

A VERY IMPORTANT MESSAGE TO CAR BUYERS:

It's coming—Thursday, October 6!

A SENSATIONAL DOUBLE ANNOUNCEMENT FROM OLDSMOBILE!

**The most advanced...
most distinctively styled cars
in the MEDIUM-PRICE CLASS!**

**A hot new number
plus introducing Olds Quality
to the LOW-PRICE FIELD!**

*For those who want something different in a medium-priced car,
here's totally new styling, performance and full-size comfort!*

The distinctive Classic 98 with its exclusive lines... the spirited Super 88 with its *SKYROCKET* Engine... and the dollar-saving Dynamic 88 with its peppier-than-ever performance... all have new looks, new responsiveness, new dimensions. They are easier to get in... easier to sit in... with new deep-cushion seats and heads-up roominess. Outside length has been trimmed for easier maneuvering, parking and garaging. You'll discover new engines under the hood... a new Hydra-Matic* with Accel-A-Rotor action... performance like never before, with excellent gas economy! And you simply must try the new Vibra-Tuned Ride... cushioned with rubber at more than 90 points! Come in to see the all-new '61 Oldsmobiles! They'll be at your dealer's Thursday!

*Standard on Classic 98, optional at extra cost on other series.

THREE FAMOUS SERIES IN THE MEDIUM-PRICE CLASS!

CLASSIC **98** SUPER **88** DYNAMIC **88**

Distinguished... distinctive... decidedly new! Big-car roominess for driving luxury—more headroom, legroom, legroom—plus new ease of entry and the exhilarating performance of the Skyrocket Engine!

Glamor, comfort, prestige... and the utility of a full-size car! Exciting Skyrocket Engine performance and smooth Vibra-Tuned ride... both exclusive with Oldsmobile Easy to get in... easy to sit in!

Beauty... economy... spacious comfort! Livelier-than-ever Rocket Engine runs on lower-cost, regular gas! Plus new Twin-Triangle Stability... and the handling ease you expect from a quality-built, full-size car!

The new family-size F-85 is built for the buyer who wants something better in the low-price field!

It's lighter, livelier... easier on gas! And this you can count on—the new F-85 is every inch an Oldsmobile... with the style and sparkle you like... the extra heft and hustle you need! You've never seen such get-up-and-go... so much zip... in the low-price field, because there has never been an engine like the exclusive aluminum Rockette V-8... standard in every F-85 at no extra cost! All sedans and station wagons feature pleasing low price tags, four-door convenience, six-passenger roominess. Just right for the person who wants small-car economy and agility... with big-car performance and comfort!

Before you buy any low-priced car, be sure to see and drive the new F-85... at your Oldsmobile Quality Dealer's Thursday!

BUILT FOR THE BUYER
WHO WANTS SOMETHING BETTER
IN THE LOW-PRICE FIELD!

F-85



NOW MORE THAN EVER...THERE'S A ROCKET FOR EVERY POCKET...AT YOUR LOCAL AUTHORIZED QUALITY DEALER'S!