The price that’s made Olds value 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 deluxe 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 rills-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 boy of boys 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 tools. Transmission, tax and local taxes, if any, optional equipment and accessories—extra. General Motors introduction plan. A GENERAL MOTORS VALUE

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