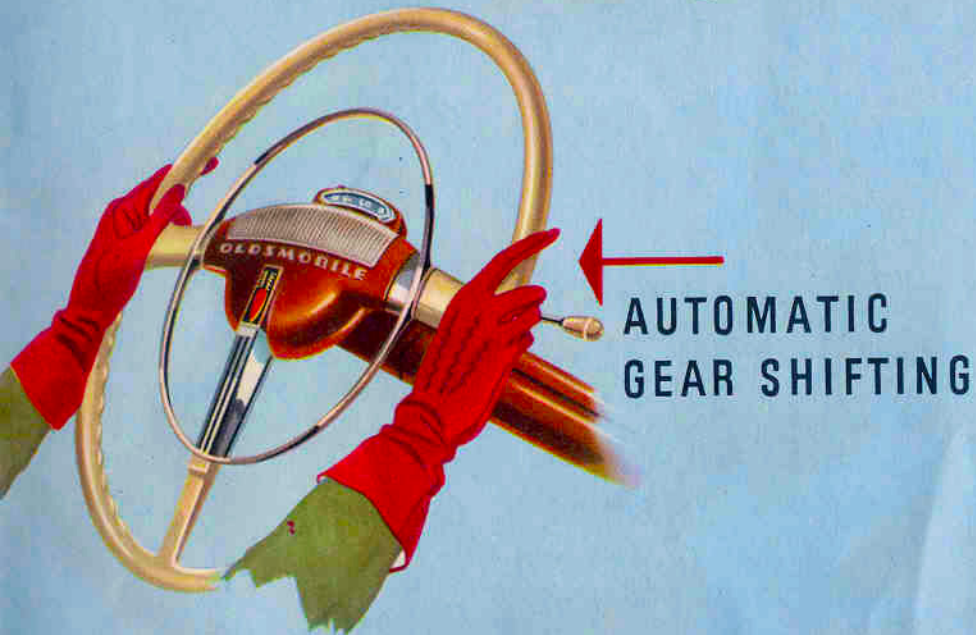
What a thrill! . . . to relax as you move through heavy traffic, watching other drivers shift gears and do all the work of ordinary driving.

What a thrill! . . . the burst of power that whisks you past another car or carries you out of danger, when you take advantage of Hydra-Matic Drive's special pick-up gear.

What a special thrill! . . . to know that wherever you drive—city or country, on hills or on the level—you're always in the right gear at the right time . . . automatically. Minimum effort . . . maximum performance . . . that's the thrilling story of Oldsmobile's fully proved GM Hydra-Matic Drive.



NO CLUTCH
PEDAL



FLUID COUPLING + AUTOMATIC TRANSMISSION = HYDRA-MATIC DRIVE

OLDSMOBILE

FIRST WITH



HYDRA-MATIC DRIVE

The Fully Automatic Drive With Years of Proof Behind It

Oldsmobile first introduced Hydra-Matic Drive in its 1940 models. Since that time, Hydra-Matic Drive has been *proved* in the hands of hundreds of thousands of Oldsmobile owners—*proved* in billions of miles of day-in-and-day-out driving—*proved* in combat use on Army tanks during the war.

