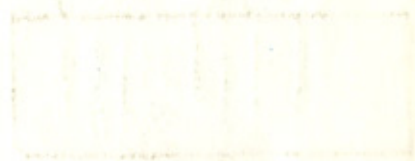


1975 Oldsmobile

IT'S A GOOD FEELING TO HAVE AN OLDS AROUND YOU





MERRYVALE
ANTIQUES

Cutlass Supreme

CUTLASS SUPREME Our "little limousine" has always let you express yourself tastefully. Now, even more so—with available reversible seat cushions that let you redecorate the elegant interior as quickly as you change your mood.



It's a good feeling to have an Olds around you.



1 Here's the newly available Cutlass Supreme seat that seems to do everything! It swivels to help make entry easier. The cushions reverse! You can go from vinyl to fabric in seconds. The sporty center console is also available. (Top) Cutlass Supreme Colonnade Hardtop Coupe.

2 Now it's cloth. 3 Now it's vinyl! 4 Hydraulic bumper system and tough vinyl impact bumper strips are standard, front and rear. 5 Elegant new stand-up hood ornament highlights that long, proud hood. 6 Privacy rear windows. 7 Standard Custom-Sport sedan seat. 8 Cutlass Supreme Colonnade Hardtop Sedan.

From the beginning, Cutlass Supreme, our "little limousine", has been a tasteful innovator. It helped start the trend of luxury in a trim-size car. Today, Supreme is still innovating—with still more luxury available. For 1975, you can order it with special contoured bucket seats that swing out to greet you. Like to try your hand with interior

decorating? Then have at it! These front seats feature reversible cushions and seat backs that change from vinyl to fabric as quickly as you change your mood. Planning an elegant evening out? Enjoy it with a luxurious fabric interior. Picking up the kids? Do it with durable easy-to-clean vinyl. No wonder Supreme has become the most popular Olds in history.

CUTLASS SUPREME SPECIFICATIONS & STANDARD POWER TEAM (SEDAN/COUPE): Wheelbase, 116/112 inches. Length, 215.7/211.7 inches. Engine, 250 6-cyl. 1-bbl. Transmission, 3-speed manual synchronized. Rear axle ratio, 2.73. **CUTLASS SUPREME STANDARD EQUIPMENT:** Power steering. Front disc brakes. Deluxe steering wheel. Hood ornament. French-Walnut wood-grained applique trim. Interior-operated

hood release. Flo-Thru Ventilation. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Long-life exhaust and cross-over pipes. Double panel steel roof. Cigar lighter. And more. **CUTLASS SUPREME AVAILABLE EQUIPMENT:** 350 V8 4-bbl. engine. 455 V8 4-bbl. engine. Swivel bucket seats with reversible cushions. Divided front seat with dual controls. Full-vinyl or Lan-

dau vinyl roof. Tilt-away steering wheel. Custom sport steering wheel with soft grip. Locking fuel cap. Air conditioner. Tinted glass. Power door locks. Power windows. Power seats. Power trunk-lid release. Vista Vent roof, Coupe. Automatic cruise control. Fuel economy gauge. Headlamp-on reminder. And more.



PARK TENNIS COURT RULES

- PERMITS** ISSUED 15 MIN PRIOR TO THE HOUR OF PLAY. PERMITS NOT TRANSFERABLE.
- CHILDREN** UNDER 16YRS. NOT PERMITTED ON COURTS SUNDAYS OR AFTER 6PM.
- PLAYERS** PERMITTED TO PLAY ONLY 1HR. OR PARTS THEREOF WHEN COURTS ARE BUSY.
- SHOES** SOFT SOLED HEEL - LESS TENNIS SHOES ONLY PERMITTED.

CUTLASS S You're young, active, a doer. It's good to know Cutlass S swings right along with you—with fastback styling, agile size, spirited performance and available accessories that are loaded with young ideas.



It's a good feeling to have an Olds around you.

1 Like to sport it up? Then order your Olds Cutlass S with swivel bucket seats and sports console. Touch a lever and the seat swings out to welcome you. Very convenient. Available in luxurious Repose cloth or handsome all-vinyl. (Top) Cutlass S Colonnade Hardtop Coupe.

