6 70 LDS

THE ACTION LINE IN PERFORMANCE

... THE FASHION LINE IN DESIGN



Finest values ever

CLASSIC 98

...and a hot new number

in the medium-price class!

in the low-price field!





6



SUPER 88

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 in the medium-price class . . . the Action Line in performance—the Fashion Line in design!

And for the person who wants something better in the low-price field, 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 COUPE

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 head and leg room.

Viewed from side, front, or rear, the Classic 98 Series has an appearance all 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.



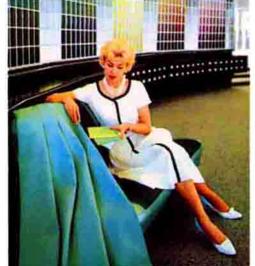
CLASSIC 98 SEDANS

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 Classic 98 Town Sedan. Rich, ribbed cloth accents the wide seat. Triple tufts of Morocceen delineate the upper door panel. Deep-pile carpeting lines the bottom third of the door as a special custom touch.







More in-and-out room...

More head and leg room...

New chair-high seats

and stretch-out comfort!



Roominess and new ease of entry are yours in 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.

From formal beauty to sports flair!
Let your personal taste decide the most pleasurable model for you. Interior fabrics have been selected for rich distinction.
Molded deep-pile carpeting cushions front and rear compartment floors. Distinctive interior hardware reflects the feeling of supreme quality.

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.





SPORT SEDAN



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 cushioning the ride at over 90 points to insulate against all road harshness. Gorgeous new interiors sparkle with new fabrics accented with lustrous Jeweltone Morocceen. 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.

New Deep-Well Trunk design provides extra luggage-loading convenience in all models. 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 completely lined in all Series to protect luggage.





13

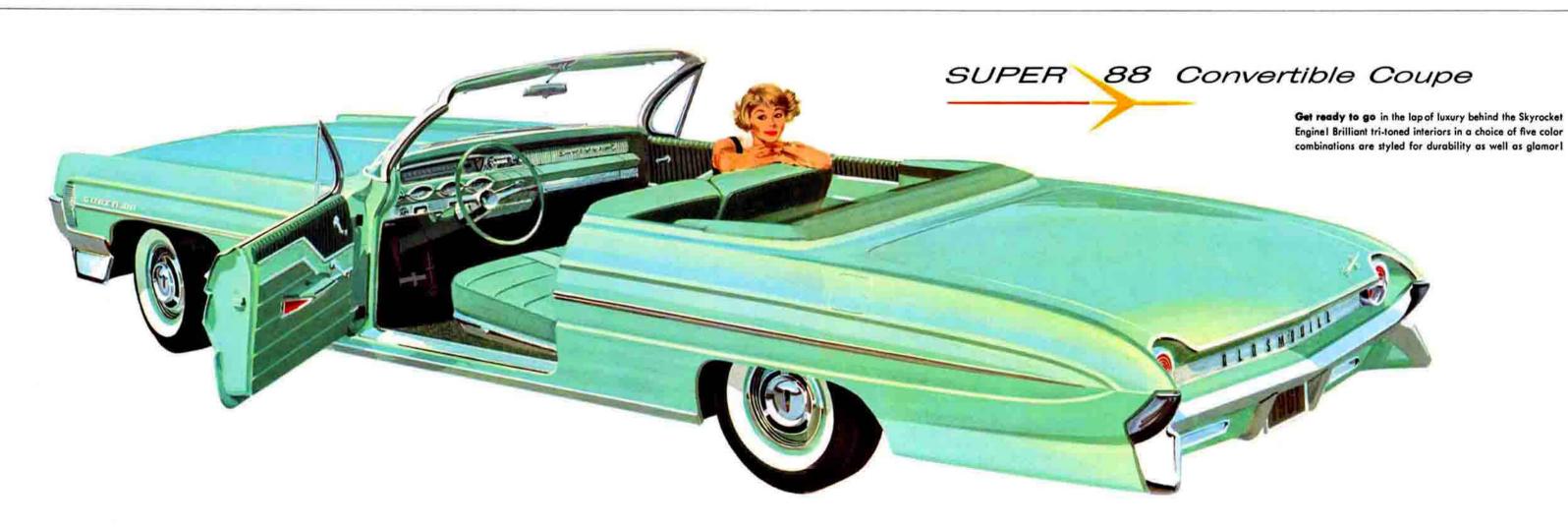




Style, space, zipl Handsome as it is rugged and practical, the dramatic Fashion-Line Design of the '61 Super 88 Fiesta makes it the smartest buy yet for the station wagon set!



