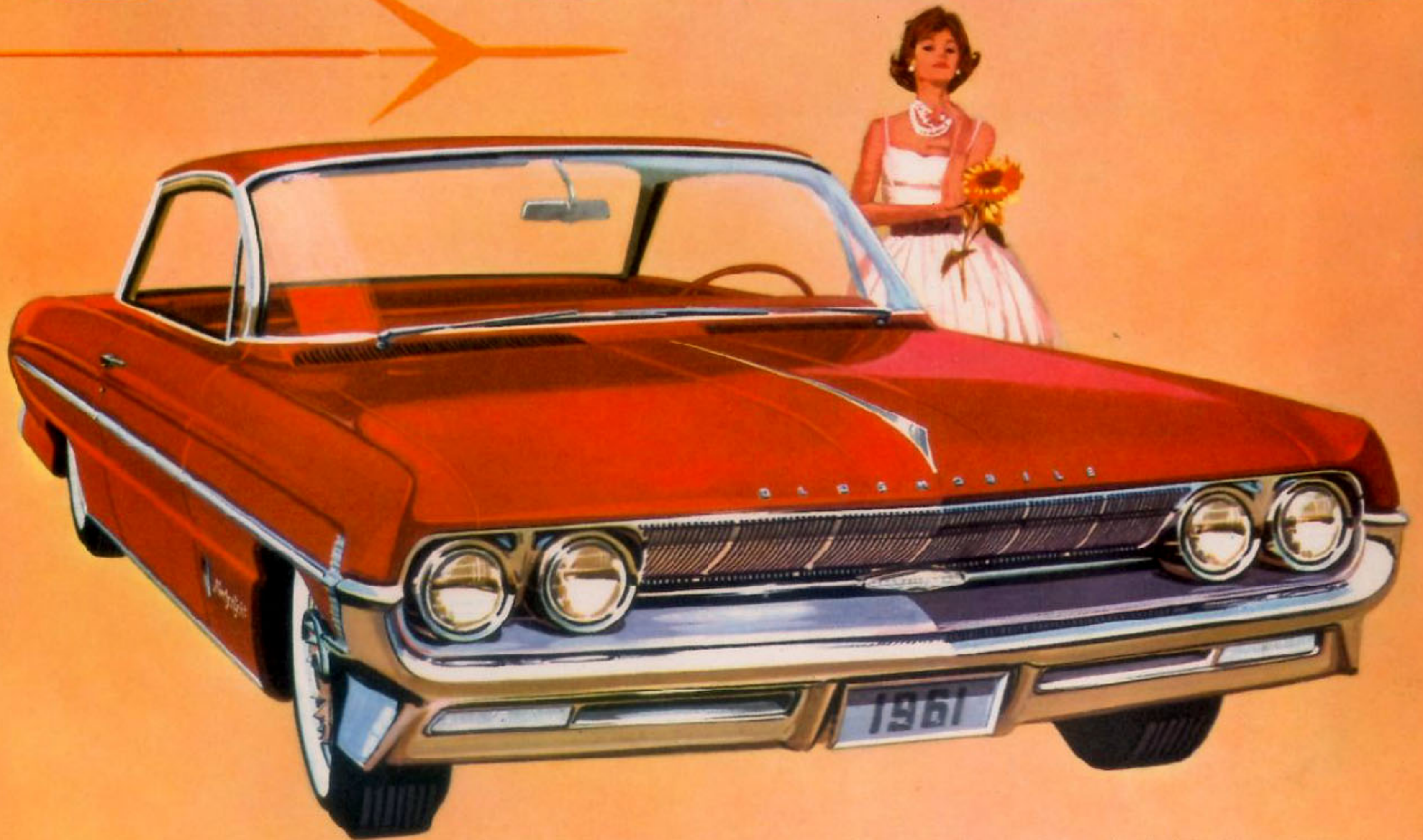


# '61 OLDS



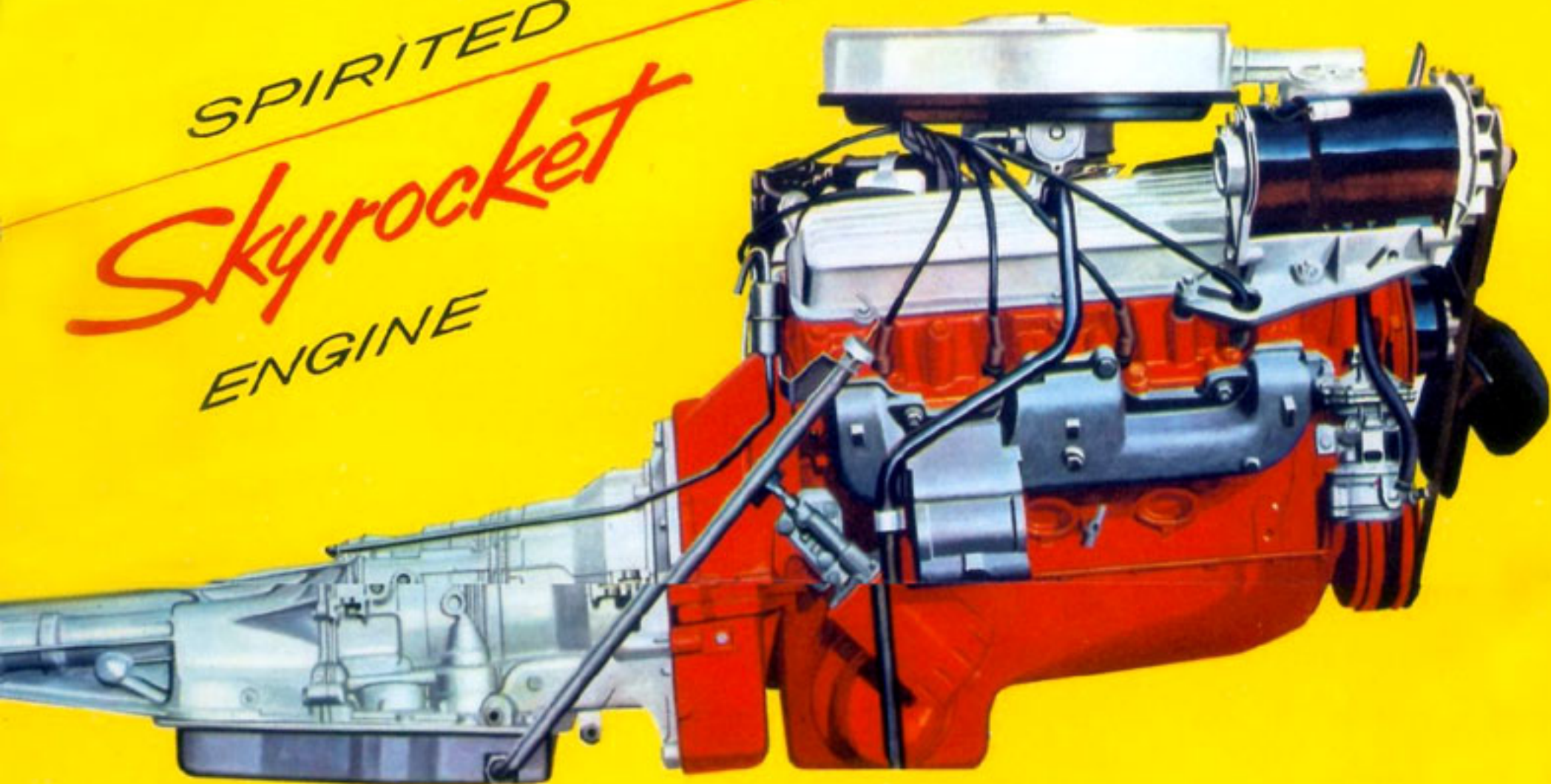
THE ACTION LINE IN PERFORMANCE ... THE FASHION LINE IN DESIGN

Leader in high-compression performance...

Pioneer in automatic driving...

OLDSMOBILE PUTS A BRAND-NEW  
ACTION-PACKED POWER TEAM  
AT YOUR COMMAND!

SPIRITED  
*Skyrocket*  
ENGINE



*Completely New!*

HYDRA-MATIC DRIVE  
*with*  
*Accel-A-Rotor Action*  
*for smoother, swifter take-off!*

For unprecedented smoothness and responsiveness, Oldsmobile's all-new Hydra-Matic Drive is the perfect teammate for the new Skyrocket or Rocket Engine! The secret is a unique 22-vane rotor that smooths out the take-off . . . moves you into fuel-saving direct drive in seconds. It provides the best balance yet of *thrust* and *thrift*! New simplified construction means a new standard of transmission reliability. Smaller size leaves

space for more passenger compartment foot room. Standard in Ninety-Eight models, Hydra-Matic is optional on other Series.



