6170LDS

THE ACTION LINE IN PERFORMANCE

... THE FASHION LINE IN DESIGN



Finest values ever in the medium-price class!

...and a brand new beauty
with practical appeal!

F-85







CLASSIC 98

Totally new versions of Oldsmobile's three famous full-size series blaze a bright new trail in performance, styling 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 and design!

DYNAMIC 88

And for the person who wants small car thrift and big car performance, Oldsmobile introduces the zesty new family-size F-85. (See pages 28-30.) Here's big-car performance and comfort... combined with small-car economy and handling ease. Best of all, the beautiful new F-85 is every inch an Oldsmobile!

OLDS FOR '61



CLASSIC 98 HOLIDAY

Distinguished...

Distinctive...

Decidedly New!

Truly inspired . . . in smart simplicity of line . . . in luxurious passenger spaciousness . . . in road-eager performance. You enter with graceful ease, are seated in drawing-room elegance with outstanding

Viewed from side, front, or rear, the Ninety-Eight Series has an appearance all

head and leg room.

COUPE

its own—styling distinction that marks it as the finest. The new Skyrocket Engine offers deep reserves of near-silent power. And, of course, all models are fully equipped with new Hydra-Matic Drive featuring Accel-A-Rotor action . . . plus Roto-Matic Power Steering and Pedal-Ease Power Brakes . . . all as standard equipment.



CLASSIC 98 SEDANS

Three 4-door models to choose from!



Pure luxury on every hand. The interior shown above is one of the five choices available in the spacious Ninety-Eight Town Sedan. Rich, ribbed cloth accents the wide seat. Triple tufts of Morocceen delineate the upper door panel. Deeppile carpeting lines the bottom third of the door as a special custom touch.







More in-and-out room...

More head and leg room...

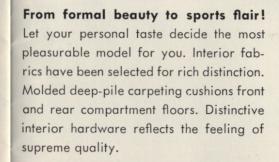
New sit-up seating

and stretch-out comfort!



Roominess in a regal manner is the mark of a Classic 98 models "Oscar," the engineers' mannikin, was used to achieve ideal seating comfort for every passenger. Entrance room is expanded . . . headroom and legroom substantially increased.





The Holiday Sedan (above), a new sixwindow concept, presents a unique silhouette and roof line. The slim-pillar, sixwindow Town Sedan follows the same styling pattern in a more formal mode. The four-window Sport Sedan has a slender roof and wrap-around rear window.







SUPER 88 Holiday Sedan

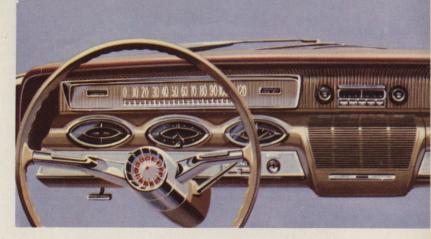
The look of luxury...the feel of flight!



As new as it looks . . . all ways! In '61, the Super 88 Series further enhances its great reputation for high performance and high style. The new Skyrocket Engine fairly adds wings to your travel. You ride in hushed silence with live-rubber Vibra-Tuned mountings at over 90 points to insulate against all road harshness. Gorgeous new interiors sparkle with new fabrics, accented with lustrous Jeweltone Vinyl. If ever a car was glamorous and alert to the road . . . this new Super 88 is it!







New safety-padded, die-cast instrument panel has been carefully restyled for new beauty, convenience and easy service. All controls are readily accessible and instruments are designed and positioned for maximum readability. Trim, two-spoke Safety-Vee steering wheel allows an unobstructed view of the road.

Luggage capacity is notably increased by new easy-loading Deep-Well Trunk design. Suitcases can be neatly packed in a space-saving upright position. Fuel tank has been moved forward of the trunk... new horizontal position of spare tire also increases usable space. Trunk is lined in all Series to protect luggage.