2 Fastback styling adds a look of action. 3 Tempmatic air conditioning now available. Includes an economy setting for best economy. 4 Available swivel bucket seat in action! 5 Available 4-4-2 option includes those special stripes, louvered hood, name plate and Rallye suspension. 6 Standard Coupe interior in choice of vinyl or cloth.

What's the "S" stand for? Sport! Spirit! Swagger! Take your pick. With that youthful fastback styling; smooth, agile handling; and spritely performance—Cutlass S fits all three!

Care to young-it-up still more? Then order away. Bucket seats that swivel, center console, sport mirrors, custom sport steering wheel and super stock sport wheels are all available.

So is the famous 4-4-2 package with special striping, louvered hood and its own suspension.

Imagine, you in a sporty Cutlass S! It can happen. Easily. Because with all its winning ways, Cutlass S is still priced with many cars that carry a low-price name.

No wonder Cutlass S has helped move so many people up to Olds quality and value.

CUTLASS S SPECIFICATIONS & STANDARD POWER TEAM (COUPE): Wheelbase, 112 inches. Length, 211.7 inches. Engine, 250 6-cyl. 1-bbl. Transmission, 3-speed manual, fully synchronized. Rear axle ratio, 2.73.

CUTLASS S STANDARD EQUIPMENT: Full-foam bench seats. Power steering. Front disc brakes. French-Walnut wood-grained applique trim. Interior-operated hood release. GM-specification steel-belted radial-ply

tires. Flo-Thru Ventilation. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Bumper Impact strips and hydraulic bumper system, front and rear. Deluxe steering wheel. Cigar lighter. And more.

CUTLASS S AVAILABLE EQUIPMENT: 260 V8 2-bbl. engine. 350 V8 4-bbl. engine. 455 V8 4-bbl. engine. Full-vinyl roof. Tilt-away steering wheel. Custom sport steering wheel with soft grip. Locking fuel cap. Air

conditioner. Tinted glass. Power door locks. Power windows. Power trunk-lid release. Vista Vent roof, Coupe. Protective side moldings. Automatic cruise control. Fuel economy gauge. Rallye suspension package. Anti-spin axle. Chrome wheel covers. Headlamp-on reminder. Turbo Hydra-matic transmission. And more.



CUTLASS You know the value of sound economics. It's good to know your Cutlass does too. It's the lowest priced mid-size Olds—with improved gas mileage. It's roomy and comfortable, inside...trim and easy to park, outside.



It's a good feeling to have an Olds around you.

1 The price is low but the quality sure isn't. The Olds Cutlass Sedan's standard interior is beautiful proof of that. It features brocade Laredo cloth with glove-soft vinyl trim. Or you can choose durable, easy-care all-vinyl if you like. (Top) Cutlass Colonnade Hardtop Sedan.

2 Under that handsome hood? A weather-ignoring high-energy ignition system to help give you quick starts, rain or shine. 3 Taillights are new, too. 4 The trunk is vacation size and is easy to load or unload. 5 Coupe interior shown in rugged Oxen vinyl. Cloth available, too. Take your pick. 6 Cutlass Colonnade Hardtop Coupe.

You want room for a family . . . but want an easy-to-handle size, too. That's Olds Cutlass. It gives you both—beautifully!

And economically. It has most of the gas-saving features found on other 1975 Olds models.

New catalytic converter, economy axle, lower idle speed on V8s, less weight, plus carburetor and trans-

mission improvements—all to help stretch gasoline.

Cutlass has a 250-cubic-inch Six refined for economy, too.

