



**"If this is your year for a new car,
maybe it should be a '72 Oldsmobile.
Let me show you why."**

**700 CONNECTICUT BOULEVARD
EAST HARTFORD**



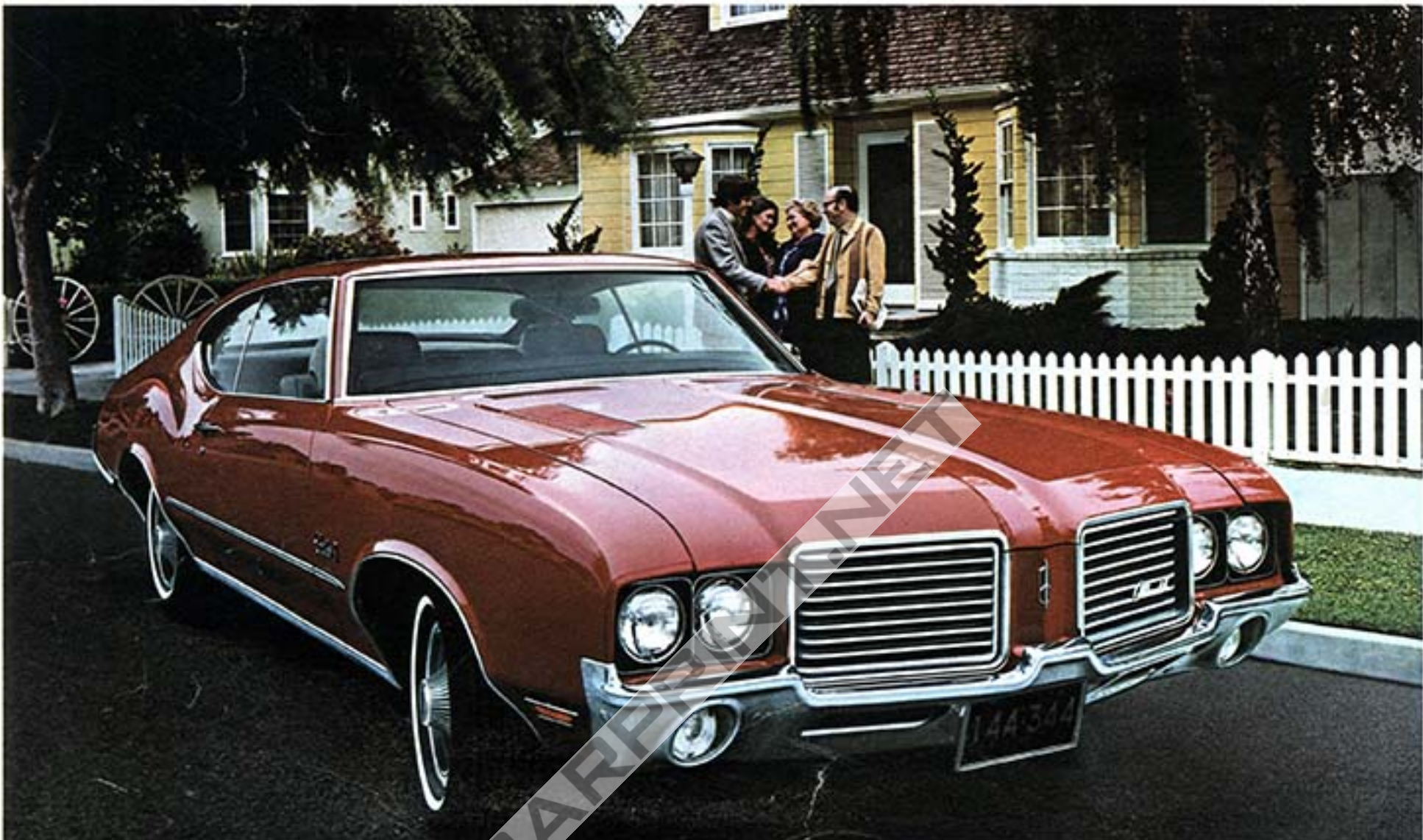
ADVERTISING SUPPLEMENT TO THE HARTFORD COURANT

**TELEPHONE
528-6555**





**"Want a mid-size car?
You could pay a lot more
and get a lot less!"**



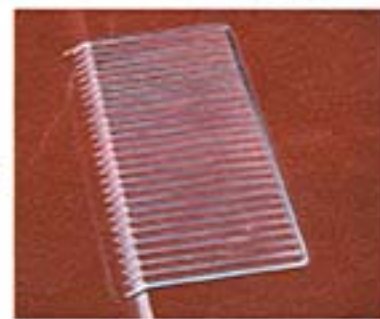
CAREFREE

Cutlass S: If your friends could see you now.

Imagine, you—in an Olds. A sporty Cutlass S, no less. We can make it happen, for the price of many so-called "low-priced" cars. And what you get is all Olds! A lot of room. A lot of class. V-8 performance. Body-by-Fisher in your choice of 15 colors, including six special Cutlass colors a little on the wild side. A sweet-handling car with a smooth, stable ride. New heavier, finned front brake drums. If you think it *sounds* good, c'mon out and take a *look*. You'll find our Cutlass very sharp, indeed.



Big Rocket 350 V-8—standard. And it runs efficiently (and with lower exhaust pollutants) on no-lead, low-lead or regular gas.



Hood louvers and other items are standard. And, this year, you can make any Cutlass S into a 4-4-2—just order it that way!



Interiors come big, plush and paneled. Carpeting is wall-to-wall—and more. Deluxe steering wheel with Touch-and-Blow horn, standard.