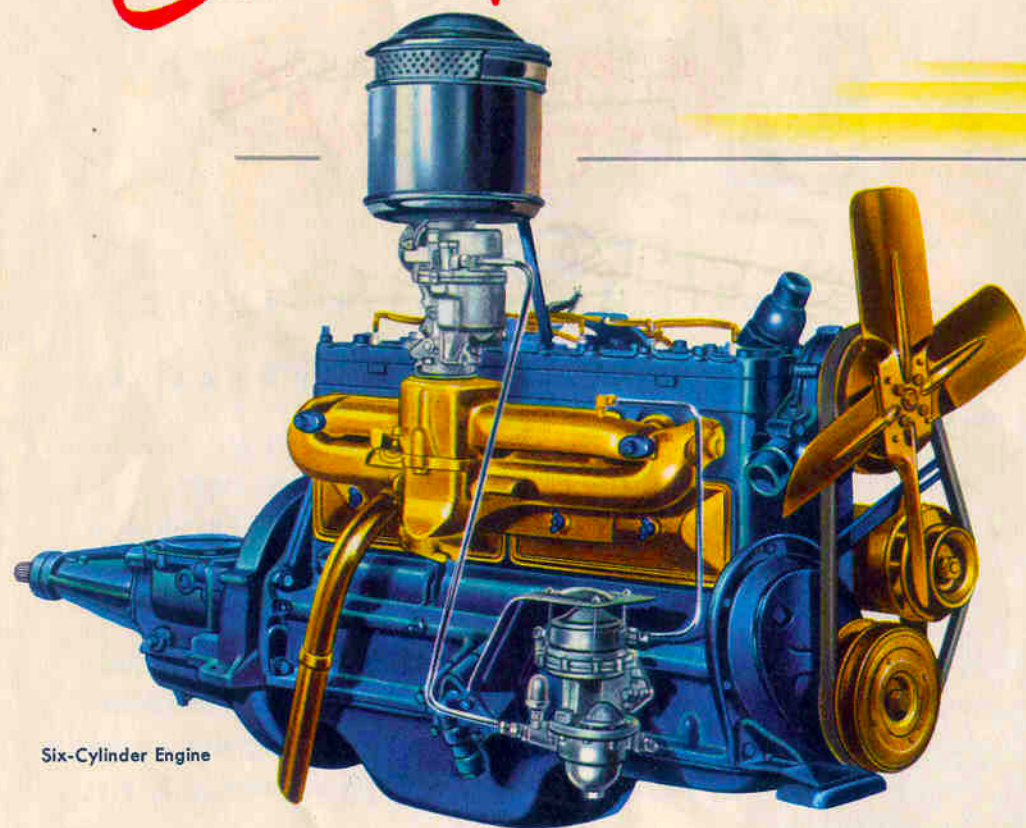
Oldsmobile engineers and production experts have gained invaluable experience and "know-how" in the field of automatic transmissions. And Oldsmobile dealers all over the country have been able to staff and equip their service departments to offer unparalleled facilities for the maintenance of Hydra-Matic Drive cars.

All this means that Oldsmobile gained a big head start in the field of automatic driving—and still enjoys a decided advantage in this field today. The important point is that, even with all those years of proof behind it, Hydra-Matic Drive still has never been equalled. Hydra-Matic Drive shifts gears automatically through four forward speeds. Hydra-Matic Drive eliminates the clutch pedal entirely. And Hydra-Matic Drive *combines* a fluid coupling and a fully automatic transmission to give extra performance, extra safety, extra driving ease. Away out ahead automatically . . . Oldsmobile is still setting the pace with General Motors Hydra-Matic Drive*.

*Optional at extra cost in all Oldsmobile models.