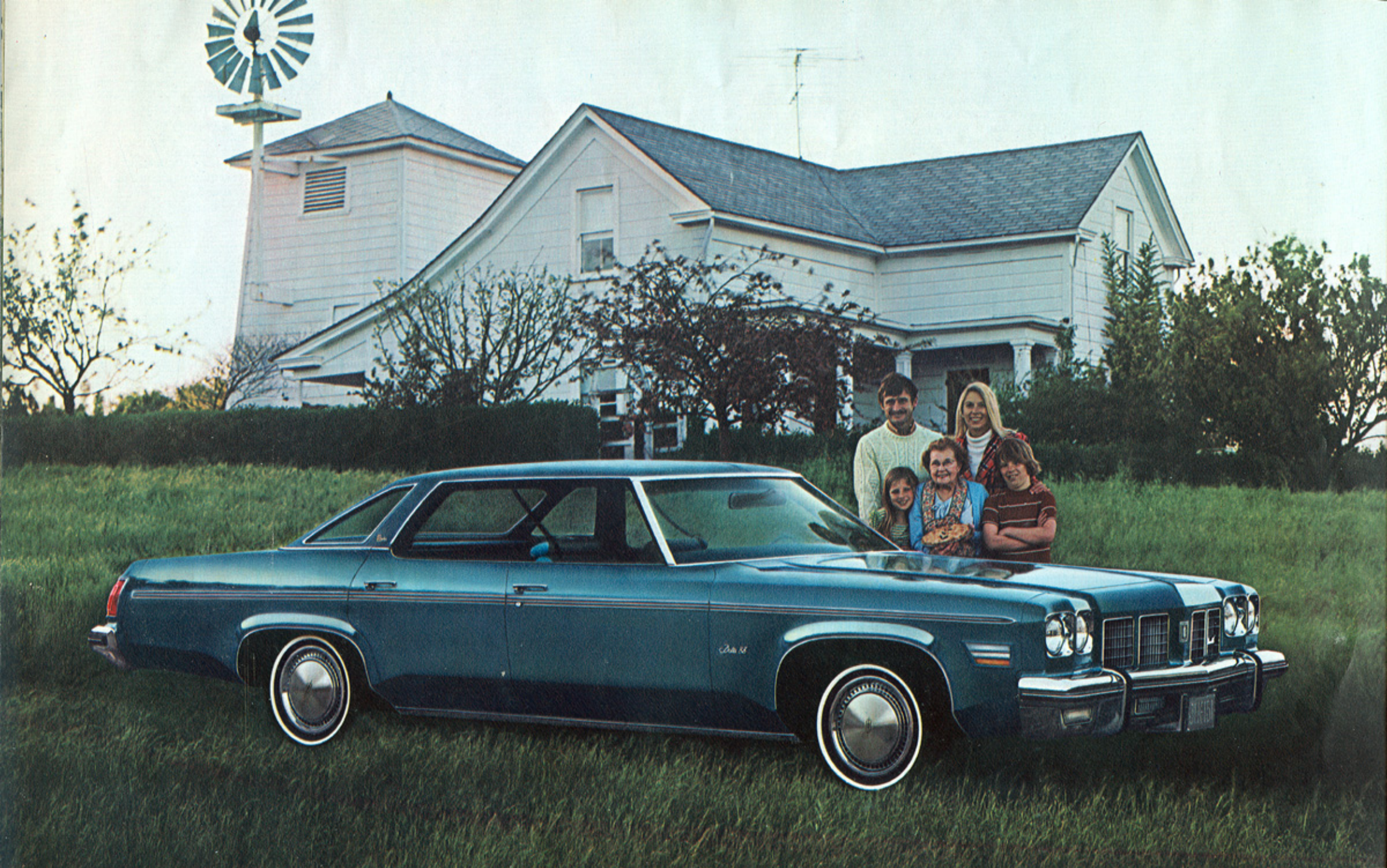
But there's more than economy. Power steering, front disc brakes, full-foam seats, high-energy ignition system and Olds quality—standard.

It's a good feeling to have an Olds Cutlass around you—especially if you're big on value.

