

THE PRICE THAT'S MADE OLDS VALUABLE FAMOUS!

**\$777★
AND UP**



EVERYBODY'S GOING FOR THE BIG OLDS "60" IN THE LOW PRICE FIELD!

WHEN price and quality meet—that's value! You'll find it aplenty in the big Olds Sixty at \$777*—the car that's winning fame from coast to coast as "The low-priced car that has everything!" It gives you the quality, the luxury, the de luxe standards throughout, that a million Oldsmobile owners know and enjoy. It gives you the spacious room and comfort of a Wide-Vision Body by Fisher with extra-large windows and windshield. It gives you the outstanding performance and money-saving economy of a 90-horsepower Econo-Master Engine, with 100% full-pressure lubrication, including rifle-drilled connecting rods.

Come, drive the Olds Sixty! Try the finest ride on any road—the famous Rhythmic Ride, available only in the low-priced Olds Sixty, the popular-priced Olds Seventy and the medium-priced Olds Eighty. Then check the price! You'll find the Olds Sixty trunk sedan priced \$106 lower than last year's lowest-priced Oldsmobile trunk sedan. By every standard and every comparison, Olds is the buy of buys in the low-price field!

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



OLDS WINS 1ST! IN ITS CLASS IN GILMORE ECONOMY RUN

Now you can have top performance and top economy, too. The big 90 h. p. Oldsmobile Sixty gives you brilliant, power-packed performance in town and on the road. Owners everywhere report exceptional economy in the use of gas and oil. Olds proved they were right by winning first place in its class for 1939 in the famous Gilmore-Yosemite Economy Run.