Going Places

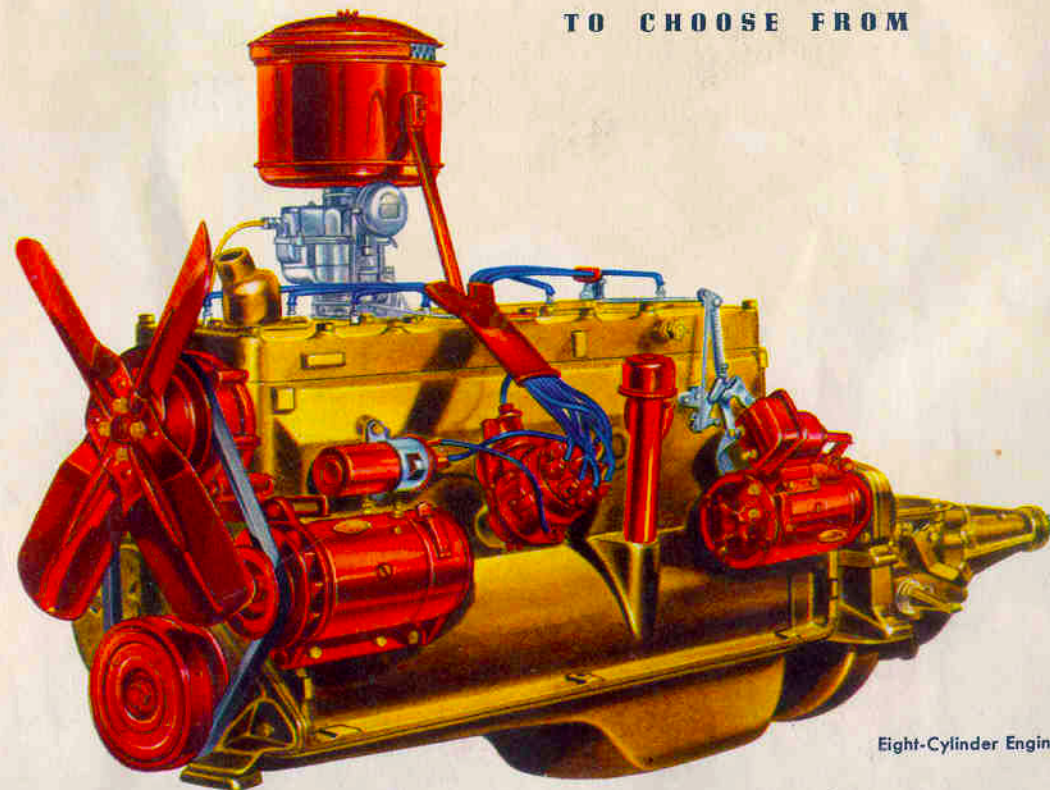
— WITH POWER AND PEP!