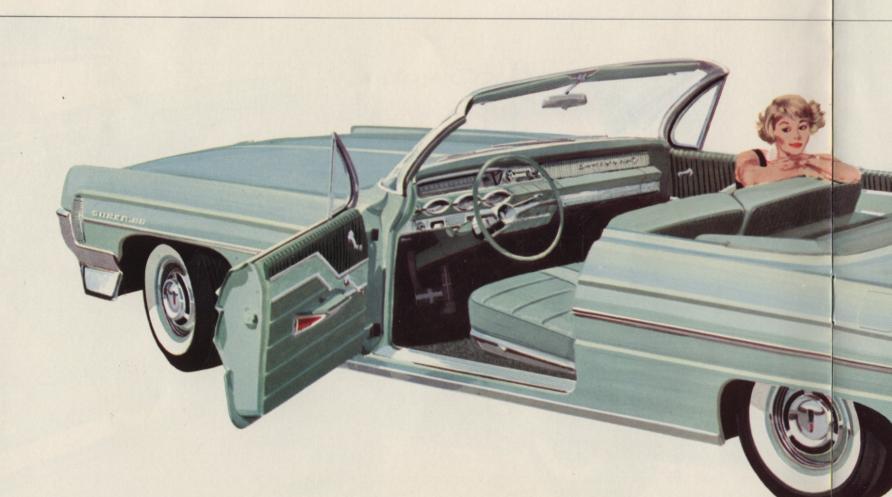


Style, space, zip! Handsome as it is rugged and practical, the dramatic new design of the '61 Super 88 Fiesta makes

it the smartest buy yet for the station wagon set!



Big family? Choose the versatile three-seat Fiesta, above. Also available in a two-seat model. Larger-than-ever tailgate opening for easy loading. Both second and third seats quickly fold flat to open 88 cubic feet of cargo space. Big, roomy interiors—trimmed in cloth and vinyl or washable all-vinyl—have color-keyed headlining and bright roof bows.



SUPER 88 Convertible Coupe

Get ready to go in the lap of luxury behind the Skyrocket Engine! Brilliant tri-toned interiors in a choice of five color combinations are styled for durability as well as glamor!



Dynamic Performer! Dollar Saver!

Beauty, economy, full-size comfort!

Powered by the husky, 250-horsepower Rocket Engine, the Dynamic 88 Series is a high-stepping performer in any company. And you enjoy an extra reward in the economy of lower-cost, regular gas! Interior appointments are far more lavish than ever with exclusive new fabrics and Vinyl . . . beautifully tailored. Even the instrument panel is safety padded. True Olds quality through and through . . . and a real dollar-saver when you buy—as you drive—and when you trade.

For extra-high performance, the 325-horsepower Skyrocket Engine is available at moderate extra cost in all Dynamic 88's.



DYNAMIC 88 HOLIDAY COUPE



Starglo Vinyl interiors are optional in both the Holiday Coupe and the Holiday Sedan in the Dynamic 88 Series. This handsome, all-vinyl trim is long-wearing and readily washable. What's more, it is available at no extra cost!





DYNAMIC 88

FIESTA

Space to spare . . . styled with a dynamic flair! Offered in two-seat and three-seat models, both with four doors. With rear seats folded down flush with floor, there is 7½ feet of cargo space. Convenient new Luggage Locker in the floor of two-seat models provides safe, hidden storage for parcels. Foot-well in three-seat models is finely carpeted.

DYNAMIC 88 CELEBRITY SEDAN

All the dash of "Action-Line" Design ... the vigor of the Rocket Engine ... the silent magic of Oldsmobile's Vibra-Tuned ride! And this is the thriftiest 4-door in the Rocket fleet! Remember, too, you can say "regular" at the gasoline pump and save on every fill.



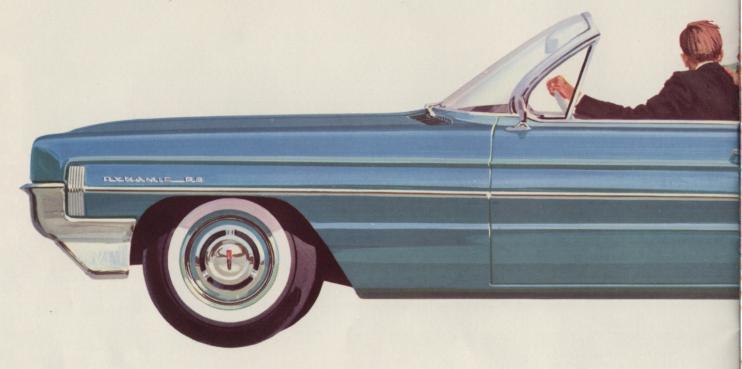


DYNAMIC 88 2-DOOR SEDAN

One look . . . inside or out . . . and you will find it hard to believe that this is the lowest-priced, full-size Olds! Here is the easiest way of all to join nearly 4-million motorists who know there's nothing like a Rocket . . . that your investment holds when you go Olds!











power features and accessories for your driving pleasure





ROTO-MATIC POWER STEERING takes the effort out of parking and cornering , . . gives you full "feel of the road."

PEDAL-EASE POWER BRAKES require only the gentlest tip-toe pressure to bring you to a sure, on-line stop.

