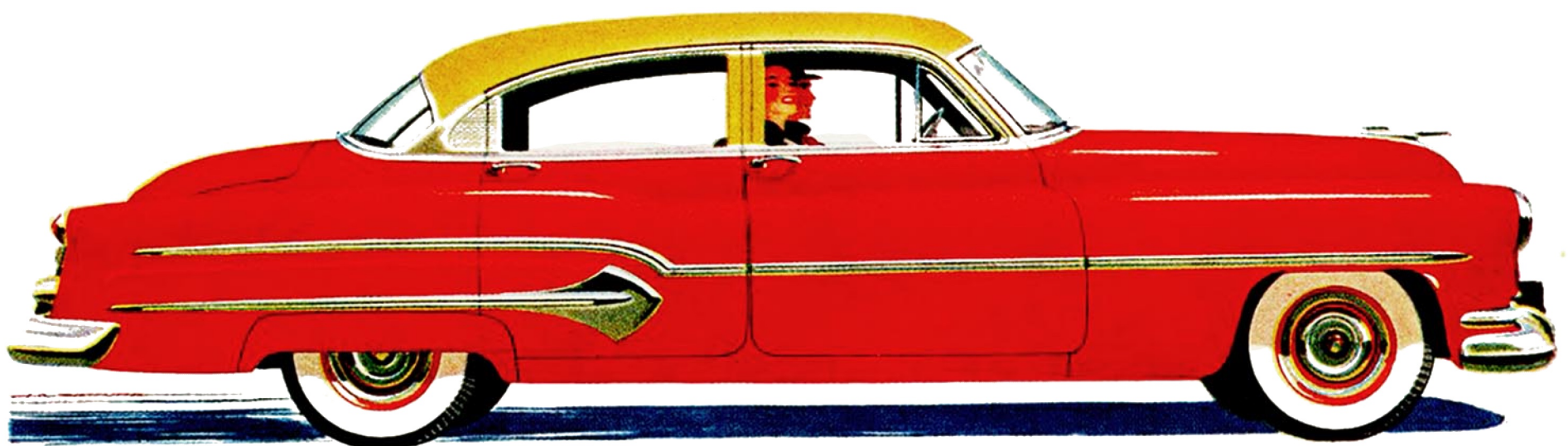


NEW!

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!*