CUTLASS SPECIFICATIONS & STANDARD POWER TEAM (SEDAN/COUPE): Wheelbase, 116/112 inches. Length, 215.7/211.7 inches. Engine, 250 6-cyl. 1-bbl. Transmission, 3-speed manual, fully synchronized. Rear axle ratio, 2.73. CUTLASS STANDARD EQUIPMENT: Full-foam seats. Front disc brakes. Power steering. French-Walnut wood-grained applique trim. Interior-operated hood release. GM-

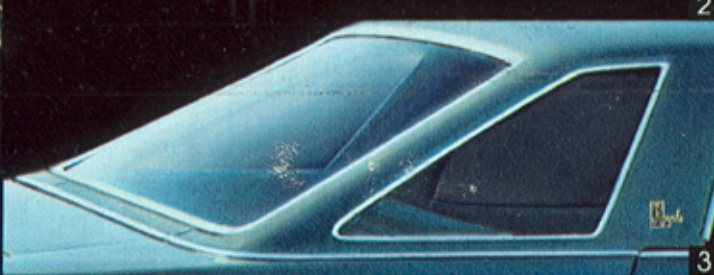
specification steel-belted radial-ply tires. Flo-Thru Ventilation. Reduced maintenance schedule. Catalytic converter. Bumper impact strips and hydraulic bumper system, front and rear. Long-life exhaust and crossover pipes. Cigar lighter. And more. CUTLASS AVAILABLE EQUIPMENT: 260 V8 2-bbl. engine. 350 V8 4-bbl. engine. 455 V8 4-bbl. engine. Full-vinyl roof. Tilt-away steering wheel. Custom Sport steering wheel. Locking fuel

cap. Tinted glass. Power door locks. Power windows. Power trunk-lid release. Vista Vent roof, Coupe. Protective side moldings. Fuel economy gauge. Chrome wheel covers. Super Stock sport wheels. Headlamp-on reminder. Clock. TurboHydra-matic transmission. And more.



DELTA 88 ROYALE

Country roads, chuck holes, railroad tracks—that long drive to grandma's. It's good to know you've got Royale's comfort, solid ride and built-in toughness. It's really put together. Beautifully.



It's a good feeling to have an Olds around you.



1 This elegant Custom Sport front seat is standard in the new Royale Hardtop Sedan, Coupe and Convertible. It includes a center armrest. Shown in rich blue velour. Available in Doeskin vinyl. Choose from a wide color selection. (Top) Delta 88 Royale Hardtop Sedan.

2 Beautiful—coming or going. 3 Rear quarter window adds a new look, greater side visibility. 4 Standard distinctive side molding. 5 A 60/40 divided front seat with dual controls for individual riding comfort is available. Power is available for the driver's seat. 6 Delta 88 Royale Hardtop Coupe. 7 Town Sedan. 8 Convertible.

Royale's beauty, from where you sit, is obvious. You can see it in its handsome exterior and lavish interior. Royale is a car that can take you anywhere in style.

But the real beauty is in how Royale is put together. There's a steel roof panel within the roof . . . a steel side-guard beam in each door . . . a steel hood panel inside the hood. Beautiful

built-in strength—and value.

Royale's ride is beautiful too. After all, we've had 78 years to perfect it.

Underneath, some of the best corrosion resistance an Olds ever had. Style, elegance, comfort and toughness. You have it all in the top-of-the-line Delta 88 Royale.

If you want more than just a pretty car, you'll find it's a good feeling to have Royale around you.

DELTA 88 ROYALE SPECIFICATIONS & STANDARD POWER TEAM: Wheelbase, 124 inches. Length, 226.9 inches. Engine, 350 V8 4-bbl. Transmission, Turbo Hydra-matic. Rear axle ratio, 2.73.

DELTA 88 ROYALE STANDARD EQUIPMENT: Full-foam seats. Power steering. Power brakes, discs in front. Deluxe steering wheel. Message center. French-Walnut wood-grained appli-

que trim. Interior-operated hood release. Front ashtray and glove box lights. Courtesy lamp. GM-specification steel-belted radial-ply tires. Chrome wheel discs. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Bumper Impact strips, front and rear. Hydraulic bumper system. Swing-away grille. And more.