 $\begin{array}{llll} \textbf{SIX-WAY POWER SEAT} & \text{adjusts electrically to most desirable} \\ \textbf{position. Moves forward-backward} \dots \textbf{...up-down} \dots \textbf{and also tilts!} \\ \end{array}$

POWER WINDOW LIFTS operate all windows from master control or separate window controls. Electric ventipanes also available.

GUIDE-MATIC POWER HEADLIGHT CONTROL automatically dims lights for oncoming cars. Dial adjustment; foot override.

SUPER DE LUXE RADIO is transistorized, features printed circuit.

De Luxe Radio and Bi-Phonic Rear Seat Speaker also available.

POWER ANTENNA raises or lowers at the touch of a switch . . . easy to adjust for best radio reception or for clearing doors.

DUAL-RANGE POWER HEATER features push-button controls for direct or indirect air flow. Two-speed defrosting, ventilation.

STANDARD HEATER has illuminated hand controls. Precise adjustment of heat and air flow can be made quickly and easily.

SAFETY SENTINEL watches your speed. Automatically flashes and sounds warning when pre-set limit is reached. Available on Ninety-Eight Series, Convertibles and Fiestas.

SWIVEL DOME AND READING LIGHT directs bright pencil beam exactly where needed. No glare to bother driver.

WHEEL TRIM RINGS radiate that luxury look. They are standard equipment on all Classic Ninety-Eight and Super 88 models.

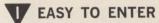
DE LUXE WHEEL DISCS add a sparkling chrome accent to the smart exterior style. Eight harmonizing colors available.

DECK LID LOCK RELEASE operates from power switch located in glove compartment to release trunk lock automatically.

AIR CONDITIONING can cool and dehumidify car in minutes. High volume air flow and cooling capacity. Easily adjustable vents direct cool air where you want it. Smart new control design.

ACTION-LINE DESIGN

brings new Olds advancements in room and comfort... a smoother, quieter ride!



Now it's easier than ever to step into an Olds! New door openings invite you to enter in a free and easy manner. Doors reach higher and wider, and the straight front door pillars allow plenty of clearance for knees when entering or leaving the car!

HEADS-UP ROOMINESS

You may take your hat off to Oldsmobile's new heads-up body design, but you can leave it on in comfort inside the spacious interior! There's more headroom and hatroom for 1961, in both the front and rear compartments of most models!

SIT-UP SEATING

Seat heights are up . . . almost two inches in most models . . . to let you sit up and see out! Higher seat heights result in better leg support, less fatigue on long trips. Oldsmobile for '61 gives you the comfort you want . . . in a luxurious setting you'll love.

4 STRETCH-OUT COMFORT

Now you can enjoy Holiday spirit and zest with Sedan comfort and ease . . . thanks to ample legroom in every model. Most dramatic in Holiday Sedan and Coupe models, these added dimensions in motoring comfort let driver and riders sit back and relax!

5 DEEP-CUSHION LUXURY

There's luxury you can feel in the new, richly-padded, deep-cushion seats. All models feature a soft foam topping in the front seat cushion. In Super 88 and Ninety-Eight models, this padding is more than 2" thick and is supplemented by foam cushioning in seat backs.

6 OUT-OF-WAY SPARE TIRE

convenient arm's reach.

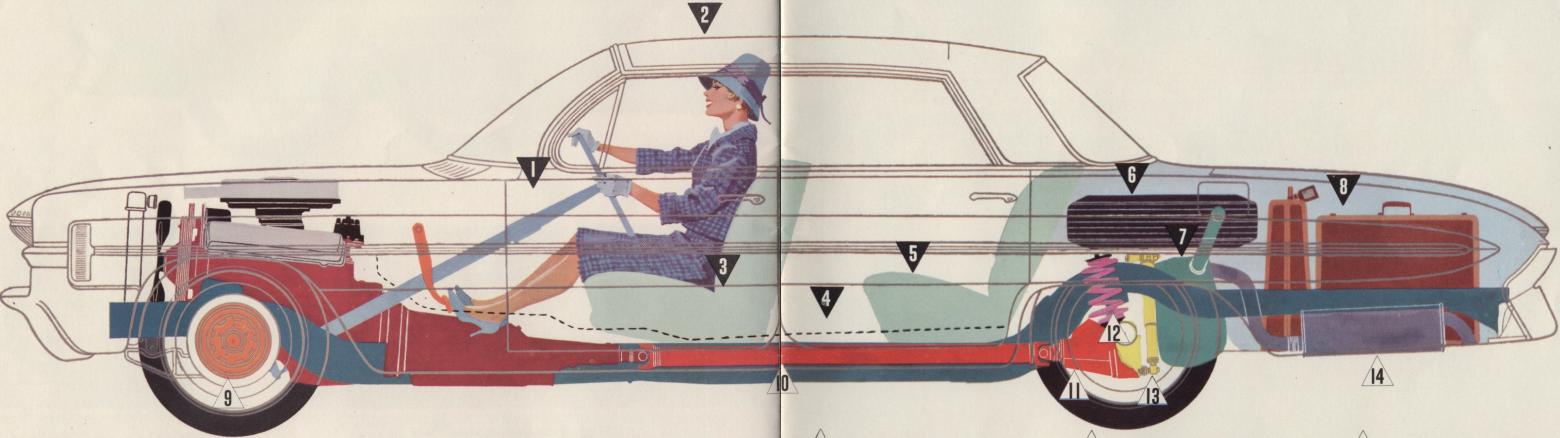
The spare tire in the 1961 Oldsmobile is mounted neatly out of the way to provide more storage capacity. The new location adds to the trunk's generous proportions lets you stow more of your luggage within

