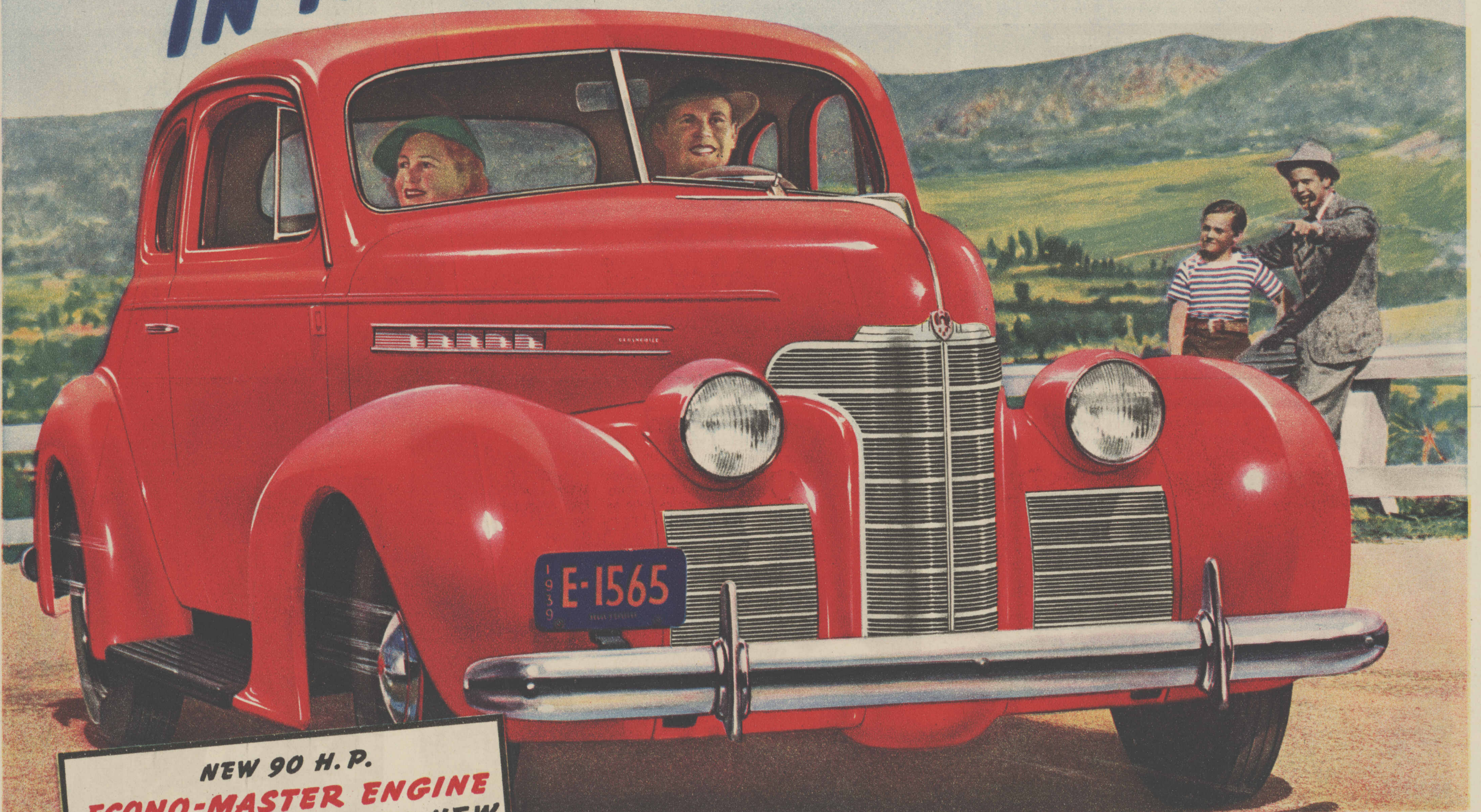


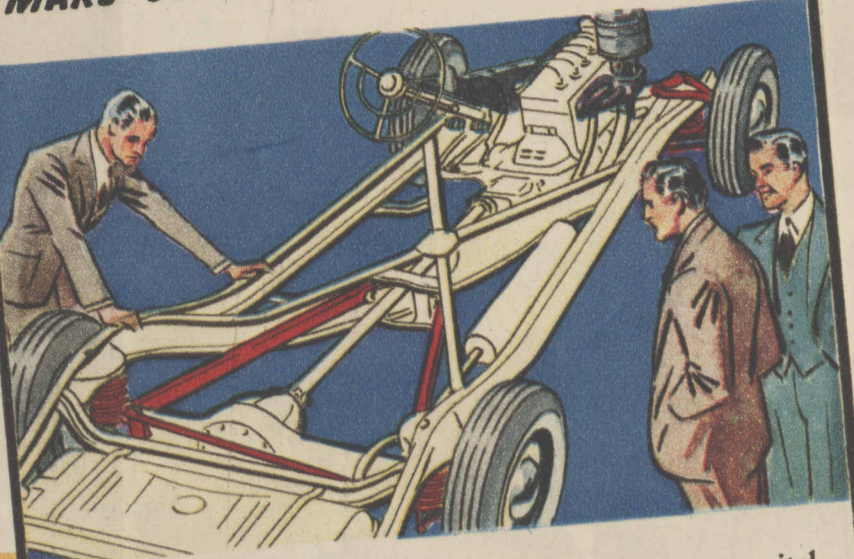
**RIDING THE CREST OF A
NEW "BUYING" TREND!**

OLDS AT \$777[★] AND UP

**IS WINNING NEW THOUSANDS
IN THE LOW PRICE FIELD!**



**NEW 90 H.P.
ECONO-MASTER ENGINE
AND REVOLUTIONARY NEW
RHYTHMIC RIDE
MAKE OLDS "60" THE STANDOUT BUY!**



No other low-priced car on the market offers these two vital advantages. The Econo-Master Engine is built to the same high standards of precision and quality that owners enjoy in a million Oldsmobiles now running on the road. The Rhythmic Ride, based on Quadri-Coil Springing, Four-Way Stabilization and Knee-Action Wheels, is the grandest, smoothest, steadiest ride you'll find in any car, at any price!

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* Delivered price at Lansing, Michigan, 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 • Completely Cooled Cylinders • Vacuum Fuel Saver • Wide-Vision Body by Fisher • Die-Cast Radiator Grille • Big, Streamlined Trunks on All Sedan Models