The “in” thing to do is catch Olds 88 Swing Fever.

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You’re now a candidate for an Olds 88, one of the most formidable machines ever to touch rubber to road! Delta, Dynamic and Jetstar 88—eleven Toronado-inspired models in all—ready to rocket you into spring. Each comes on with standard safety items like windshield washers, back-up lights, more! So buck up (seat belts are standard, too) and take the cure! At your Oldsmobile Dealer’s! LOOK TO OLDS FOR THE NEW!