

Why the 1960 Oldsmobile will give you more satisfaction than any car you have ever owned



WHEN the excitement of new car announcements is over, these facts will stand out.

One car will distinguish itself for its restrained good taste.
There is true distinction in the styling of the new Oldsmobile. It has the clean-cut look that one associates with balanced design. Its fashioning is subtle, refined, uncluttered—captures *the spirit of the Rocketing Sixties* in a refreshing new way. It's style you can "live with"!

One car will be talked about for its smooth manners.
As more and more people take to the road in the 1960 Oldsmobiles, you will hear glowing comments about its quiet smoothness, its sturdy indifference to the roughest of roads, the solid feel at the wheel, and the ease with which it handles in every situation.

Olds will give each owner his individual preference in power plants. The driver who wants top economy plus Rocket "Go" on lower-cost regular gas will have it. The owner who wants top performance from premium fuel will have it. Everyone can have the best balance of power and economy for his kind of driving.

One car will stand out as the quality car of the year.

The 1960 Oldsmobile is the finest achievement of 62 years of building quality automobiles. Today's precision standards at Oldsmobile are higher than was believed possible as recently as two years ago. Today's quality control is the accomplishment of years of patient progress in an organization where *quality is a way of life!*

That's why we can promise that your 1960 Rocket Engine Oldsmobile will be so completely satisfying in every way. It offers the style you want, the room you need, and the thrift you asked for. It is quality-built to fully protect Oldsmobile's priceless reputation as the medium-price car that holds its value best right through to trade-in time.

You will have your choice of 17 new models in Oldsmobile's three established Series—Dynamic 88, Super 88 and Ninety-Eight. See your local authorized Oldsmobile Quality Dealer on Thursday, October 1 for your first view of the car especially planned for the person who wants *the best the medium-price class can offer!*