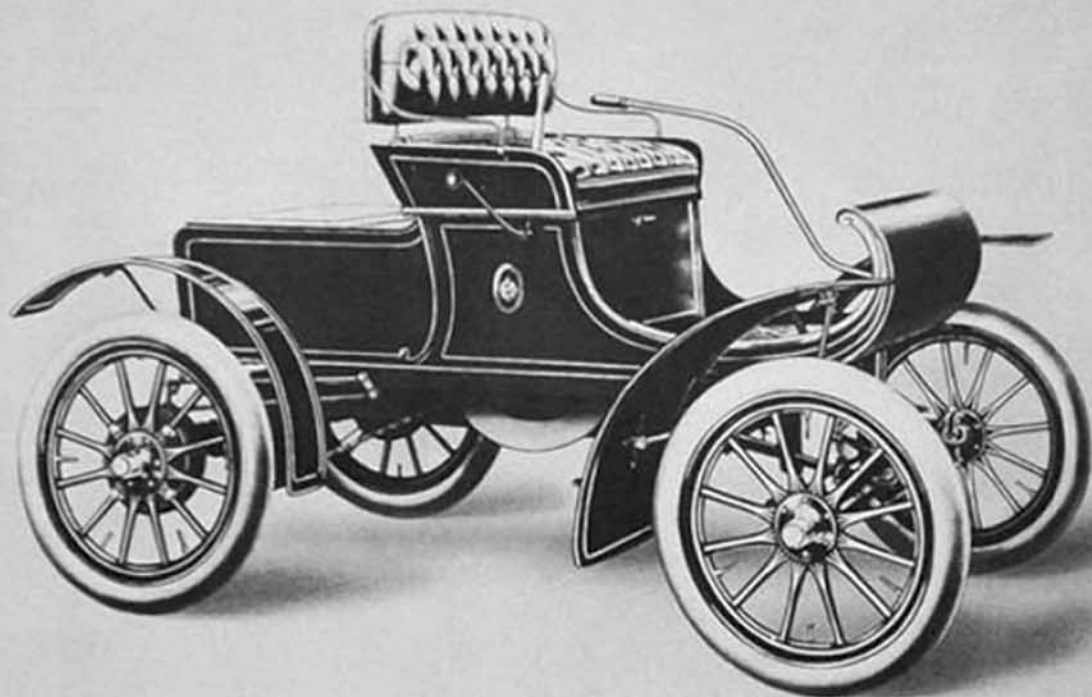


Youngmobile thinking:  
it's kept the oldest name  
in the business the youngest  
name in the business.



Styles and styling have changed since 1896. But the Oldsmobile credo hasn't.

Oldsmobile thinking has always been youngmobile thinking—keeping a couple of steps ahead of the times.

The 1901 Olds model with the famous curved dash, for instance, was not only loaded with young ideas—it was a

young ideal. It was the world's first mass-produced gasoline automobile.

That's the way it's been down through the years. Olds has led the industry with important young ideas, the kind that appeal to young-thinking people.

First fully-automatic choke. First to introduce nickel-plating, then chromium-

plating. First completely automatic transmission. First high-compression V-8. Plus the revolutionary Front-Wheel-Drive Toronado, etc. It's ideas like these that have kept the oldest name in the business the youngest name in the business.

**Oldsmobile**

# Young it up. '68 Olds.

Kick up your heels and live a little! Get yourself a new Cutlass S. It has a 'younger-than-ever look—front, rear, inside and out. A bigger-than-ever 350-cube Rocket V-8 that combines new savvy with new savings. (Or a 250-CID Action-Line 6.) A smoother-than-ever ride, via four-coil springs and improved shock absorbers. And a whole

bundle of youthful new goodies—from Rally Sport Suspension to 4-on-the-floor—that let you tailor Cutlass to taste. All three Cutlass S coupes carry the full list of

new GM safety items, standard. And all carry very young prices, too.

Now showing at your Olds Dealer's — along with the full lineup of other '68 youngmobiles from Oldsmobile. So, stop in soon and give Olds young wheels a whirl.



Drive a youngmobile from Oldsmobile





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.

