

Ninety-Eight: Most luxurious '68 youngmobile from Oldsmobile.

Young Ideas: The new '68 Olds Ninety-Eight is young in looks, performance, features . . . all backed by the quality, comfort and reliability that have made Olds famous for 70 years.

Luxury Style: This is Oldsmobile's most luxurious car, and looks it. Outside, sculpturing is youthful yet distinguished. Inside, rich brocades and supple fabrics come beautifully tailored, imaginatively designed.

Young performance: Thanks to its new 455-cubic-inch Rocket V-8, teamed with Turbo Hydra-Matic. Greater efficiency, greater economy, too. Rides smoothly on a 126-inch wheelbase. Handles effortlessly, with power steering and brakes standard.

Luxury Features: Want even more luxury? You can order vinyl top, Stereo Tape Player, Tilt-and-Telescope Steering Wheel with a horn control all around the inside of the wheel. Plus all the new GM safety features, including energy-absorbing steering column, many others.



Ninety-Eight Luxury Sedan. Drive it.
See Your Oldsmobile Dealer.



WORK BY EXCELLENCE