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GENERAL MOTORS CORPORATION



**The fiery new Skyrocket Engine** is all action . . . and even looks it! Just swing up the hood of a 1961 Ninety-Eight or Super 88. Here are gleaming new valve covers. And here's a masterful Multi-Jet Carburetor that urges extra "go" out of every gallon of premium fuel. The

husky new Skyrocket has 394 cubic-inch displacement and 10-to-1 compression ratio to turn out a responsive 325 horsepower! And it's all yours in this spirited new power plant without sacrifice of Oldsmobile's traditional economy. Try Skyrocket action today! Standard on Ninety-Eight and Super 88 . . . optional on Dynamic 88.



**Full-size Rocket Engine** with 394 cubic-inch displacement and 250 h.p. is standard on every Dynamic 88. Econ-O-Way Carburetor and minimum-overlap camshaft precisely monitor fuel flow to assure maximum mileage. Special dished pistons allow a compression ratio of 8.75-to-1 to give you Rocket "Go" on regular gas.



**Pure luxury on every hand!** Rich, ribbed cloth spans the spacious front seat of this 98 Town Sedan. Molded deep-pile carpeting adds luxury to both the front and rear compartments.



**Entrance room is expanded,** headroom and legroom increased, in Oldsmobile for 1961. "Oscar," the engineers' mannikin, was used to achieve ideal seating comfort for all passengers.



**Foam-padded pattern cloth,** handsomely accented with lustrous Jewel-tone Moroccan, adds brilliant new sparkle to this Super 88 Holiday Sedan. Five harmonizing color choices are available.



**Starglo Moroccan interiors**—optional at no extra cost in both Dynamic 38 Holiday Sedans and Holiday Coupes. And this long-wearing, easy-to-clean all-vinyl trim is as handsome as it is durable.

style...spaciousness  
...stretch-out comfort!

Totally new versions of Oldsmobile's three famous full-size series for 1961 blaze a bright new trail in styling, performance and passenger comfort. These sparkling, spacious new beauties are easier to enter . . . a positive delight to drive . . . and *actually quieter than ever!*

From every point of judgment, they are the most exciting values ever to be found in the medium-price class . . . the action line in performance—the fashion line in design!



Progressive Olds Engineering brings new advancements in ride, room and comfort!

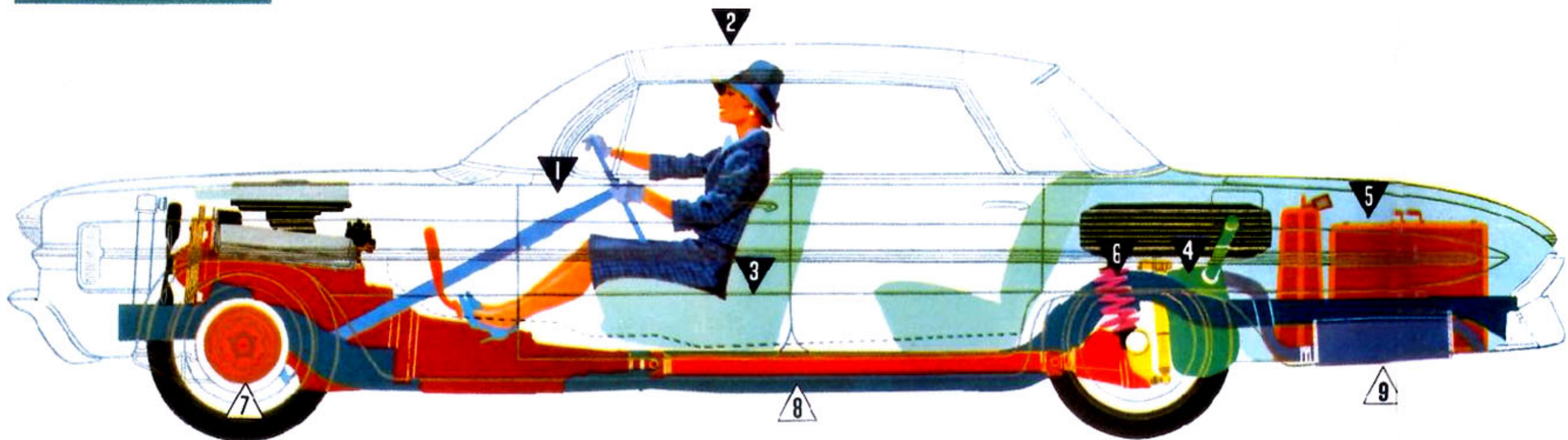
**EXCLUSIVE NEW TWIN-TRIANGLE STABILITY**



