

*“If it were Custom-Built
it couldn't suit me better”*

BRILLIANT in performance, distinguished in style, the new Oldsmobile Eight wins the highest praise from those who have had ample experience with cars of much higher price. No engine smoother than the bigger, more economical, 110-horsepower power plant of the Oldsmobile Eight has ever been designed. The riding qualities of the Oldsmobile Eight, with its Knee-Action Wheels and Dual Ride Stabilizers, are the last word in comfort. The luxuriously appointed body is the new, safe Unisteel Turret Top Body by Fisher. See for yourself how this moderately priced, fine-quality Eight is fitted to your requirements. See whether you, too, don't say, "If it were Custom-Built, it couldn't suit me better!"

List prices: \$785 and up, at Lansing, Michigan, subject to change without notice. The car illustrated is the 4-Door Sedan, \$890 list. Standard Accessories: Bumpers, Bumper Guards, Spare Tire and Tube, Metal Spring Covers—\$45.00. Additional Accessories and Equipment—Optional. Taxes, Transportation, Delivery and Handling Charges—Extra. General Motors Instalment Plan.



OLDSMOBILE EIGHT

“The Car that has Everything”