DELTA 88 ROYALE AVAILABLE EQUIPMENT: 455 V8 4-bbl. engine. Air cushion

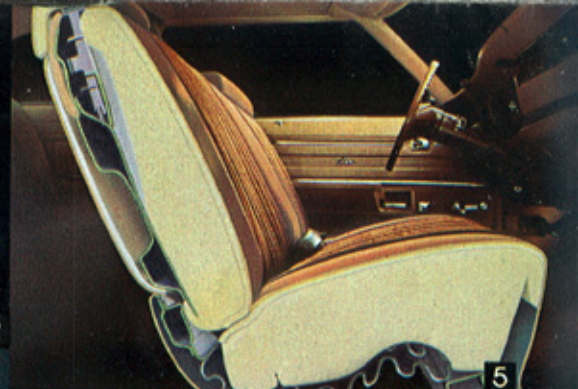
restraint system, except Convertible. Door locks with illumination package. Anti-theft system. Rear window defogger. Headlamp-on reminder. Tilt-away steering wheel. Power door locks. Power windows. Power seats. Power trunk-lid release. Automatic cruise control. Fuel economy gauge. And more.

Peninsula Realty



DELTA 88

You like to do your driving in a comfortable, dependable car. For 1975, it's good to know Delta 88 gives you both. Plus improved gas mileage. It all adds up to solid Olds value.



1 A lot of room. A lot of richness. And a lot of value. Because it's standard in all Delta 88 models. It's durable nylon, but velour-soft to the touch. It's called Legato cloth and is shown in a beautiful midnight blue. Also available in all-vinyl. (Top) Delta 88 Hardtop Coupe.

2 Bumper impact strips, standard, front and rear. 3 Instrument panel includes message center with standard and available indicators. 4 That trunk capacity is spacious. 5 Full-foam seat construction. No loose padding to move or lose its shape. 6 There's family-size room in back, too. 7 Delta 88 Hardtop Sedan. 8 Town Sedan.

It's a good feeling to have an Olds around you.

Economy should be important to you no matter what size car you drive. That's why Delta 88 features an impressive list of changes for improved gas mileage—the catalytic converter, lower idle speed, economy rear axle and much more. Delta 88 for 1975 is our toughest yet. The underbody has greater corrosion resistance than last year. Some

exhaust components are stainless steel—for long life. A high-energy ignition system is standard for quick, dependable starts. You'll need less maintenance service. Now you can go up to 22,500 miles without changing spark plugs or adjusting the engine timing... up to 1,500 miles farther between oil changes. This year, sit back and economize in Delta 88 comfort. You'll like the feeling.

DELTA 88 SPECIFICATIONS & STANDARD POWER TEAM Wheelbase, 124 inches. Length, 226.9 inches. Engine, 350 V8 4-bbl. Transmission, Turbo Hydra-matic. Rear axle ratio, 2.73. **DELTA 88 STANDARD EQUIPMENT:** Full-foam seats. Power steering. Power brakes, discs in front. Deluxe steering wheel. Cut-pile carpeting. French-Walnut wood-grained applique trim. Interior-operated hood release.

Lighted front ashtray. GM-specification steel-belted radial-ply tires. Chrome wheel discs. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Hydraulic bumper system and bumper impact strips, front and rear. Swingaway grille. Long-life exhaust and cross-over pipes. Double panel steel roof. And more. **DELTA 88 AVAILABLE EQUIPMENT:** 455 V8 4-bbl. engine. Air cushion restraint system. Door locks with illumination

package. Anti-theft system. Rear window defogger. Headlamp-on reminder and indicator package. Clock. Full-vinyl roof. Tilt-away steering wheel. Air conditioner. Power door locks. Power windows. Power seats. Power trunk-lid release. Protective side moldings. Automatic cruise control. Fuel economy gauge. Anti-spin axle. Deluxe chrome wheel covers. And more.



It's a good feeling to know
you can pick from small cars to luxury cars...
take advantage of many gas-saving, maintenance-saving
new features...and do it all in one showroom.
Ours.

Read how you can pick from every Olds series; drive up to 22,500 miles on non-leaded gasoline without changing spark plugs; drive up to 7,500 miles between oil changes; and get improved gas mileage over a year ago. Just a few of the ideas that might have you wanting a 1975 Oldsmobile around you!

Another victory for Olds engineering—and you. Through the years, Oldsmobile has earned a respected reputation for engineering excellence.