NEW FUEL TANK DESIGN

Fuel tank has been taken out of luggage compartment to allow more room for suitcases in the new Deep-Well Trunk! Mounted vertically over the axle, the tank is in a safer place, protected from rear impact. Vertical position makes fuel gauge operate more accurately.

8 DEEP-WELL TRUNK

New Deep-Well Trunk is both higher and wider for loads of travel-tailored luggage room. Spaciousness in depth permits upright storage . . . eliminates stacking and scuffing . . . makes it easier and quicker for you to reach and remove the piece you want.





NEW "BOX" STRENGTH FOR OLDSMOBILE'S **GUARD-BEAM FRAME**

For 1961, a new kind of ruggedness in Oldsmobile's Guard-Beam Frame gives the car strength to spare . . . gives passenger safety in reserve! Box-section steel members form the frame sides and

extend their protective strength from end to end. These husky rails act as steel barriers at the sides of the seats to give you maximum protection all around. Hefty torque-box reinforcements brace the four corners of the frame's central section to concentrate frame strength where it counts. And the new frame design allows a lower floor . . . more room in which to relax and enjoy the solid ride of the 1961 Oldsmobile!



"LIVE" RUBBER **CUSHIONS THE RIDE** AT OVER 90 LOCATIONS

A sensation in smoothness . . . a revelation in ride! Olds engineers have applied their famed body mounting know-how to the entire chassis to produce a scientifically Vibra-Tuned Ride. Secret of this new quiet

and comfort is an impressive system of rubber insulators that puts more live rubber between you and the road . . . cushions the entire Olds chassis at more than 90 points! Everywhere they're needed—around the frame, the engine, the transmission, the radiator, the propeller shaft, the suspension and steering systems—you'll find these sentinels of silence ready to subdue the slightest sounds, snuff out the least sign of harshness.



9 AIR-SCOOP BRAKES

Oldsmobile's husky Air-Scoop Brakes are big, dependable, cool-running! A unique air scoop at each wheel pulls in air to cool the drum . . . reducing brake temperatures by as much as 100° for longer life, safer stops!



10 NEW ONE-PIECE DRIVE SHAFT

New one-piece drive shaft construction puts more distance between floor tunnel and top of seat cushion . . . provides more uniform seating comfort for all passengers. Six liverubber bushings in the shaft form new safeguards of steadiness . . . assure a smooth, silent flow of power to rear wheels.



/II\ ANTI-SPIN REAR AXLE

Wheels grip through ice, sand, snow, or mud with Anti-Spin Rear Axle! It automatically sends power to the wheel with the tractioncounteracts slippage and skidding. Optional at extra cost on all full-size Oldsmobiles.



12 NEW OVER-THE-AXLE **COIL SPRINGING**

New for '61, Oldsmobile's 4-link coil spring rear suspension features a unique mounting directly on the axle housing-for uniform riding comfort regardless of load distribution. Four steel links steady the ride during cornering, starting, stopping-rubber bushings produce a softer, quieter, more enjoyable ride!



/13 SHOCK ABSORBERS

For maximum smoothness and minimum wear, all Oldsmobile shock absorbers have nylon sleeves for a true luxury ride under all conditions! New rear shock absorbers feature stronger springs, finer calibration!