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 for over 85 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.





Dynamic Performer!

Dollar Saver!

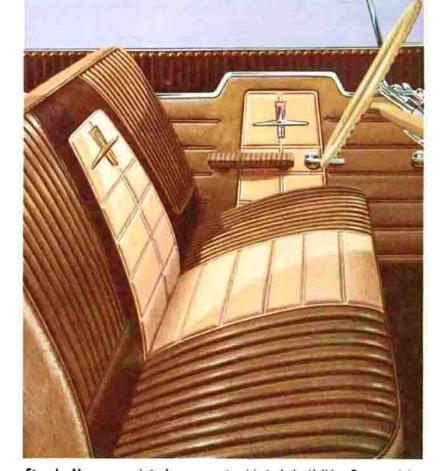
Beauty, economy, full-size comfort!

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 more lavish than ever with exclusive new fabrics and Morocceen . . . 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 88s.



DYNAMIC 88 HOLIDAY COUPE



Starglo Morocceen 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 is optional—provides safe, hidden storage for parcels. Foot-well in three-seat models is finely carpeted.

DYNAMIC 88 CELEBRITY SEDAN

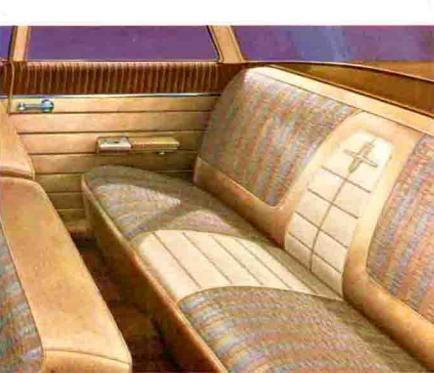
The dash of Fashion-Line Design . . . the vigor of the Rocket Engine . . . the silent magic of Oldsmobile's Vibra-Tuned Ride! And this is the thriftiest 4-door in the Rocket fleet! Remember, too, that you can say "regular" at the gasoline pump and save about a dollar bill on every fill.





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 OldsI Here is the easiest way of all to join nearly 4-million motorists who know there's nothing like a Rocket . . . and that your investment holds when you go OldsI





Progressive Olds Engineering brings new room and comfort ... a smoother, quieter ride!



Exclusive new Twin-Triangle Stability counteracts roll and sway . . . smooths out every highway! Four steel arms are mounted triangularly from axle housing to frame-forming a solid support to take the tilt out of turns, the dip out of starts and stops. You enjoy a softer, quieter, more stable ride!

TEASY-ENTRY DOORS

Oldsmobile's big door openings invite you to enter - easily, freely - without bumping heads or knees! Doors are higher to allow plenty of clearance for taller-than-average people. Front door pillars slant forward, out of the way when you enter or leave the car.

MORE HEADROOM

You may take your hat off to Oldsmobile's new heads-up body design, but you can leave it on in comfort inside. There's more headroom and hatroom for 1961 in both front and rear compartments for drivers and passengers of above-average height.

3 CHAIR-HIGH SEATS

Seat heights are up . . . almost two inches in most models. Chair-high seats result in better leg support, less fatigue on long trips for both passengers and driver. Olds for '61 gives you the supreme comfort you want . . . in a setting you'll love!

MORE LEGROOM

Step in-sit down, notice the ample legroom in every new Oldsmobile model! Most dramatic in Holiday Sedan and Coupe models, Oldsmobile's new dimensions in motoring comfort let both driver and passengers sit back and relax...ride all day in stretch-out comfort!

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 Classic 98 models, this padding is more than 2" thick and is supplemented by foam cushioning in seat backs.