In fact, Olds engineers have been tangling with problems—and solving them—for 78 years. All to help make owning an Olds more pleasant, more practical, more rewarding.

When highways got longer, we introduced the first high-compression V8 that seemed to shorten them.

When city driving caused you to shift more often, we eliminated

An impressive parade of new gas-saving features. We've developed a new "baby" V8 (specifically for economy), adjusted carburetion, made low-ratio economy rear axles standard, designed more efficient transmissions, lowered idle speed on some engines and made GM-specification steel-belted radial-ply tires standard. Just some of the new ideas that help make every 1975 Olds more economical.



Our new "baby" V8. Fuel economy, of course, starts with the basic engine. So Olds engineers set out to build one specifically for economy. We call it our "baby" V8. It offers a compact 260 cubic inches and the kind of mileage you'll appreciate today. It's 90 cubic inches smaller than any V8 offered by Olds last year. It comes with the

Economy-minded air conditioners! You like the comfort of air conditioning. You also like economy. So we came up with some air conditioner changes. It's good to know you can order an air conditioner on your '75 Olds that uses less power. A special "economy" setting tells the driver that the compressor is not running in the "vent or heater" mode. Olds engineering scores again for you.

We built better gas mileage in and offer a "co-pilot" to help stretch it out. By now you know we've done plenty to help improve Olds gas mileage. But gas mileage is still dependent on how you drive. So—we're offering a special dash-mounted fuel economy gauge available on all Omega, Cutlass, Delta 88, Ninety-Eight and Toronado models. It shows when you're getting the best mileage. And when

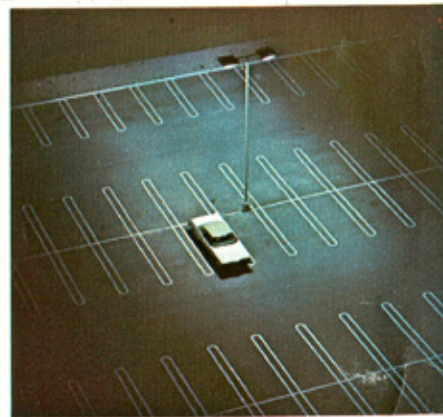


rosion-resisting, zinc-rich primer. Underbody crossbars carry a zincrometal finish. Some other critical parts are galvanized steel. Panels where water might collect have special drainage and ventilation openings. All to help fight corrosion. Inside each front fender on most models,



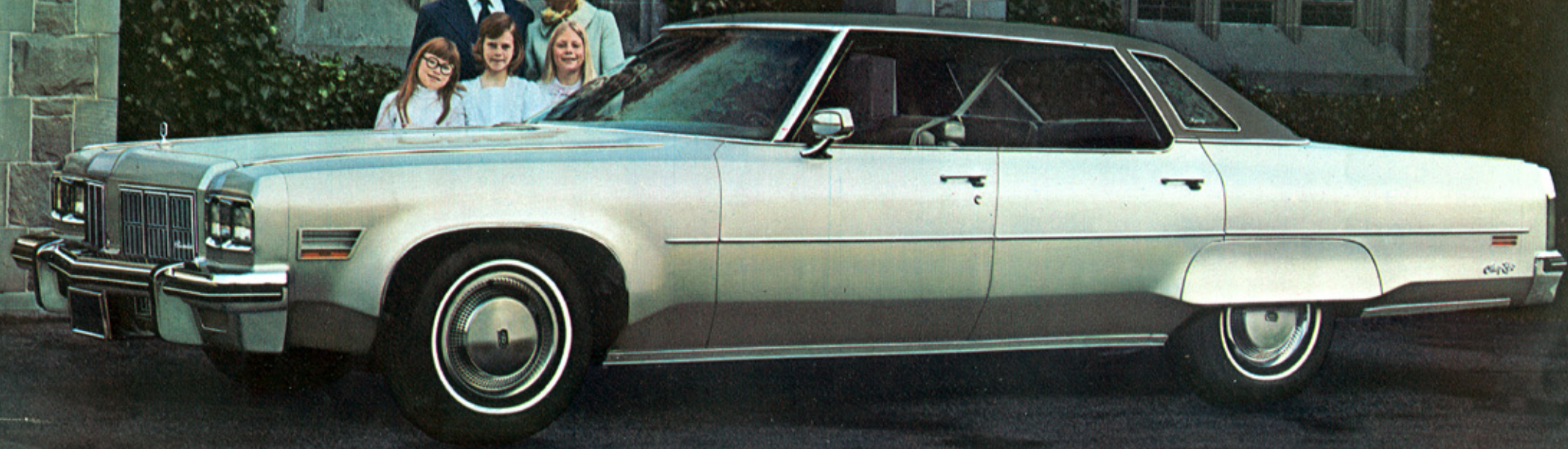
there's a thermo-plastic inner fender that can't rust. It's the kind of protection that can help keep your investment looking great for a long time.