Six-Cylinder Engine

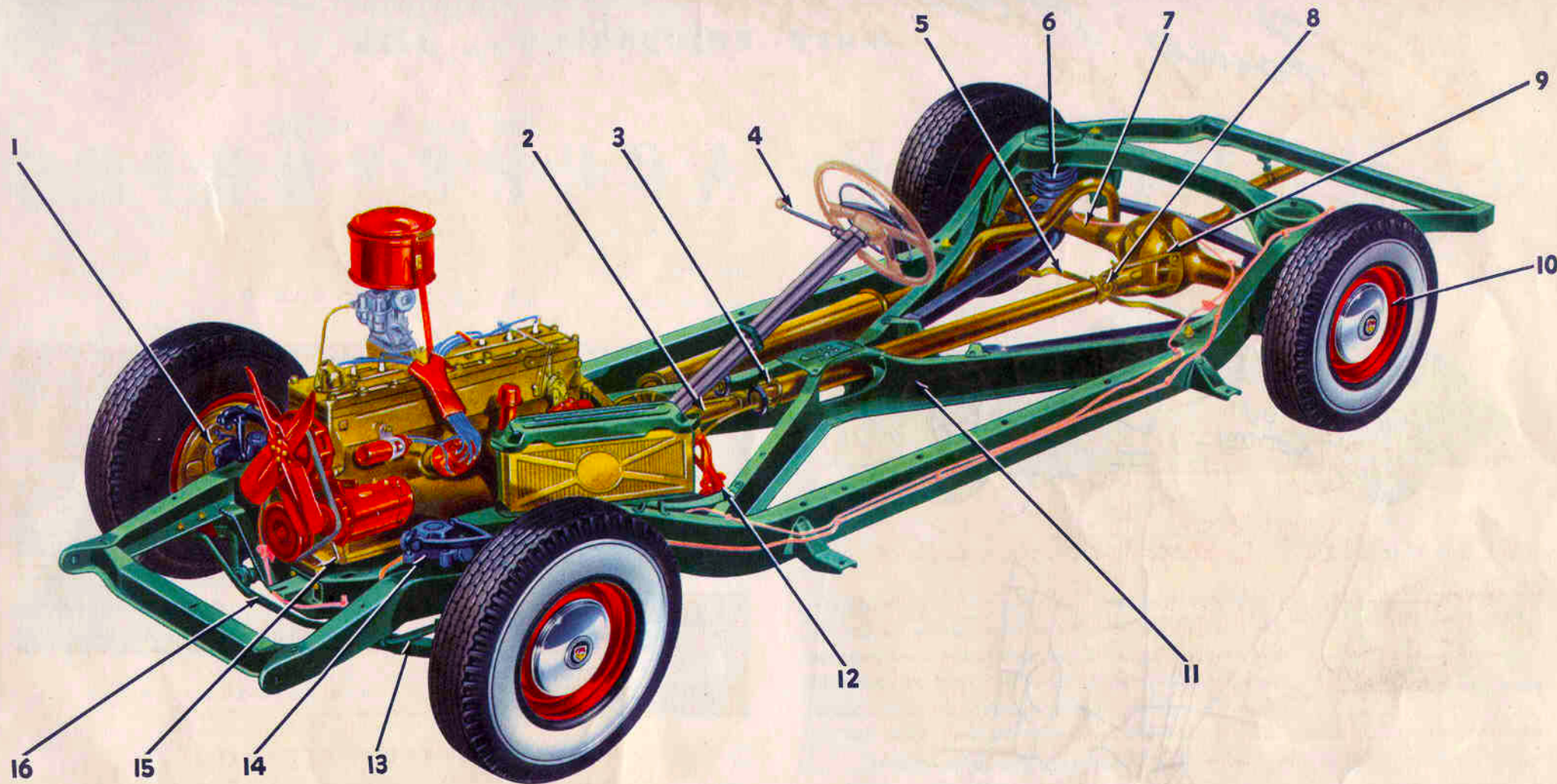


TWO BIG ENGINES
TO CHOOSE FROM



Eight-Cylinder Engine

The heart of any motor car is its power plant. That's why Dynamic Oldsmobile buyers are particularly fortunate in having a choice of two such dependable, smooth running engines—the 100-horsepower Oldsmobile Six—and the 110-horsepower Oldsmobile Eight. Both are splendid performers—powerful yet economical in operation—typically Oldsmobile in their quality craftsmanship and advanced engineering design. Full-Pressure Lubrication, Completely Cooled Cylinders, Down-Draft Carburetion, Pressure-Cooled Valve Seats, Rifle-Drilled Connecting Rods, and Electro-Hardened Aluminum Alloy Pistons—these are only a few of the extra value features that give Oldsmobile engines the ability to “go places” and keep going year after year with trouble-free dependability.

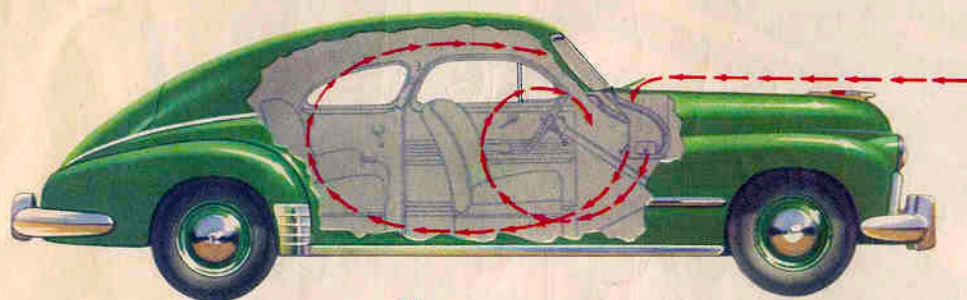


STURDY FOUNDATION FOR A QUALITY CAR

Exceptional stamina and outstanding riding qualities are built into the Dynamic Oldsmobile's expertly engineered chassis. Its Rigid X-Member Frame provides bridge-like strength and a low center of gravity. Coil Springs at all 4 wheels cushion front and rear seat passengers alike. And Oldsmobile's 4-Way Stabilization minimizes pitching and tossing. These—and other chassis features at right—enable you to "go places" in comfort and security in a Dynamic Oldsmobile.

