



**DON'T MOVE.
DR. OLDSMOBILE
IS ABOUT TO
TURN YOU INTO A
W-MACHINE.**

Don't be nervous. There's really nothing to it.

Just take in a long, deep, chest-expanding chunk of cool, invigorating air. Gives you the feeling you could whip the world, right?

Well, that's the feeling the good Doc's special 350-cube Cutlass S engine gets when decked out with Force-Air Induction (W-31).

Send a shot of atmosphere into those whopper front air scoops . . . up the big dual air ducts . . . and through the special air cleaner, carburetor, and wide-throat intakes . . .

and shazam! Mini-cube confidence (and capability) like you've never seen or heard before!

If you're ready to operate a mini-priced, maxi-powered machine with a special air about it, go tell it to your Olds dealer.

DR. OLDSMOBILE'S W-31
Make your escape from the ordinary.



**"THIS PISTON? NO.
THIS ONE?
MMMMMM, NOPE.
THIS ONE?
YAHHHHHH!"**

Dr. Oldsmobile builds all his iron with tender loving care. But when he gets to his W-Machines (4-4-2, Cutlass S, or F-85 all with Force-Air Induction), he becomes downright fanatical!

Every moving, breathing part in their precision engines is individually selected. And matched. And fitted. To extremely close tolerances.

If a part hasn't got it. El Zapo! Out it goes. It's as close as you can get to a blueprinted engine.

But, then, you'd assemble with care, too, if you had such privileged parts to work with.

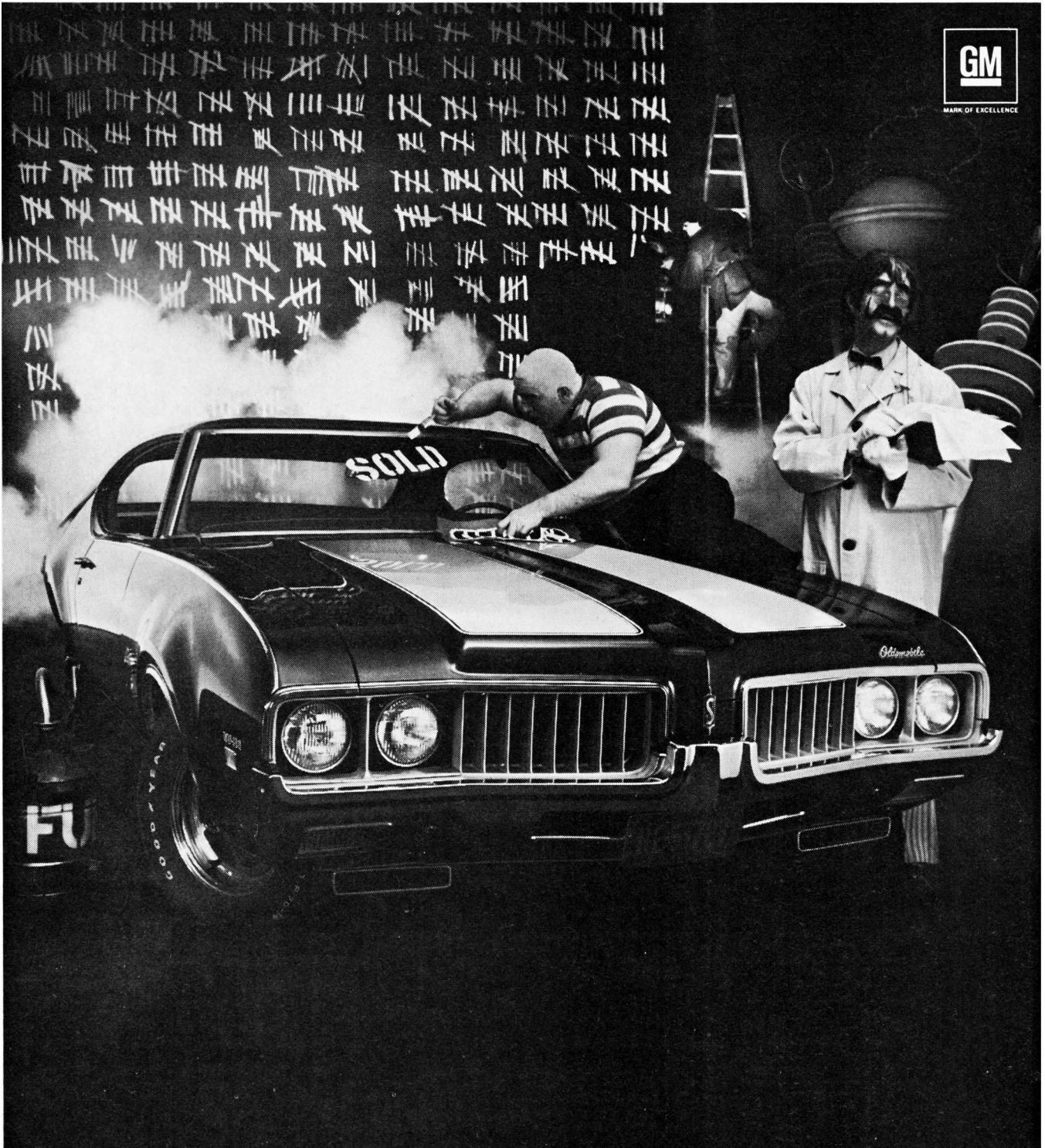
Cutlass S W-31, for instance, comes (and goes) with 26.2-sq.-in. dual front air scoops, dual wide-throat air ducts,

