

IMPRESSIVE BEAUTY  
INCOMPARABLE PERFORMANCE



NINETY-EIGHT CUSTOM SPORTS COUPE

A GENERAL MOTORS VALUE

# THE LONG LOOK OF LUXURY IS OLDSMOBILE'S ALONE FOR '63

By size, beauty and performance, Oldsmobile for '63 stands apart. It was meant to be that way, for Oldsmobile moves beyond the functional. Oldsmobile's concern is with your comfort, tastes, needs and position. That is why there are four different Oldsmobile series; each one as distinctive as a signature. Yet each

provides a singular sense of satisfaction—satisfaction with the beauty of its styling and decor, with the confidence of its ride, with its full-blooded response. This is Oldsmobile tradition—recognizable on your first demonstration drive. Your local dealer will gladly make the arrangements.

*Whitewall tires optional at extra cost*

THERE'S "SOMETHING EXTRA" ABOUT OWNING AN OLDSMOBILE