14 NEW QUIET-TUNED **EXHAUST SYSTEM**

New resonator tunes out noise more effectively than ever . . . absorbs the sound of the engine. Quieter go-power also stems from a longlasting, double-wall exhaust pipe. New aluminum coatings protect the muffler, resonator, and tailpipe from the corrosive effects of acid, condensation and salt

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

Spirited SKYROCKET ENGINE



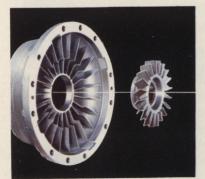
The fiery new Skyrocket Engine is all action . . . and even looks it! Just swing up the hood of a 1961 Classic 98 or Super 88. Here are gleaming new solid-chrome rocker covers. And here's a masterful Multi-Jet carburetor that urges extra "go" out of every gallon of premium fuel. The husky new Skyrocket has 394 cubic-inch displacement and 10.0 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 Classic 98 and Super 88... optional on Dynamic 88 models.

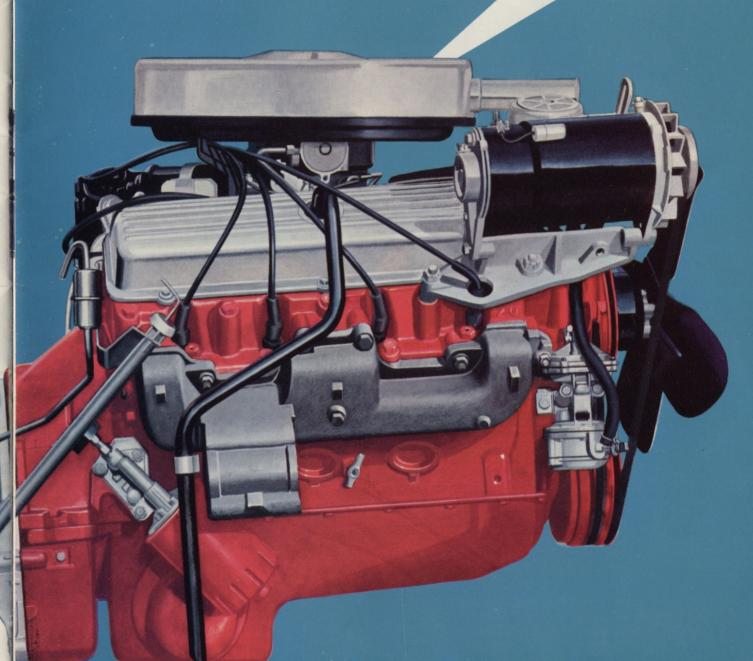
Completely New!

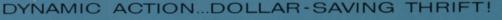
HYDRA-MATIC DRIVE

with Accel-A-Rotor Action for smoother, swifter, take-off!



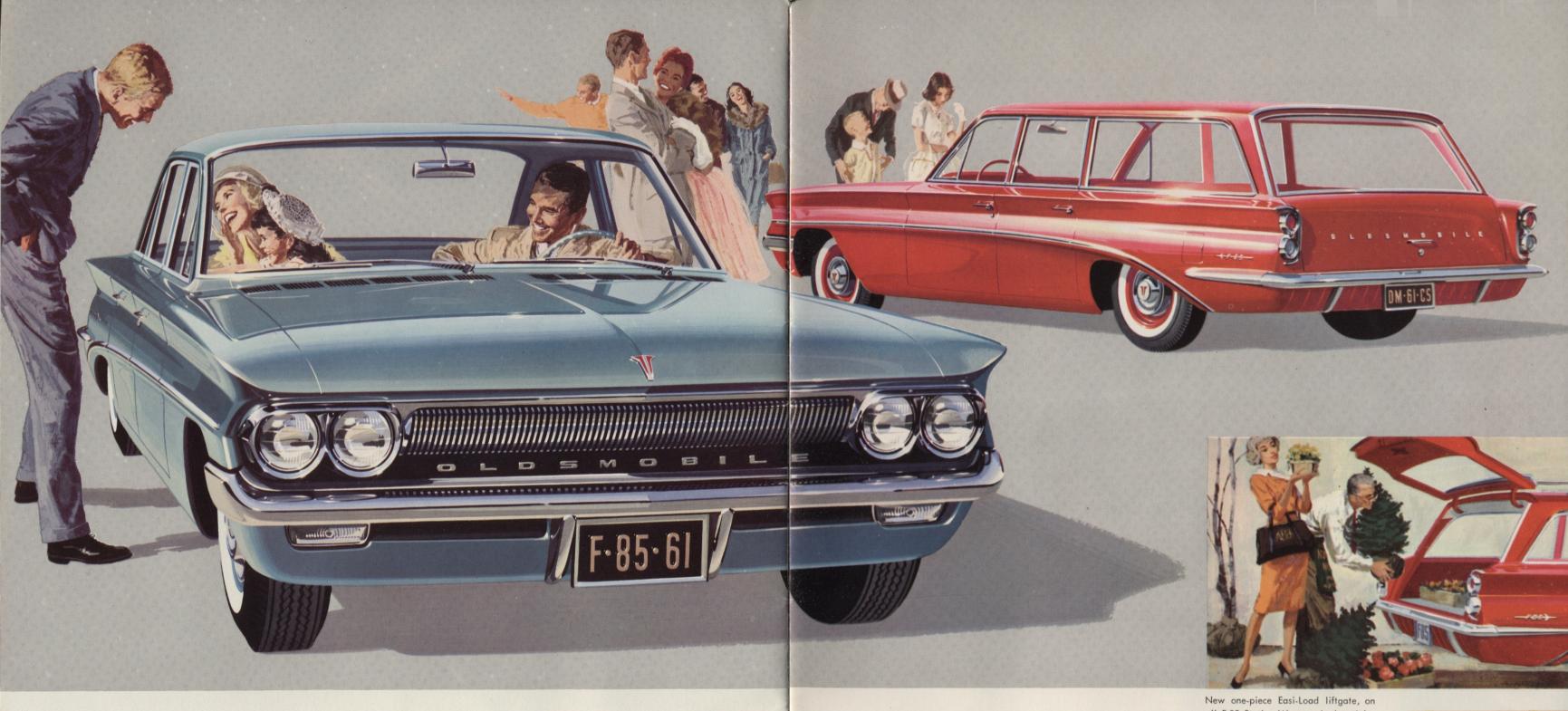
For un precedented smoothness and responsiveness, Hydra-Matic Drive is all new . . . the perfect teammate to new Skyrocket or Rocket power! The secret is a unique 22-vane rotor that smooths out the take-off . . . moves you in seconds into fuel-saving direct drive. It provides the best balance yet of 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 Classic Ninety-Eight models, Oldsmobile's new Hydra-Matic is optional on all other Series.







