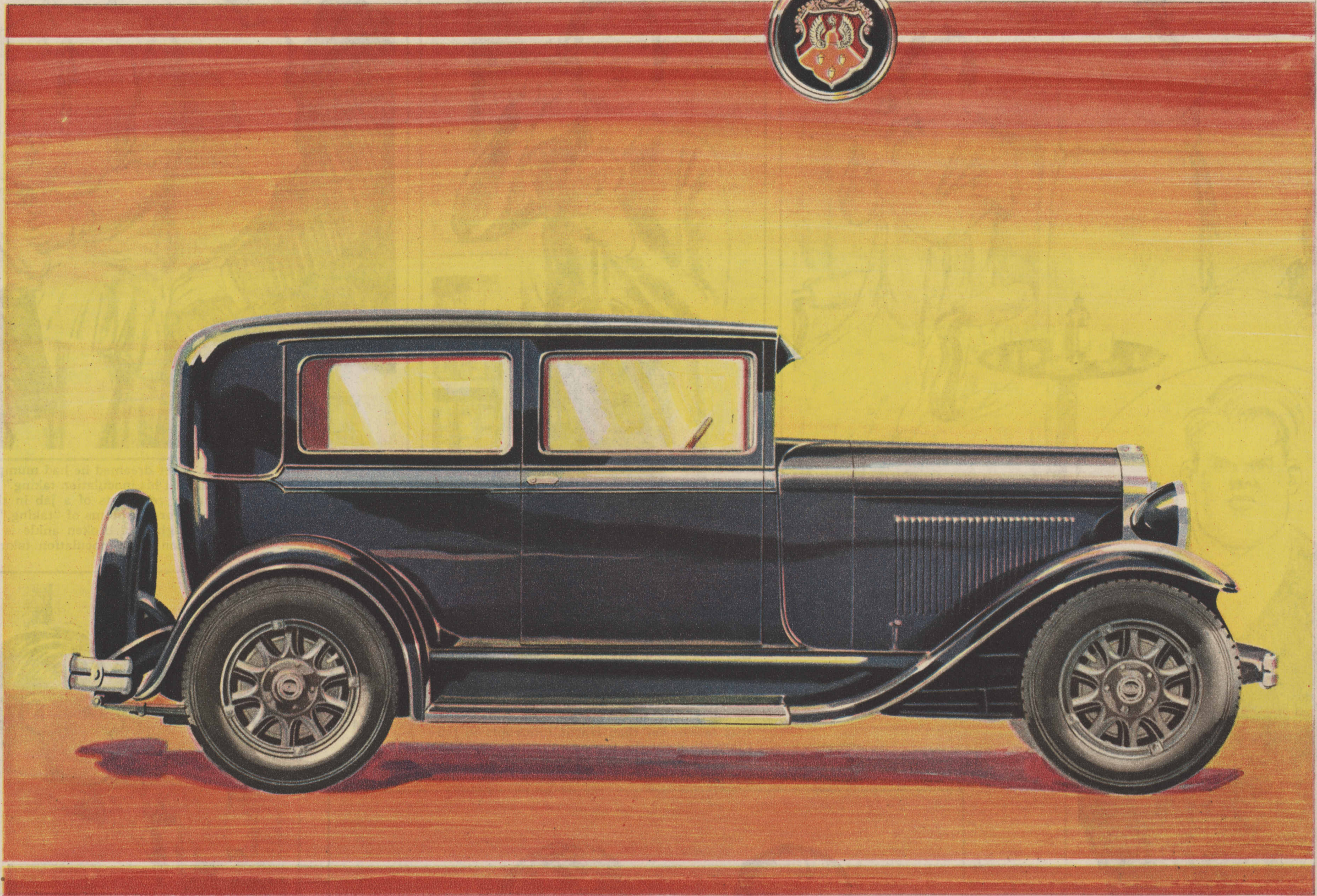


This new radiator emblem identifies the 1929 Oldsmobile



Now more than ever -

IN THE SPOTLIGHT OF PUBLIC FAVOR

With New Lower Prices

SINCE the announcement of the 1929 Oldsmobile at the New York Automobile Show—with its new lower prices—the spotlight of public favor has singled out Oldsmobile more than ever before—

—not because of any radical changes in the 1929 Oldsmobile, but for a more vital reason—

—because critical comparison with other cars in its field reveals an overwhelming margin of value in favor of Oldsmobile.

Desirable improvements have been added to the fine car that won enthusiastic praise from thousands of owners in 1928. And at the same time its price has been reduced!

Already representative of the most progressive en-

gineering, Oldsmobile's big high-compression engine now develops 62 horsepower. Piston-pins are now pressure-lubricated—an engineering feature heretofore characteristic of high-priced cars.

Already distinctive in appearance, the smartness of Oldsmobile's Fisher Bodies has been enhanced by new headlamps on chromium-plated mountings—by a new cadet-type visor—and by a wide choice of new, sparkling color combinations.

And even greater luxury is revealed inside the car—by deeper, softer seat-cushions—by new, more costly upholsteries—and by the wonderful new adjustable front seat, found only

in Fisher Bodies, which may be instantly adjusted to suit the driver's convenience simply by turning the seat-regulator. Four Lovejoy hydraulic shock absorbers are included as standard equipment.

Never before has any automobile manufacturer offered such sensational value. Never before has any car combined such performance, such beauty and such luxury at Oldsmobile's new low price. See this finer Oldsmobile at the Chicago Automobile Show, where you can compare it with all the cars in its field. Then you'll see why it is now more than ever in the spotlight of public favor.

NEW LOWER PRICE

Two-door Sedan

\$ 875

f. o. b. Lansing

Spare Tire and Bumpers Extra

OLDSMOBILE