Counteracts roll and sway, smooths out every highway! Four steel arms are mounted *triangularly* from axle housing to frame. They form a solid support to take the tilt out of turns, and the dip out of starts and stops . . . for new comfort!

- 1 **Easy-entry doors!** Higher doors allow plenty of head clearance. Front door pillars slant forward, out of the way of knees.
- 2 **More headroom!** There's more headroom and hatroom in both front and rear compartments—a real boon for taller people!
- 3 **Chair-high seats!** Seat heights are up—almost two inches in most models. The result is better leg support, less driving fatigue on trips.

- 4 **New fuel tank design!** Mounted vertically near the axle, the tank is outside the luggage compartment, safely protected from rear impact.
- 5 **New Deep-Well Trunk** is both higher and wider. Spaciousness in depth permits handy, upright storage of luggage for easier access.
- 6 **New coil springs** at front, and *directly over the axle* at the rear, are deep and soft, provide uniform comfort regardless of load distribution.



7 **Air-Scoop Brakes** are big, dependable and cool-running! Unique scoop at each wheel pulls in air to cool the brake drum . . . reducing brake temperatures by as much as 100°!

8 **New one-piece drive shaft!** New one-piece construction allows more space between floor tunnel and top of seat cushion, provides more uniform seating comfort for all passengers.

9 **New Quiet-Tuned Exhaust System!** Aluminized muffler, resonator and long-lasting, double-wall exhaust pipe tune out engine noises more effectively than ever.



- ROTO-MATIC POWER STEERING** for effortless parking and cornering . . . full feel of the road.
- PEDAL-EASE POWER BRAKES** require merely the gentlest toe pressure for sure, on-line stops.
- 6-WAY POWER SEAT** adjusts electrically, forward-backward . . . up-down . . . also tilts.
- POWER WINDOW LIFTS** are operated from master control or at individual windows.
- SUPER DE LUXE RADIO** is transistorized. De Luxe Radio, Rear Seat Speaker also available.
- DUAL-RANGE POWER HEATER** features push-button controls and fast, two-speed defroster.
- MANUAL HEATER** has illuminated controls for precise adjustment of heat and air flow.
- POWER ANTENNA** quickly raises or lowers at the touch of a switch on instrument panel.



power features  
and accessories  
for your  
driving pleasure



**Other Oldsmobile Options** include such convenience features as: Guide-Matic Power Headlight Control, Safety Sentinel, Swivel Dome and Reading Lamp, Deck Lid Power Lock Release, Electric Ventipanes, De Luxe Wheel Discs, Trim Rings and Air Conditioning.



98 HOLIDAY COUPE



98 HOLIDAY SEDAN

*Ninety-Eight* →

DISTINGUISHED...  
DISTINCTIVE...  
DECIDEDLY NEW!



98 SPORT SEDAN



98 TOWN SEDAN



98 CONVERTIBLE COUPE



SUPER 88 HOLIDAY SEDAN



SUPER 88 HOLIDAY COUPE



SUPER 88 FIESTA (AVAILABLE IN 2 AND 3-SEAT MODELS)

*SUPER* **88** →

THE LOOK OF LUXURY...  
THE FEEL OF FLIGHT!



SUPER 88 CELEBRITY SEDAN



SUPER 88 CONVERTIBLE COUPE

DYNAMIC 88 

DYNAMIC PERFORMER!  
DOLLAR SAVER!