OUT-OF-WAY SPARE TIRE

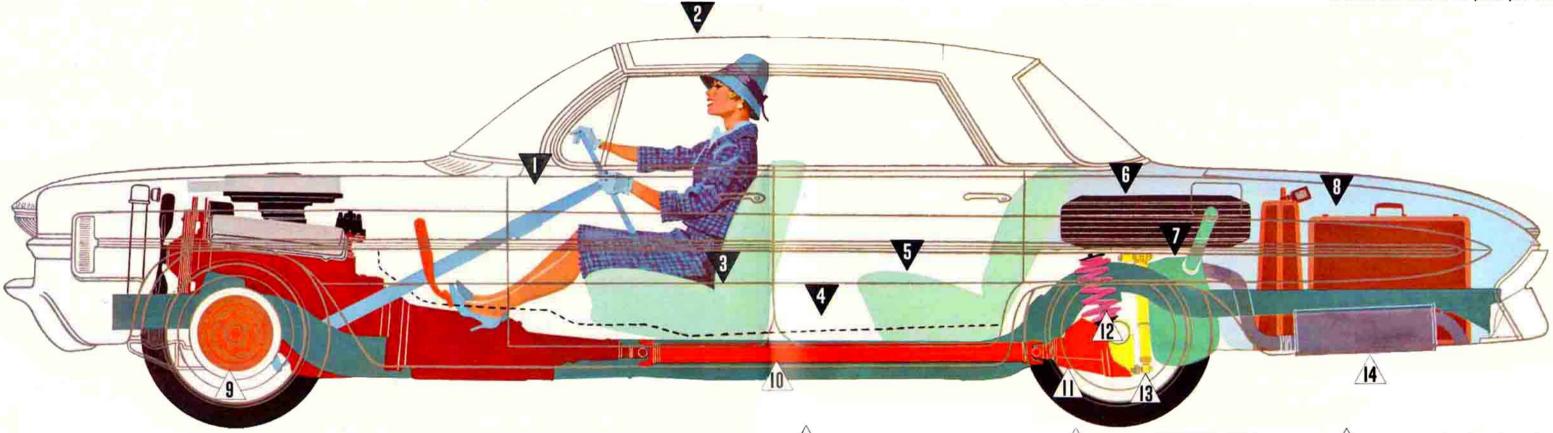
The spare tire in the 1961 Oldsmobile is mounted neatly out of the way to provide more storage capacity. The new location adds to the trunk's generous proportionslets you stow more of your luggage within convenient arm's reach.

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 near the axle, the tank is in a safer place, protected from rear impact. Vertical position makes fuel gauge operate more accurately.

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. You ride cradled within the frame! 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 road harshness, give you the quietest ride ever!



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.



ANTI-SPIN REAR AXLE

Wheels grip through ice, sand, snow, or mud with Anti-Spin Rear Axlel 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**

All-new for '61, Oldsmobile's coil spring rear suspension features a unique mountingdirectly on the axle housing. This puts the springs in the ideal location for uniform riding comfort . . . regardless of load distribution or road conditions. Rubber bushings produce a softer, quieter, more enjoyable ride!



13 NEW 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**

Aluminized muffler, resonator and long-lasting, double-wall exhaust pipe tune out engine noises more effectively than ever. Aluminized protection guards exhaust system from the damaging, corrosive effects of acid, condensation and salt | Dual exhaust system optional at extra cost on all models except Fiestas.

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

Spirited! SKYROCKET ENGINE

... for blazing new high-compression performance!

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 chrome-plated 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 Classic 98 and Super 88 . . . optional at extra cost on Dynamic 88 models.

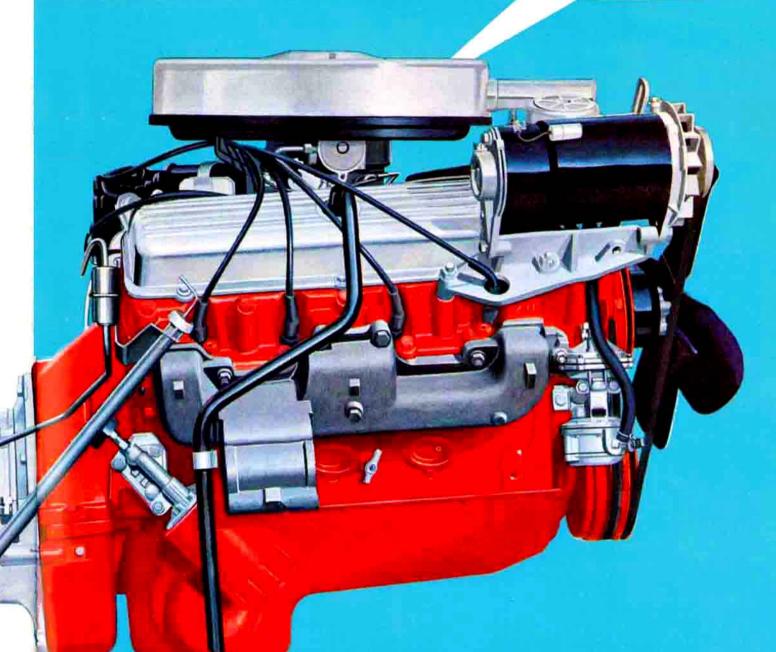
Completely New!

