

700 CONNECTICUT BOULEVARD  
EAST HARTFORD

Holzman  
OLDSMOBILE

ADVERTISING SUPPLEMENT TO THE HARTFORD COURANT SEPT. 24, 1972



TELEPHONE  
528-6555



"For '73, there's more news than ever  
in our Olds showroom.  
New styling, new features, even new kinds of Oldsmobiles.  
Let me take you for a quick tour!"

## Meet Omega. The new compact Olds.



"Here's a whole new kind of Olds for folks who'd like Olds quality



in a smaller car. Omega's a compact—but with more luxury, more room, and a more stable ride than the average compact. It's a lot of Olds for very little money."

A compact—with big-car thinking built in.

Omega is nearly 500 pounds more car than some smaller compacts. Its wheelbase is longer—111 inches, not 108 or 103. Its track is wider, front and rear. It looks more like a bigger Olds than a little compact outside, and on the inside, too.

**The good stuff comes standard.**

Omega gives you things you may pay extra to get in some other compacts. Deluxe interior with new "wet-look" vinyl trim. Carpeting. Chrome around the windows and wheel openings. A vinyl-grip steering wheel. And a 250-cu.-in. Six that's bigger than extra-cost engines in some compacts. Even a choice of special sun-glow colors.

More good stuff you can add.

There's a Rocket 350 V8 with 4-barrel carburetor. Turbo Hydra-matic. Deluxe wheel covers. Protective side moldings. Bucket seats and a console. Vinyl roof. Even a camper-tent conversion for our hatchback. Your Omega can be as practical or as fancy as you want to make it.



Open the big back door, fold down the rear seat, and you've got a 6 1/2-foot trunk.

**Omega comes with 2, 3, or 4 doors.**

The 2-door coupe is our lowest-priced Olds—with a surprisingly low price for a car with the Oldsmobile name on it. We also have a 4-door sedan for just a few dollars more. And a special hatchback coupe, with a big back door and a rear seat that folds down, station-wagon style.



It's surprisingly rich, roomy and quiet inside. Houndstooth fabric shown is one of Omega's five interior choices.

Sure, you can get a smaller, lighter compact for less money—but it wouldn't be an Oldsmobile. And there's quite a difference.

*Omega*



## Cutlass S. What a step up. Holy cow!



"When Olds decided it was time for an all-new Cutlass S, they really went all out. Just looking at it, it's hard to believe you get all that value at such a low price."

It can happen, easier than most folks think. If you can afford any mid-size car, you can afford this one.



You can even order bucket seats that swivel.

For '73, Cutlass S is new all around. It's bigger. Heavier. And it has a new suspension system patterned after our bigger Oldsmobiles. So it rides smooth and easy—and quiet, too.

Yet it's still agile and nimble to maneuver, on its trim 112-inch wheelbase. **Not just sportier. Stronger.**

In this newly styled Body by Fisher, every change has a reason. The fast-back roof is two layers of steel. There's new room inside, in practically every dimension. (Especially in back.) The seats are solid foam, up to six inches thick. The trim is a dressy new "wet-look" vinyl. Even the instrument panel is new—and the individual panel units can be quickly removed for service when necessary.

**Rocket 350 V8, standard.** It's still Oldsmobile's famous Rocket Engine—but we improved it with a new flex-head valve design. We also have a new hydraulic front bumper system that absorbs minor bumps—plus a new kind of Swing-away grille. It's a hinged so that it actually moves out of the way of trouble when the bumper gets bumped.



New strength, new visibility in the Colonnade Hardtop styling of the roofline.

**What about a sedan?**

It's right there—in our Cutlass Series without the S. It's all new, too. And bigger. And . . . well, come on down to the showroom and see for yourself.



Our new Cutlass Colonnade Hardtop Sedan.

## Cutlass Supreme. Our little limousine.



### Opera windows? Opera windows!

That's what they're called on \$10,000 cars: that's what we call them on our little limousine. It's one of the nice styling surprises you get with our Cutlass Supreme Colonnade Hardtop Coupe.

The roofline is more formal, the body lines more distinctive. There's a special Supreme Swing-away grille, and new bumpers—front and rear. All in all, it's the greatest-looking Supreme yet—and it's going to be even more popular.

The news doesn't stop outside.

Inside, the Supreme coupe is more



Inside, it's a little limousine, too.

elegant than ever. Exceptional upholstery and deep-foam seats set the tone

—the look of French walnut makes it richer. Like the Cutlass S, there's new room all around, new comfort and silence—plus a unique feeling of privacy in the back seat.

It rides like an Olds, handles like a smaller car.

That's what happens when you create a new suspension system for smoothness, with a 112-inch wheelbase for easy handling. Front disc brakes are standard. So is our Olds Rocket 350V8.

Cutlass Supreme is also available in a Colonnade Hardtop Sedan model . . . both great!



**"This has got to be one of the best looking cars of 1973. I think you'll find it's more of a little limousine than ever—in everything but price."**



New Cutlass Salon—Oldsmobile's own 4-place, 4-door road car in the grand touring tradition. Both contoured front seats recline.





## Delta 88 Royale. Not just another pretty car.



It's tough all over.

Starting with a new and improved hydraulic front bumper system. And behind it, our all-new Swing-away grille, that's hinged to move away from trouble.



New hydraulic front bumper system.

The basic Delta 88 is over 4100 pounds big, and moves on a 124-inch wheelbase. Which becomes even more impressive—when you discover that you can pay the same money for a lot of other cars, and still get less weight, less wheelbase, and less car all around you. Believe me, Delta 88 is a real value.

