



Olds "60" 4-Door Sedan, \$889☆

Olds Brings Pride of Ownership within the Reach of Millions

ONE of the greatest things Oldsmobile has done this year is to enable a lot of people to drive *quality* cars who never have before. By building a big, de luxe "Sixty" and pricing it down in the low-price field, Olds has opened the way for buyers of *low-priced* cars to enjoy the special distinction of Olds ownership. And by "special distinction" we mean just that! There's real pride in possessing a car as smart and colorful and complete as Oldsmobile. There's real prestige in own-

ing a car which for over 40 years has stood for all that's new and fine in motoring. There's real satisfaction, too, in driving something *up-to-the-minute*—a car with 90 H. P. Econo-Master Engine, wide-windowed Body by Fisher and that greatest of all ride sensations, the new Rhythmic Ride! Can it be possible that such a "luxury car" sells for as little as \$777 and up? That's the wonder of this Olds Sixty—top-quality car of the low-

price field. Another remarkable thing is that Olds' two other series, the Seventy and Eighty, are substantially lower in price than last year. Why not go quality this year? Join the swing-over to Olds—where price and quality meet!

\$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

O L D S M O B I L E
THE CAR THAT HAS EVERYTHING