dual intake air cleaner, minimum combustion chamber volume, high-overlap cam, special aluminum pistons, low-friction bearings, low-restriction dual exhausts, and things like that.

What it dresses out to is 325 hp and 360 lb.-ft. torque.

What it prices out to is an absolute steal. One more loving touch from the good Doctor.

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**DR. OLDSMOBILE'S
ROARING SUCCESS:
OLDS W-31.**

Had to happen.

Enthusiasts, being the kind of prove-it-to-me lot that they are, could hardly let such a throaty well-equipped machine go unnoticed. Or untried.

And it turns out, it was the trying that's tipped the scale.

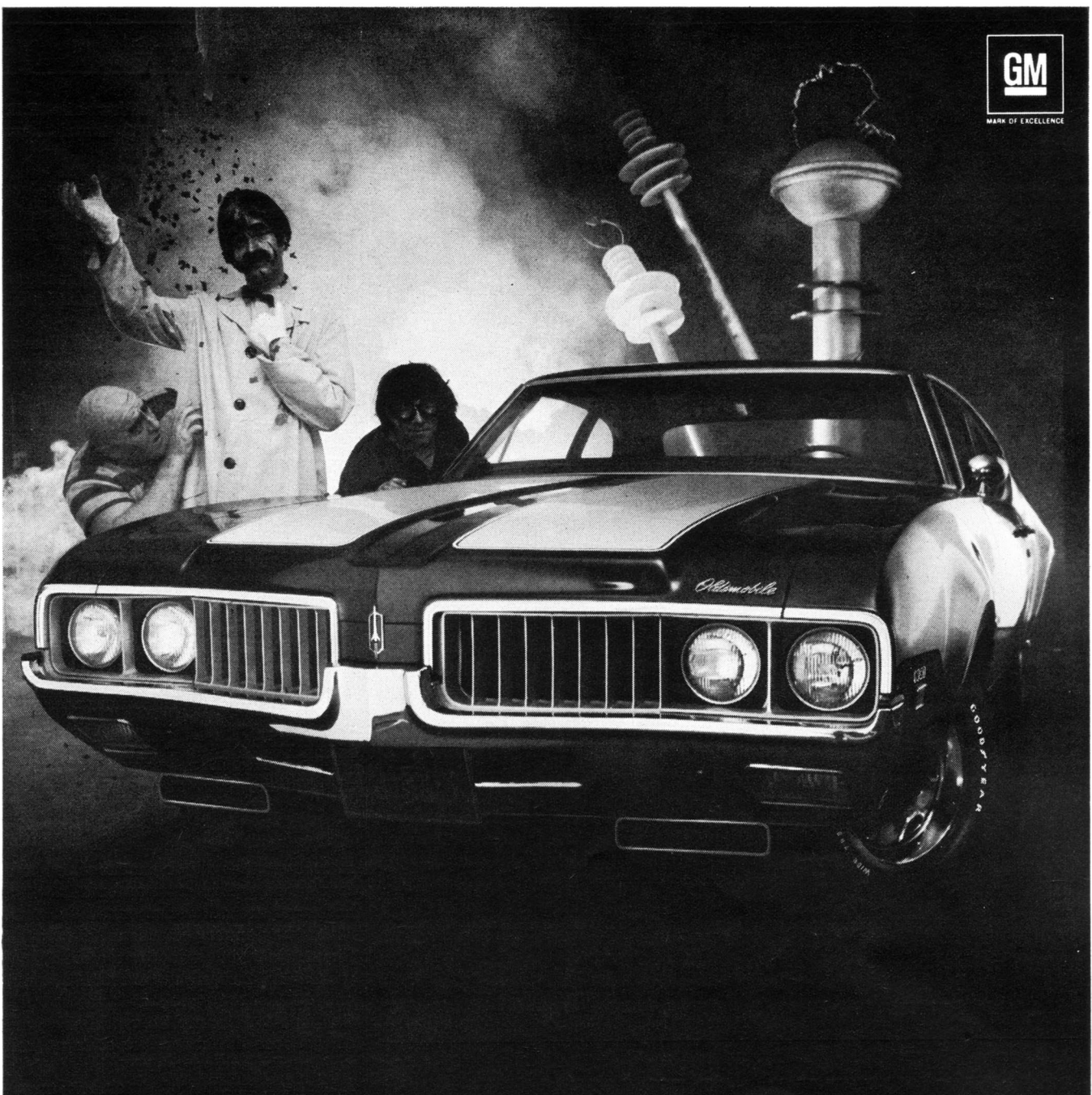
If you've had the good fortune of driving a fully tuned cold-air W-31 (Cutlass S or F-85), you know you've been about as far as 350 cubes have ever gone. And you're a believer.

No. We haven't got a bumper-scooped, hot-cammed W-Machine in every garage in town. But maybe

you've noticed we're winding up in more and more of them.

Who'd ever think, even just a couple of months ago, that keeping up with the Jones' kid would mean owning your own W-31?

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**DR. OLDSMOBILE'S
NO-NO:
F-85 W-31.**

Getting into an air-induced head-turner these days is a snap. If you don't mind swallowing a rather large and lumpy chunk of price tag.

Well, the good Doc, bless him, has just crowbarred the rule book all out of shape to bring you a minimum-weight, 350-cube, cold-air honker for less than the average nickel-nursing family sedan!

And on that family steed, you're not too likely to find behemoth front air scoopers, cold-air carb, high-overlap cam, minimum combustion chamber volume, oversized valves, low-restriction dual exhausts, or an Anti-Spin axle (to 4.66-to-1).

And if you'd like to order more, order more! New heavy-duty FE-2 suspension with front and rear stabilizers. Close- or wide-ratio 4-speeds.

Special beefed up "W" automatic with firmed-up shifts. Et cetera.

And tires? Just about every size and type that clings: wide-boot red-lines, whitewalls, raised letters, or fiberglass-belted. Up to F70 x 14".

How does the good Doc do it for so little? That's for us to know-know, and for you to find out — at your nearest Olds dealer's.

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