Part of that value is in its standard equipment. Big Rocket 350 V8. Turbo Hydra-matic transmission. Vari-ratio power steering. Power Brakes with discs up front. Power ventilation. Famous G-Ride System. Everything you need is there to make this big, heavy, family

car ride and handle like a dream. On expressways—and rural roads, too.

Another part of its value is the way Olds builds durability into any Delta 88. With things like flex-head valve design in the engine, and positive rotators at each valve. Super-shocks. A new wear-indicator for the ball joints in the front suspension. Even slots in the bumpers, to help you place the bumper jack in exactly the right position.

Seven models, including convertible.

Both Delta 88 and Delta 88 Royale Series offer a hardtop coupe, hardtop sedan and town sedan. Royale also offers a big, beautiful convertible. And every Delta 88 provides the interior comfort and roominess you expect in an Oldsmobile.

Our salesmen love to give demonstration drives.

With a car that rides and handles like Oldsmobile's Delta 88 Royale, we know it practically sells itself. Why not test your sales resistance right now?



**"If you like a big, heavy, smooth-riding car that's really built to take it—take a good look at this Delta 88. And it's got Royale luxury touches you'll really like."**



New Delta 88 Royale interior. The seat is solid foam.

## Ninety-Eight. Drive it and draw your own conclusions.



**"You can pay a lot more for other luxury cars, and not get any more room,**



**ride and downright luxury than in an Olds Ninety-Eight. Just look at our new Regency, for example..."**

### **Luxury with a Tiffany touch.**

Last year, Olds introduced the Regency as a special limited-edition model, to celebrate its 75th Anniversary. Now it's a regular part of the Ninety-Eight line—with its own special elegance, luxury and comfort.



*For 1973, rear bumper guards are standard.*

Like all Ninety-Eights, it has a 127-inch wheelbase, and a refined suspension system. The result is a ride that's outstanding, plus an ease in handling you just don't expect in a car of this size.

**Power equipment is standard.**

Regency's power steering is the variable-ratio kind. There's power

brakes, with discs up front. Power windows. Power seat controls for the left side of the divided front seat. A big Rocket 455 V8. And Turbo Hydra-matic.

**Inside, it's extraordinary.** Regency's seat backs and cushions have a pillowed effect, like you see in fine furniture. And separate controls for each side of the divided front seat. Zippered pouches are sewn into the backs of the front seats. The clockface was styled by Tiffany's. Even the trunk is lined.

### **Other Ninety-Eights, too.**

You can again choose the Luxury Sedan or Coupe, or the regular Ninety-Eight hardtop sedan, or hardtop coupe. All have the new hydraulic front bumper system, and a new, stronger rear bumper. And all, in their quiet way,



*This Regency upholstery is a distinctive limousine-quality colour, one of five choices.*

offer what we think is as much luxury and value as can be found.

As they say in the ads, "Drive it and draw your own conclusions."



## Toronado. There's nothing common about it.



Toronado's front-wheel drive delivers the power of its Rocket 455 V8 to the front wheels,

instead of the rear. You're pulled along the road, instead of pushed. And you have outstanding traction and directional stability. On straightaways. Around curves. It's a good feeling. A new experience.

By the way, front drive eliminates the drive-line hump inside—so Toronado's front floor is flat. So you enjoy an extra margin of comfort.



No hump, more legroom.



Signal lights at two levels.

built. On its own private production line. By specialists who work on no other car. Inspected and re-inspected by other specialists with a real sense of responsibility to future Toronado owners. Knowing this, you know the quality is there.

### Driving's fun again.

You'll find yourself enjoying driving in a whole new way. With power steering and power front-disc brakes. Turbo Hydramatic transmission and power ventilation all working for you. With the comfort of solid-foam seats under plush upholstery. Elegant metallic inlays. Even color-coordinated floor pedals. There's a special Toronado touch to everything.

And when you come to drive it for the first time, you'll understand why it



Special Brougham interior offers this divided front seat.

can spoil you for any other luxury car.

People often buy their first Toronado for its distinctive looks. But they buy their second one because they've learned to love driving again.



"Here's a whole different kind of driving experience. It's more than a matter of luxury—it's what front-wheel drive does for you."

First they're Oldsmobiles. Then they're wagons.



All-new Vista Cruiser.

You get a lot to like, on a 116-inch wheelbase. New Vista Vent window in the roof. Over 85 cubic feet of load space. A new easy-lift tailgate that can be released from the driver's seat. Plus, a Rocket 350 V8, power front disc brakes, and exterior paneling. All standard. All nice. Available in 2- or 3-seat models.



Custom Cruiser—the ultimate wagon.

Our largest wagon (127-inch wheelbase) comes furnished to the hilt: Wall-to-wall carpeting, finely tailored upholstery and solid-foam seats. Power steering, power front disc brakes, power rear window, and a Glide-away tailgate that disappears. New hydraulic front bumper system and Swing-away Grille. Rocket 455 V8 and Turbo Hydra-matic transmission. Not to mention more than 106 cubic feet of sumptuous cargo space. That's a lot of room for something that looks and rides like a luxury sedan.



"And that's just the top of the Oldsmobile news in our showroom. We've got a lot more to see, and a whole lot more to tell you about. So come on in for a closer look."

Oldsmobile reserves the right to make changes at any time, without notice, in price, color, material, equipment, specifications, and model, and also to discontinue models.



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