Our lowest-priced hardtop—would you believe it? Just a reminder, we have an even lower-priced series than Cutlass S—called Cutlass.



**"Now meet the 'little limousine'—
all-out luxury in a size and
price range you'll like."**



Center armrest—standard. Richly pleated upholstery, standard. The look of wood paneling, standard. We call it "little limousine" luxury.



New wire wheel covers can be ordered to give a custom look. Deep rim, small hub and heavy-gauge spokes look sporty and great.



Convertible lovers—you can't sport it up much more than this! Standard features on this elegant Cutlass Supreme Convertible include your choice of bench or bucket front seats.

Cutlass Supreme: Who could ask for anything more?

Years ago, the luxury cars you talked of owning "someday" were all big and expensive. But this is 1972. And this is Cutlass Supreme—with superb luxury, in an easy-to-handle size and price range. Come on in and check it out. The formal roofline. The Olds quality throughout. Then give it the "Supreme" test—out on the road. Notice the big V-8 performance. The luxurious ride. The deft handling. Then we'll show you how easy it is to get into a Cutlass Supreme.



"You have more than ever to choose from at the top of the Delta 88 line."



Delta 88 Royale: Elegance inside and out.

If you like lots of luxury, with a sporting flair, we've got a happy surprise: a new line of *four* elegant Royales. Hardtop coupe. Sporty convertible. And new four-door hardtop and pillar sedans. Each with Royale's distinctive side louvers. Inside—all the luxury the name implies. And the luxury goes deep—to a thoroughly insulated Body-by-Fisher that helps keep outside noise outside. Come on in—let us fit *your* family into a new Royale.

Our Royale Convertible shows how beautifully Olds combines sporty styling with big-car room and comfort. **Most luxury in 88 history.** Deeply-padded upholstery features the finest of fabrics and vinyls, beautifully complemented by thick carpeting and rich inlays on the doors and wraparound control center. **Deep-foam front seat** is solid, contoured foam, up to six inches thick—unsurpassed in comfort. Because it's molded to shape, it keeps its shape and support—resists sagging, too.



"If you want the room and weight of a big car, Delta 88 has it. Plus Olds' exclusive 'G-Ride' System."



Delta 88: Not just another pretty car.

If a great road car is what you want, test drive a '72 Delta 88—and experience "G-Ride." You'll find roads feel smoother. You take curves easier. Crosswinds are less bothersome. And you'll find many of the "extras" are standard on Delta 88. Power steering. Power brakes, with discs up front. Automatic transmission. And big Rocket V-8 performance. Delta 88 is everything you want a family car to be: Big. Comfortable. And tough. All we can add is a deal that makes it easy to get into—and we will!

Super-smooth "G-Ride" System. Supershocks, computer-selected coil springs, tuned live-rubber body mounts are engineering advances in chassis, suspension and steering that help deliver more predictable performance in unpredictable road situations. **Big room, big comfort.** Delta 88 is a big, heavy car with a long, 124-inch wheelbase for outstanding roadability. Inside, six adults have room to stretch out and relax. A **spring-steel mounted front bumper** is designed to absorb minor impacts. It gives—then returns to position.



**"More than just plush,
prestige, and a big back seat."**



Olds Ninety-Eight: Quite a substantial car.

If you're looking for more than size and luxury, we proudly offer something quite a bit more substantial. The 1972 Ninety-Eight rests on a 127-inch wheelbase as the largest and most comfortable sedan we sell. Standard luxuries include automatic transmission, power front disc brakes, power steering and a quiet 455-cubic-inch V-8. Let us show you why we think it's substantially more automobile for your investment than any other luxury car.



Divided front seat. This unique seat, available on the Ninety-Eight Luxury Sedan and Coupe, is divided 60%/40%. Each side is individually adjustable for greatest comfort.



Armrest control panel is provided on Ninety-Eight models when equipped with power windows. (Standard on Ninety-Eight Luxury Sedan and Coupe.)



**"There isn't another car
near the price that gives you
all a Toronado can."**



Two sets of tail lights. Toronado's distinctive styling includes a second, eye-level pair of tail lights for increased visibility.



A completely flat floor. Toronado's front drive eliminates that hump inside—gives you more legroom, front and back.

Toronado: There's nothing common about it.

Toronado's famous front drive offers advantages in traction and directional stability that are exceptional. Its look is its own—distinctive, proud. Its dual-exhaust Rocket 455 V-8 is outstanding in performance and dependability . . . and has been refined this year for improved fuel economy. And Toronado is built on its own private production line, thoroughly reinspected and tested. Come in and see why we believe it's America's finest personal luxury car.

"Now, the Big 3 Olds wagons for 1972."



Roomy.

CUTLASS CRUISER: Over 93 cubic feet of load space on a 116" wheelbase. Drop-or-Swing Tailgate is standard; so are power front disc brakes and Moroccan vinyl interior. A lot of wagon for the budget buyer.

Roomier.

VISTA-CRUISER: With 2 or 3 seats. Over 105 cubic feet of cargo space on a 121-inch wheelbase. It features an exclusive observation roof, simulated wood-grain side panels, and a Rocket 350 V-8. Our most popular wagon.

Roomiest.

CUSTOM CRUISER: Up to 109 cubic feet of cargo space, on a 127-inch wheelbase. Glide-Away tailgate, power steering, power front disc brakes, Rocket 455 V-8, automatic transmission, all standard. Our ultimate station wagon.



Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models, and also to discontinue models.



"Now, if you'd like to take a closer look... get more facts... go for a ride... and make a deal... here's where to come:"

THE HOME OF SMASHING TRADES

New England's Largest Oldsmobile Dealer

Hobbsman



OLDSMOBILE



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