1. Self-Energizing Super-Hydraulic Brakes, with Cast Iron Braking Surfaces and Triple-Sealed Drums. 2. All-Silent Syncro-Mesh Transmission. 3. Needle-Bearing Front Universal Joint. 4. Handi-Shift Gear Control. 5. 4-Way Stabilization. 6. Modern Coil Springs at all four wheels. 7. Flanged Axle Shafts. 8. Needle-Bearing Rear Universal Joint. 9. 6-Bearing Rear Axle with Hypoid Gears. 10. Mechanical Emergency Brakes operating on rear wheels. 11. Rigid X-Member Frame with 5 cross members. 12. Single-Plate Smooth-Action Clutch. 13. Knee-Action Front Wheels. 14. Double-Action Hydraulic Shock Absorbers at all four wheels. 15. Center Unit Front-End Mounting. 16. Dual Center-Control Steering.

Going Places more enjoyably . . . with OLDSMOBILE ACCESSORIES



OLDSMOBILE

"Condition-Air"



This is a complete heating, ventilating, and defrosting system that provides fresh air in large volume through the cowl ventilator . . . freed from dust and rain and heated to comfortable temperatures. Air is distributed throughout the car by the pressure of the car's forward movement. Manually controlled auxiliary heating fans give added circulation when necessary. These fans also operate the defroster, clearing the windshield and windows of steam, frost and mist.

ally controlled auxiliary heating fans give added circulation when necessary. These fans also operate the defroster, clearing the windshield and windows of steam, frost and mist.



DUAL-FLOW HEATER

This De Luxe Oldsmobile Heater has unusually large output for quick warm-up. Three adjustable doors make it possible to regulate the flow of heat in any direction. It provides either direct or indirect heating for maximum comfort. And the defroster, which can be controlled separately from the heater, prevents windshield steaming and icing.

THE DELUXE RADIO

This outstanding radio has all the features you want. It is a full-capacity receiver, 6 tubes plus rectifier, with a super-sensitive oval speaker. Its balanced "push-pull" output gives clear, even tone right up to maximum volume. Volume control is automatic, and tone control is adjustable. Push buttons provide instant selection of 5 different stations.



← NEW EASY-TO-REACH CONTROLS



THE STANDARD RADIO

Like the De Luxe Radio, this new receiver, with 5 tubes plus rectifier, is specially built for the 1948 Oldsmobile. It offers "big-set" quality features, oval speaker, automatic volume control and variable tone control. Push buttons provide automatic selection of 5 stations.

OTHER QUALITY ACCESSORIES

Chrome Wheel Trim Rings •• De Luxe Electric Clock •• Standard and De Luxe Seat Covers •• Safety Spotlight •• Auxiliary Driving Lights •• Back-up Light Trunk Light •• Under-Hood Light •• Glove Compartment Light •• Direction Signals •• Rear Fender Panels •• Front Bumper Center Plate Ornament •• License Plate Frames •• Gas Tank Lock •• Exhaust Deflector •• Outside Rear View Mirror Glare-Proof Rear View Mirror •• "E.Z.I." Rear View Mirror •• Visor Vanity Mirror.

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

SERIES "66" and "68"

SIX-CYLINDER ENGINE—Bore, 3½ inches; stroke, 4¼ inches; displacement, 238 cubic inches. Taxable horsepower, 29.4. Brake horsepower, 100 at 3400 r.p.m. Electro-Hardened Aluminum Alloy Pistons fitted with two compression and two oil control rings for better compression and oil economy. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, timing chain, and cylinder walls. "60" Series also available with Eight-Cylinder Engine.