That's the winning combination you get from the 250 H.P. Rocket Engine, 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 8.75:1 to give you Rocket "Go" on regular gas. Skyrocket Engine is optional on all Dynamic 88 models for peak performance.



Big car performance, small car thrift,

F-85

every inch an Olds!

Every inch an Oldsmobile, the F-85 brings you the best of both—nimbleness and economy of smaller cars...high performance and solid ride to match the bigger ones. The family-size F-85 is trim and terrific! Lighter, livelier and easier on gas... easier to park and handle, too. The exclusive new aluminum Rockette V-8 Engine delivers all the action you could want, with real economy... more miles-per-gallon on lower-cost, regular gas. And you'll find that the F-85 is fun to drive! Alert to every touch, it holds the road like a shadow... is a honey to handle and a peach to park! Handy 188.2" over-all length... ample

of six inside. Crisp, sleek, neatly tailored from front to rear, the F-85 sets a new standard of style and quality in its field! Oldsmobile designers have created a skillful blending of cloth and Morocceen trims inside the F-85. And they've taken care of your comfort and convenience, too—foam cushioned front seat . . . front arm rests . . . richly styled instrument panel with safety padding. As you will be able to tell after one drive in the all-new F-85, this thrift-sized Oldsmobile is sized right . . . powered right . . . priced right.

New one-piece Easi-Load liftgate, on all F-85 Station Wagons, is dust-tight, rattle-free; makes loading easier with rear gate completely out of the way.

Fawn pattern cloth insert with contrasting Fawn Morocceen trim adds glamor to the stylish F-85 De Luxe 4-Door Sedan.





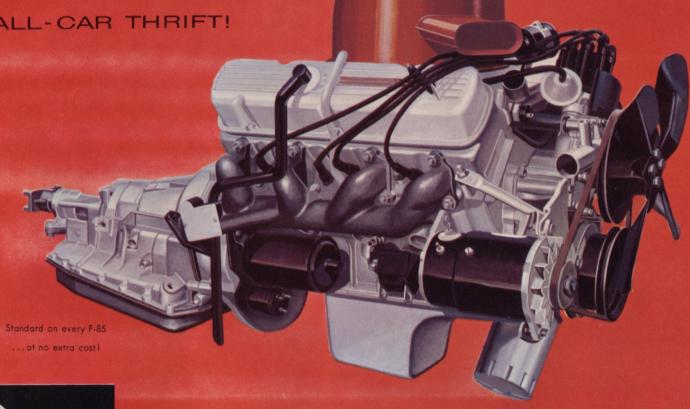
Long-wearing, easy-cleaning Green Morocceen and cloth invites your admiration in the F-85 De Luxe Station Wagon.

