

THE PRICE THAT'S SWINGING THOUSANDS OVER TO OLDS!



ONLY CAR WITH THE
**RHYTHMIC
RIDE!**

BASED ON

1- QUADRI-COIL
SPRINGING

2- FOUR-WAY
STABILIZATION

3- KNEE-ACTION



THERE'S a new trend of buying in the low-price field—a swing to the big, high-quality Oldsmobile Sixty at \$777*. Price alone makes it a "buy" you can't afford to overlook. And when you add up all its modern fine-car features and de luxe appointments, it's easy to see that Olds is the stand-out value in the low-price field. No other low-priced car gives you a 90 H. P., money-saving Econo-Master Engine with 100 per cent full-pressure lubrication and rifle-drilled connecting rods. No other low-priced car offers the revolutionary Rhythmic Ride—an exclusive advantage developed and perfected by Oldsmobile. No other low-priced car is so easy to

handle on the road. Come, drive an Olds. Enjoy the extra vision and extra comfort of its wide-windowed Bodies by Fisher. Test its sensational pick-up and performance. Check its low delivered prices. When you consider that you can buy a big, de luxe Series Sixty Sedan with built-in trunk for \$106 less than last year's lowest-priced Oldsmobile trunk sedan, you'll agree with the thousands who say, "Olds is America's greatest low-priced buy!"

*\$777 and up, delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Instalment Plan.

» A GENERAL MOTORS VALUE «

**SEE YOUR NEAREST
OLDSMOBILE DEALER**

SEE CLASSIFIED SECTION OF YOUR TELEPHONE DIRECTORY FOR HIS NAME AND ADDRESS

THE LOW-PRICED CAR THAT HAS EVERYTHING

Rhythmic Ride based on Quadri-Coil Springing, 4-Way Stabilization and Knee-Action Wheels • Dual Center-Control Steering • Handi-Shift Gear Control • Self-Energizing Hydraulic Brakes • 90 H. P. Econo-Master Engine • 100 Per Cent Full-Pressure Lubrication with Rifle-Drilled Connecting Rods • Wide-Vision Body by Fisher • Die-Cast Radiator Grille • Big Streamlined Trunks on All Sedan Models