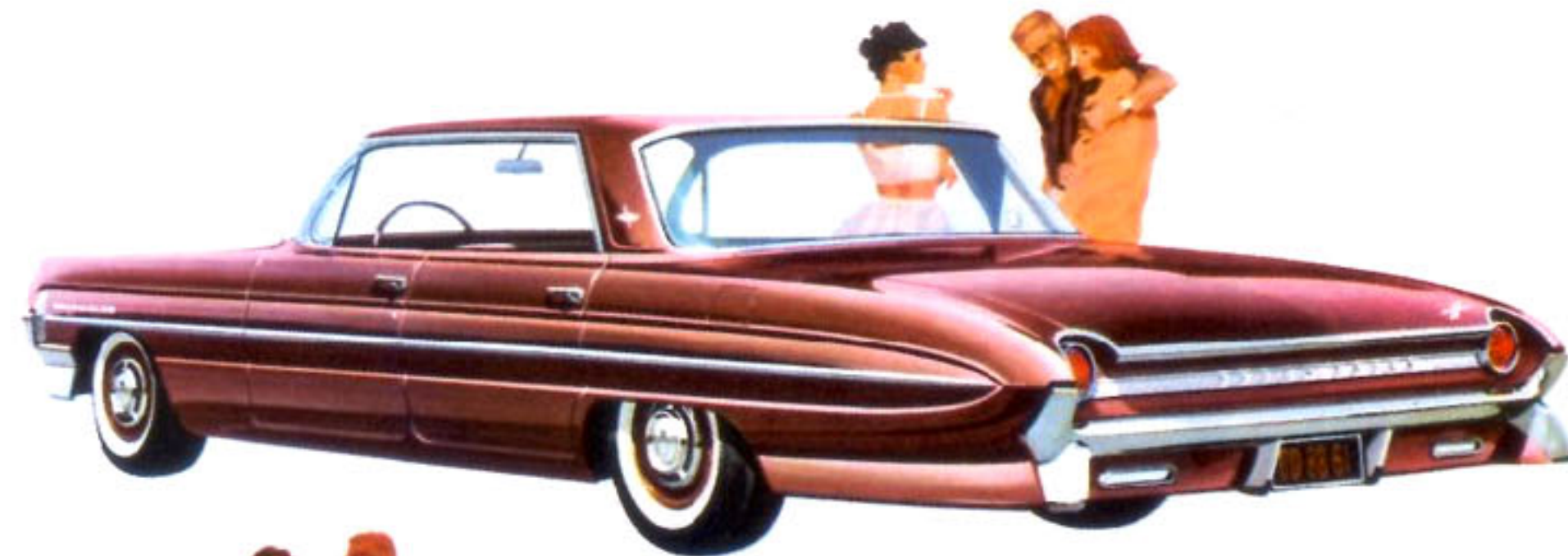
DYNAMIC 88 HOLIDAY COUPE



DYNAMIC 88 2-DOOR SEDAN



DYNAMIC 88 FIESTA (AVAILABLE IN 2 AND 3-SEAT MODELS)