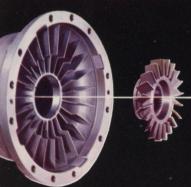
ROCKETTE V-8

ENGINE

BIG-CAR ACTION ...

SMALL-CAR THRIFT!





PLUS ALL-NEW HYDRA-MATIC*!

New Hydra-Matic with Accel-A-Rotor action! The amazing 22-vane rotor speeds up the response . . . smooths out the getaway . . . moves you into economical direct drive in seconds! *Optional at extra cost on all models.

Packed With Power! The Rockette's got it—zip and zoom . . . smooth, quiet performance! Combine V-8 hustle and muscle with the thrifty lightness of aluminum and you get both action and economy in the 155-horsepower Rockette!

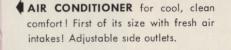
Fuel Economy! Here's the kind of thrift you expect from smaller cars! The Rockette Engine runs on lower-cost regular gas-shaves dollars off your fuel bill. And it gives you more miles per gallon, too!

Proved Design! Experience in building over four million Rocket Engines stands behind the design of the new Rockette—a front-mounted, liquid-cooled V-8 that has proved its ruggedness and reliability—under all kinds of conditions!





RADIO - pushbutton, 4-tube with transistor and printed circuit design. Centermounted speaker.



HEATER AND DEFROSTER - balanced air distribution throughout car -positive controls to suit your needs.





F-85

Wheelbase, 112" • Over-all Length, 188.2" • Over-all Width, 71.5" • Over-all Height (5passenger load): 4-Door Sedan, 52.6": Station Wagon, 53.3" • Tire Size, 6.50 x 13" • Shipping Weight (4-Door Sedan approx.), 2566 lbs.

ROCKETTE V8 ENGINE

(Standard on all F-85 Models)

TYPE—Aluminum Liquid-cooled V8

HORSEPOWER-155 at 4800 R.P.M. TAXABLE HORSEPOWER—39.2 TORQUE (Lb.-Ft.) -210 at 3200 R.P.M. COMPRESSION RATIO -8.75-to-1 BORE AND STROKE-3.5" x 2.8" PISTON DISPLACEMENT—215 Cubic Inches PISTONS—Aluminum

CARBURETOR-Two-Barrel VALVES-Overhead, Hydraulic Lifters COOLING SYSTEM CAPACITY (with heater) -13.8 Qts.

ELECTRICAL SYSTEM-12-Volt

CHASSIS

FRAME—Frame-integral with body

FRONT SUSPENSION—Pivot-Poise with Counter-Dive; Independent Coil Springs; Front Cross Member Rubber-isolated from Body; Direct-Acting Nylon-Sleeved Shock Absorbers; Stabilizer Bar

REAR SUSPENSION—Coil Springs with 4-Link Stabilizer Control; Rubber Isolation; Direct-Acting Nylon-Sleeved Shock Absorbers

BRAKES—Cast Iron Drums; Self-Energizing; 130 sq. in. Brake Lining Area

TRANSMISSION—3-Speed Syncromesh Standard. New Hydra-Matic. Drive with Accel-A-Rotor Action Optional at Extra

STEERING—Recirculating Ball-Nut Gear: Two-Piece Column with Universal. Roto-Matic Power Steering Optional on all Models

TURNING CIRCLE DIAMETER-37.0 Ft.

REAR AXLE—Semi-floating; Hypoid Gears

CLASSIC 98 SERIES—Wheelbase, 126" • Over-all Length, 218.0" • Over-all Width, 77.2" • Over-all Height (5-passenger load): Town Sedan. 56.6"; Holiday Sedan, 56.6"; Holiday Coupe, 56.1"; Sport Sedan, 56.1"; Convertible Coupe, 55.3" • Tire Size, 8.50 x 14" • Shipping Weight (Town Sedan approx.), 4208 lbs.

SUPER 88 SERIES—Wheelbase, 123" • Over-all Length, 212.0" • Over-all Width, 77.2" • Over-all Height (5-passenger load): Celebrity Sedan, 55.8"; Holiday Sedan, 55.8"; Holiday Coupe, 55.6"; Convertible Coupe, 55.1"; Fiesta, 57.2" • Tire Size, 8.00 x 14" • Shipping Weight (Celebrity Sedan approx.), 4063 lbs.

DYNAMIC 88 SERIES—Wheelbase, 123" • Over-all Lenath, 212.0" • Over-all Width, 77.2" • Over-all Height (5-passenger load): Celebrity Sedan, 2-Door Sedan, 55.8"; Holiday Sedan, 55.8"; Holiday Coupe, 55.6"; Convertible Coupe, 55.1"; Fiesta, 57.2" • Tire Size, 8.00 x 14" • Shipping Weight (Celebrity Sedan approx.), 4024 lbs.

