

Today, millions of
Life readers
are getting
young
ideas:
The '68
"youngmobiles"
from Oldsmobile.



Young Ideas:

Here's the '68 Oldsmobile Cutlass with today's young looks, young performance, young features... yet backed up by the engineering, quality, comfort and reliability that have made Oldsmobile famous for seventy years.

New Performance:

Here's an Oldsmobile that performs young, rides young, feels young. There's greater efficiency, greater economy from a brand-new generation of Rockets. Your choice of a 350-cubic-inch Rocket V-8 or a thrifty 250-CID Six.

Exciting Style:

Here's an Oldsmobile with crisp, contemporary style and smart new interiors. Two coupes, plus a bucket-seat convertible with glass rear window. All with sporty louvered hood and hideaway windshield wipers.

Sporty Features:

Here's an Oldsmobile you can practically design yourself. Young it up with stick-shift, console, front disc brakes, dual exhausts, GT pinstriping, Rally Sport Suspension.

Plus that famous Oldsmobile engineering and all the new GM safety features—including energy-absorbing steering column, seat belts for all passenger positions, a host of others.

1968 Cutlass S Holiday Coupe

'68 Cutlass. Drive it.
See Your Oldsmobile Dealer.

