

Olds Swing Fever got you? Your Olds Dealer has just the cure: A Toronado-inspired Oldsmobile! Choose your own prescription: Elegant Ninety-Eight . . . action-packed 88 . . . low-priced F-85 . . . 40 Rocket Action models in all. And all priced to make waiting downright foolhardy. Feel your temperature rising? That's Swing Fever. Quick! Head for your Olds Dealer's . . . open your mouth and say "yeah!" LOOK TO OLDS FOR THE NEW!

OLDS

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NEWCOMER MOTORS, Inc.
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## We chose electric heat because my wife is a working wife

$s$ a working wife. I wanted her to have as little Is and household worries as possible - and so lectric. We wanted guaranteed trouble-free conYou can't beat electric heating for cleanliness atic control.
ommend that you go electric, too. It's the 10 heat. RE BUILDING-Tell your builder you want to be ou want the best, you want electric heat. IF YOU ODELING-Calla Reddy Kilowatt RecommendHome Heating Dealer for an estimate. He is te Yellow Pages under "Heating Contractors."


In 1965, electric heat's growing popularity amorig PP\&L customers was shown when $38 \%$ of new home buyers chose it for their homes. MR. BUILDER - Build total-electric homes and you build what people want -and what will sell.