SKYROCKET ENGINE

(Standard on Super 88 and Classic 98; Optional on Dynamic 88 Models)

V8, Ultra High Compression • HORSEPOWER—325 at 4600 R.P.M.; Taxable Horsepower—54.0 • TORQUE (lb.-ft.)—435 at 2800 R.P.M. • COMPRESSION RATIO—10.0-to-1 • BORE AND STROKE—41/8" x 311/16" • PISTON DISPLACEMENT—394 Cubic Inches • PISTONS—Aluminum, Auto-Thermic Type • CARBURETOR-Multi-Jet, 4-barrel • VALVES-Overhead; Hydraulic Lifters • COOLING SYSTEM CAPACITY -- 18

ROCKET ENGINE

(Standard on Dynamic 88 models)

V8, High Compression • HORSEPOWER—250 at 4400 R.P.M.; Taxable Horsepower — 54.0 • TORQUE (lb.-ft.) 405 at 2400 R.P.M. • COMPRESSION RATIO - 8.75-to-1 • BORE AND STROKE - 41/8" x 311/16" • PISTON DISPLACEMENT—394 Cubic Inches • PISTONS—Aluminum, Auto-Thermic Type • CARBURETOR—Econ-O-Way, 2-barrel with Two-Stage Automatic Choke • VALVES—Overhead; Hydraulic Lifters • COOLING SYSTEM CAPACITY — 18 Imp. Qts.

CHASSIS

FRAME—Guard-Beam Design with Torque-Box Construction

FRONT SUSPENSION—Pivot-Poise with Counter-Dive; Independent Coil Springs; Direct-Acting Nylon-Sleeved Shock Absorbers; Stabilizer Bar

REAR SUSPENSION—Coil Springs with 4-Link Stabilizer Control: Rubber Isolation; Direct-Acting Nylon-Sleeved Shock Absorbers

BRAKES—Air-Scoop, Super-Hydraulic, with cooling flange; 191.7 Sq. In. Lining Area; Pedal-Operated Parking Brake. Pedal-Ease Power Brakes Standard on Classic 98 Series, Optional on other Series

TRANSMISSION—Synchromesh, Standard on Dynamic 88 and Super 88

NEW HYDRA-MATIC DRIVE—With Exclusive Accel-A-Rotor Action; Standard on Classic 98 Series, Optional on other Series

STEERING—Dual Centre-Control, Recirculating Ball-Nut Gear. Roto-Matic Power Steering Standard on Classic 98 Series. Optional on other Series.

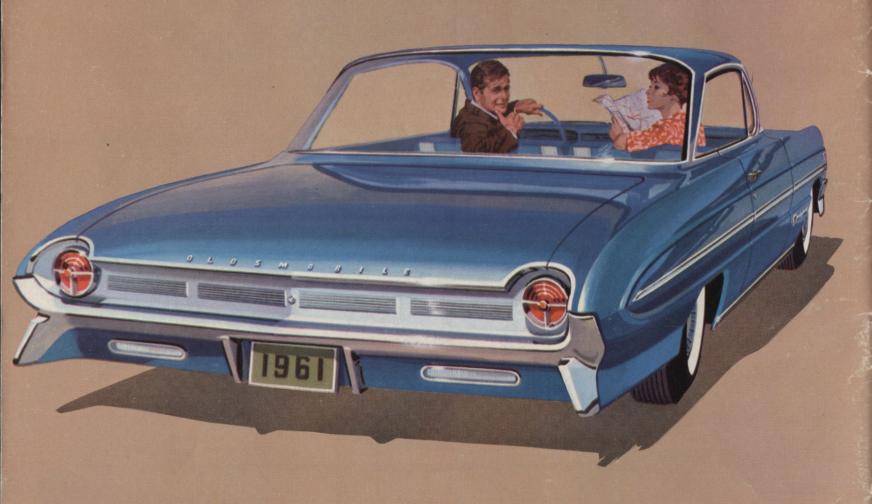
TURNING CIRCLE DIAMETER—Dynamic 88 and Super 88, 43.0 Ft.: Classic 98, 43.8 Ft.

REAR AXLE—Semi-floating; Hypoid Gears

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GENERAL MOTORS PRODUCTS OF CANADA, LIMITED, OSHAWA, ONTARIO

60160LDS



6/0LDS/6/0LDS

THE ACTION LINE IN PERFORMANCE

... THE FASHION LINE IN DESIGN