DYNAMIC 88 HOLIDAY SEDAN



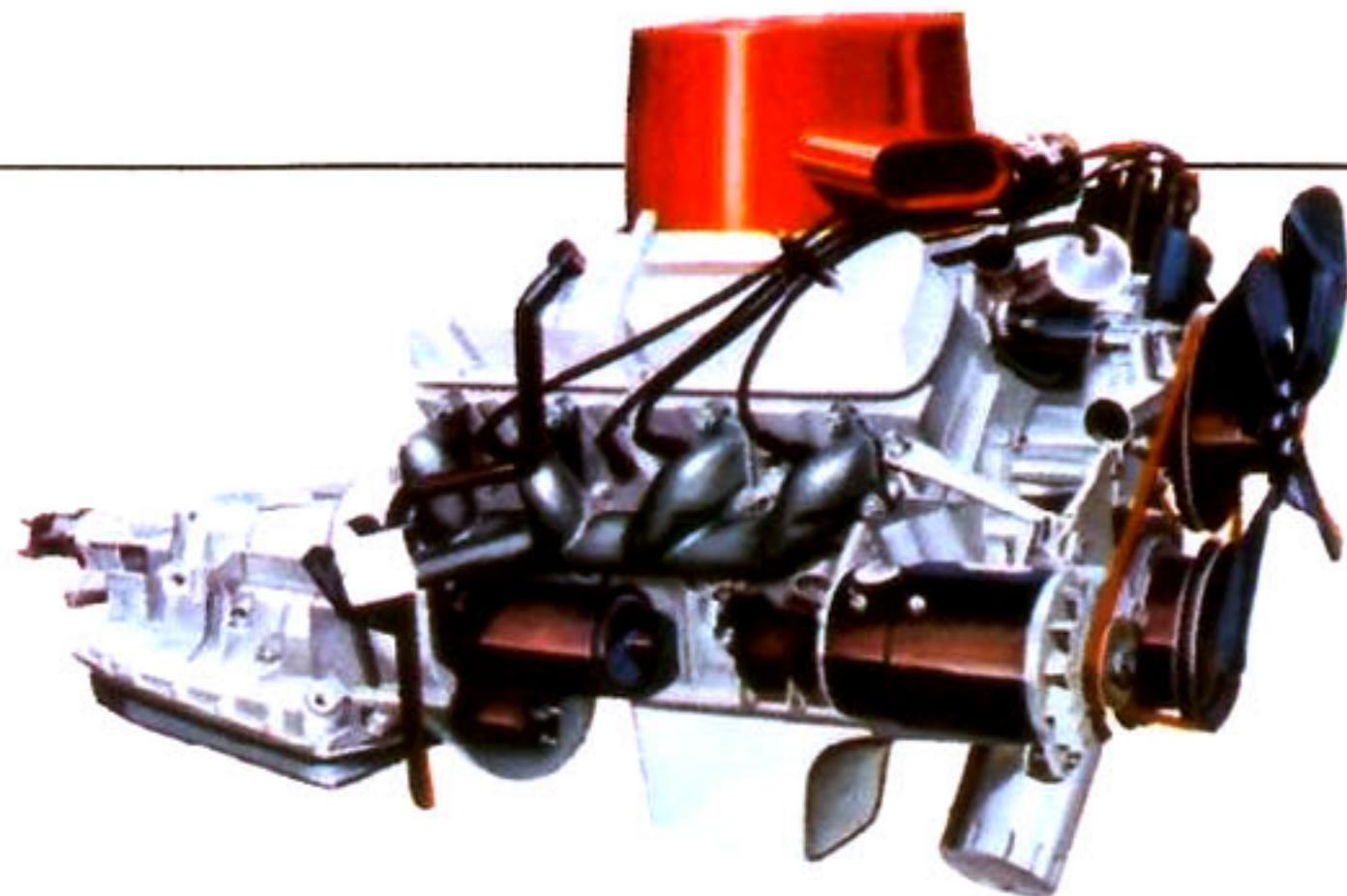
DYNAMIC 88 CELEBRITY SEDAN



DYNAMIC 88 CONVERTIBLE COUPE

# F-85

## Hot New Number in the Low-Price Field!



**Exclusive New Liquid-Cooled, Aluminum 166 H. P.**

### ROCKETTE V-8 ENGINE!

The Rockette's got it—V-8 zip and zoom in an Oldsmobile-proved design! Here's smooth, quiet power . . . plus the thrifty lightness of aluminum! Saves you money on lower-cost, regular gasoline! And its V-8 high efficiency assures extra pep and mileage from every gallon!

**ALL-NEW HYDRA-MATIC\* with Accel-A-Rotor Action!** Only Oldsmobile's F-85 has it in the low-price field! Smaller and lighter, this new Hydra-Matic transmission features a unique 22-vane rotor that speeds up the response . . . smooths out the getaway . . . moves you into economical direct drive in seconds! \*Optional at extra cost.



Wide variety of colorful F-85 interior combinations feature high-style fabrics and all-vinyl Moroccan trims. De Luxe 4-Door Sedan shown.



One-piece Easi-Load Liftgate, on all F-85 Station Wagons, is dust-tight, rattle-free: makes loading easier with gate completely out of way.

**F-85 ACCESSORIES.** F-85 accessory line-up includes positive-control Heater and Defroster; 4-tube, push-button transistor Radio with center-mounted speaker; Wheel Discs; Air Conditioning for cool comfort on hottest days!



**F-85 DE LUXE STATION WAGON**  
(AVAILABLE IN 2 AND 3-SEAT MODELS)

F-85 DE LUXE 4-DOOR SEDAN