HYDRA-MATIC DRIVE

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



For unprecedented 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 98 models, Oldsmobile's new Hydra-Matic Drive is optional at extra cost on all other Series.



DYNAMIC ACTION DOLLAR-SAVING THRIFT!



This full-size, 394 cubic-inch Rocket Engine . . . developing a lively 250 horsepower . . . 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 for Rocket "Go" on regular gas. Skyrocket Engine is optional at extra cost on Dynamic 88s.



Hot New Number in the Low-Price Field!

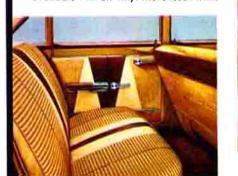


The new-size, low-price car ...with Olds style and spirit!

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 pleasure 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 the low-price field I 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 . . . dual sun visors. As you will be able to tell after one drive in the all-new F-85, this thrift-sized Oldsmobile is designed and built for the buyer who wants something better in the low-price field I

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 F-85 De Luxe 4-Door Sedan (below). The De Luxe Station Wagon (right) is available with all-vinyl Morocceen trim.





ROCKETTE V-8

ENGINE

BIG-CAR ACTION.

SMALL-CAR THRIFT!

Standard on every F-85 ... at no extra cost!



PLUS ALL-NEW HYDRA-MATIC!

(Only Oldsmobile's F-85 has if in the low-price field!)

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

Packed With Power! The Rockette's got it—say and zoon. ... smooth, quiet performance! Combine V-8 huttle and muscle with the thrifty lightness of aluminum and you get both action and according 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 all your fuel bill. And if gives you more miles per gatton/foo!

Proved V-8 Designt 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 ruge states and reliability—under all kinds of conditional

F-85



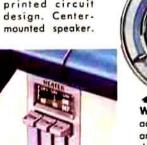




RADIO — pushbutton, 4-tube with transistor and printed circuit design. Centermounted speaker.

AIR CONDITIONER for cool, clean comfort | First of its size with fresh air intakes | Adjustable side outlets.

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





WHEEL DISCS add extra sparkle and flair with their deep - contoured design and gleaming surfaces!

SPECIFICATIONS

F-85

Wheelbase, 112" ● Over-all Length, 188.2" • Over-all Width, 71.5" • Over-all Height (5-passenger 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 V-8 ENGINE

(Standard on all F-85 Models.)

TYPE—Aluminum, Liquid-cooled V-8
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)
—12.5 Qts.

ELECTRICAL SYSTEM-12-Volt

F-85 POWER PACK OPTION—185-Horsepower, High-Compression V-8 with 4-Barrel Carburetion, 3.36:1 Rear Axle Ratio and Dual Exhausts, optional at extra cost.

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—Twin-Triangle Stability with Coil Springs and 4-Link Suspension; 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 Cost.

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 9B 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.

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.)

V-8, 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" × 311/16" • PISTON DISPLACEMENT—394 Cubic Inches • PISTONS—Aluminum, Auto-Thermic Type • CARBURETOR—Multi-Jet, 4-barrel • VALVES—Overhead; Hydraulic Lifters • COOLING SYSTEM CAPACITY (with heater)—20.5 Qts.

ROCKET ENGINE

(Standard on Dynamic 88 models.)

V-8, 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 (with heater)—20.5 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—Twin-Triangle Stability with Coil Springs and 4-Link Suspension; 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—Syncromesh, Standard on Dynamic 88 and Super 88 Series

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

STEERING — Dual Center-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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