

The new smaller Oldsmobile—the F-85 brings traditional Oldsmobile features, performance and styling into the low-price field for the first time.

THE OLDSMOBILE F-85 is a six-passenger car combining high performance and economy of operation — ideally proportioned for

handling ease, attractive styling and eye appeal. It will be offered in two body styles, a four-door sedan and a four-door station wagon, with deluxe versions of each.

The new smaller Oldsmobile is 188.2 inches long overall. Built on a 112-inch wheelbase, it is 71.6 inches wide and 52.6 inches high.

Not only does it seat six people comfortably but it also offers a very ample 12.1 cubic feet of luggage space.

The shortest distance between buyer and seller . . . employer and employee . . . landlord and tenant . . . is a Want Ad.

Polara Gives Luxury At Moderate Price

The 1961 Dodge Polara was designed and engineered for the motorist who wants "a car of distinction at a moderate price". The Polara for 1961 features completely new styling, new interiors, a V-8 engine that performs efficiently on

regular grades of gasoline, and engineering improvements that provide performance and ride of smoothness and quietness. The 122-inch-wheelbase Polara is available in six models:

More that's New... More for You... at the OLDS

Exhibit!



FASHION-LINE DESIGN...
WITH *Skyrocket* PERFORMANCE!

All eyes are on Olds—and no wonder! These '61 Oldsmobile models are the most fashionable eye-catchers to ever grace an auto show. Distinguished Classic 98s . . . spirited Super 88s . . . dollar-saving Dynamic 88s —all with more verve and vitality, more solid Oldsmobile quality and value than ever! See Olds for '61 at the auto show—then drive the model of your choice at your nearest Oldsmobile Quality Dealer!

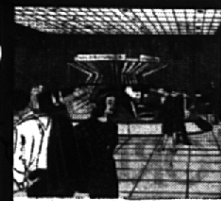
HOT NEW NUMBER IN THE LOW-PRICE FIELD!



Only Olds could pack so much in such a thrifty little package. So much good looks, so much spunk and Rockette V-8 spirit, so much economy and body-cradling comfort. And you'll also be pleased to discover so much car costs so little!

OLDSMOBILE FOR '61

ALSO ON DISPLAY AT YOUR
LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER'S



See the new Carousel of Color! Revolving display dramatically highlights the fashionable interior fabrics and colors of the '61 Olds.



See the new Skyrocket Engine! Bravely new 394 cu. in. addition in Oldsmobile power plants, designed for peak performance at all speeds.



See the "inside story" of the new F-85! Full-size "cut-away" model of the new F-85 graphically illustrates why it's every inch an Oldsmobile.



MEET MISS AMERICA WHEN SHE VISITS THE OLDS EXHIBIT SATURDAY AND SUNDAY OCTOBER 15 & 16

VISIT THE OLDS EXHIBIT AT THE "NATIONAL AUTO SHOW"... COBO HALL... OCT. 15-23