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—Single plate, dry disc clutch. All-Silent Syncro-Mesh Transmission with steering-column control.

HYDRA-MATIC DRIVE—Available at extra cost.

ELECTRICAL SYSTEM—Under-hood battery, 15-plate, 100 ampere-hour capacity. Air-cooled generator with automatic charging control. Positive-shift 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.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels. All brakes completely sealed. Brake lining area, 159.8 square inches. Front lining, 11" x 2"; rear, 11" x 1¾".

TIRES—Low-pressure balloon tires, 6:00 x 16. (Convertible, Station Wagon and "68" Series—6:50 x 15.)

WHEELBASE—119 inches. Turning circle diameter—40 feet.

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

BODY TYPES—Club Coupe, Convertible Coupe, Club Sedan, 4-Door Sedan, Station Wagon.

STANDARD EQUIPMENT—Bedford Cord trim, Safety Glass, bumpers, vacuum booster pump, two windshield wipers, dual horns, two sun visors, Fisher No-Draft Ventilation, automatic choke, cigarette lighter, spare wheel and tire.

DE LUXE EQUIPMENT—Includes two-tone trim—two options—brown and gray, Foam Rubber seat pads, wider chrome trim moulding on doors, plastic face glove box door, E.Z.I. rear view mirror, de luxe electric clock, de luxe instrument cluster, de luxe steering wheel and horn button, chrome wheel trim rings, automatic glove box light, 7:60 x 15 tires.

SERIES "76" and "78"

EIGHT-CYLINDER ENGINE—Bore, 3¼ inches; stroke, 3⅞ inches; displacement, 257 cubic inches. Taxable horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Full-pressure lubrication to all main, connecting rod, and camshaft bearings, timing chain, and cylinder walls. "70" Series also available with Six-Cylinder Engine.

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—Single plate, dry disc clutch. All-Silent Syncro-Mesh Transmission with steering-column control.

HYDRA-MATIC DRIVE—Available at extra cost.

ELECTRICAL SYSTEM—Under-hood battery, 15-plate, 100 ampere-hour capacity. Air-cooled generator with automatic charging control. Positive-shift 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.

BRAKES—Super-Hydraulic, self-energizing type. Cast iron braking surfaces. Mechanical braking system on rear wheels. All brakes completely sealed. "76" brake lining area, 159.8 square inches. "78" brake lining area, 181.1 square inches.

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

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—Club Sedan and Four-Door Sedan.

STANDARD EQUIPMENT—Shadow-stripe broadcloth trim, Safety Glass, bumpers, vacuum booster pump, two windshield wipers, dual horns, two sun visors, Fisher No-Draft Ventilation, automatic choke, cigarette lighter, two front-seat arm rests, cord-type robe rail, rear-seat assist straps, fender and door-cap ornaments, spare wheel and tire.

DE LUXE EQUIPMENT—Includes two-tone trim—two options—brown and gray, Foam Rubber seat pads, wider chrome trim moulding on doors, plastic face glove box door, E.Z.I. rear view mirror, de luxe electric clock, de luxe instrument cluster, de luxe steering wheel and horn button, chrome wheel trim rings, automatic glove box light, 7:60 x 15 tires. Also, center arm rest rear seat, front compartment floor mat with carpet inserts, rear compartment floor mat with de luxe carpet, rear fender panels.

Wherever you travel in America, you'll find an authorized Oldsmobile dealer somewhere nearby, ready to give you the kind of careful maintenance service your Dynamic Oldsmobile requires. He has factory-approved tools and equipment for every type of service work. He has mechanics trained in factory-specified service methods. And he has a well rounded stock of authorized Oldsmobile parts and accessories. A quality car deserves quality care. Give your Oldsmobile the best in service—Oldsmobile service—right from the very start.

*No matter
what places
you go —*



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1948 OLDSMOBILE

Dynamic Series

OFFERING



HYDRA-MATIC
DRIVE