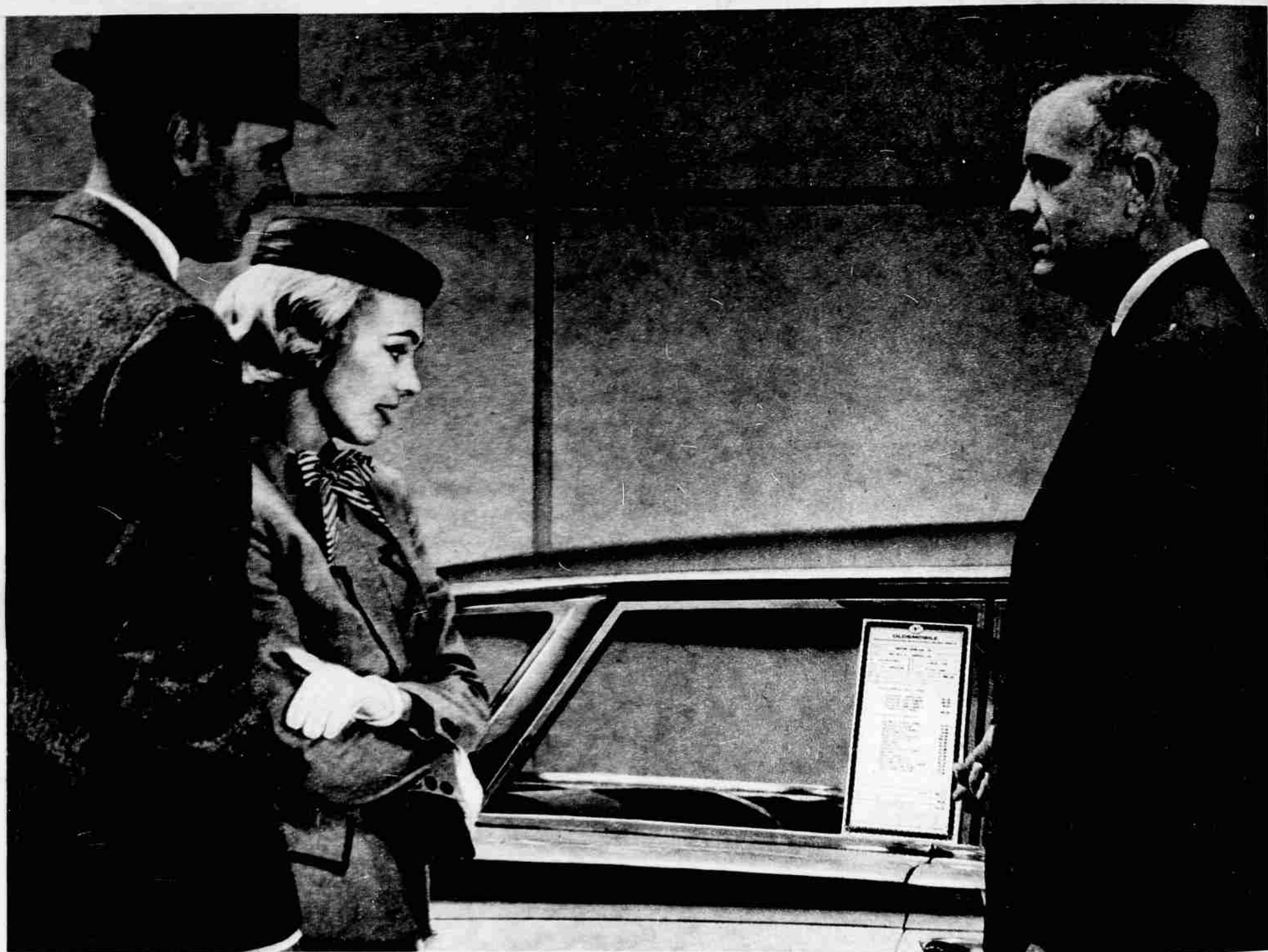


**Look for this Certificate on every
new 1959 OLDSMOBILE . . . coming soon!**



In background is Oldsmobile's new 1959 Holiday SportSedan

**Another bond of trust between you
and your Oldsmobile Quality Dealer**

**COMPLETE MANUFACTURER'S SUGGESTED RETAIL PRICE
AND EQUIPMENT INFORMATION . . . CERTIFIED BY OLDS-
MOBILE DIVISION, GENERAL MOTORS CORPORATION**



- Authorized dealer's name and address; vehicle identification and final assembly point.
- Manufacturer's suggested retail price, including reimbursement for federal excise tax and suggested dealer delivery and handling charge.
- Suggested delivered prices of factory installed options and accessories.
- Destination charge.
- Total amount, excluding dealer installed options or accessories, state or local taxes or license fees.

For your information and guidance, every 1959 Oldsmobile will carry a manufacturer's suggested retail price, the suggested price of all factory-installed options and accessories and the destination charge.

Oldsmobile believes this straightforward approach to car pricing will establish another bond of trust and confidence between you and your Oldsmobile dealer.

Coming soon! Watch for the 1959 Oldsmobiles: they are totally new . . . yet typically Olds! Their new "Linear Look" heralds the start of a new styling cycle. And they represent more *added values* in safety, convenience and comfort than Olds has ever offered before.

See Patti Page every Wednesday on ABC-TV . . . Special Bing Crosby Show, Oct. 1

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION, LANSING, MICHIGAN