More "pow" for cold weather starts. Olds' standard high-



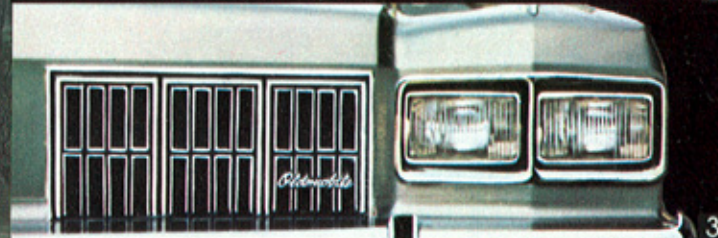
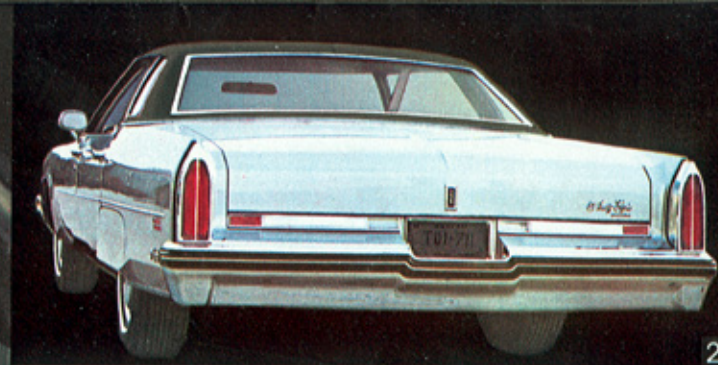
It's sort of a "plain-clothes" policeman.

And lots more! Other exciting new features that you may order (on some models): Exterior door locks that light for your convenience . . . and illuminate the car's interior before you even open a door. Bucket seats that swivel to welcome you. Reversible seat cushions that change from vinyl to fabric . . . from plain to a pattern . . . in seconds (Cutlass Supreme only). Popular Compaticolor trim



NINETY-EIGHT REGENCY

Because all you want for them is everything, it's good to know your Regency is the most comfortable and thoroughly luxurious motorcar Oldsmobile has ever built.



It's a good feeling to have an Olds around you.

1 The comforts of home. This standard 60/40 divided front seat has the deep tufted look of "loose" cushions. This soft, durable nylon velour is shown in a rich silver. Dual front seat controls (driver's with power assist), standard. (Top) Ninety-Eight Regency Sedan.

2 More elegant than ever with newly designed taillights. 3 New rectangular headlamps highlight Regency's impressive exterior. 4 Convenient handy zippered pouches tailored into the seatbacks. 5 The Regency signature. Distinctive. 6 The rear passenger compartment is also spacious—and plush. 7 Ninety-Eight Regency Coupe.

You don't just view Ninety-Eight Regency's luxury, you experience it. Run a hand over the exquisite "loose cushion" upholstery and you feel luxury. Settle into its seats of full-foam, up to six inches thick, and you relax in luxury. Underfoot, more luxury—in the cushiony comfort of cut-pile. Rich and thick. Extraordinary.

The ride, too, is extraordinary. Not just in its smoothness, but in its quietness, as well. Ninety-Eight Regency fashions an elegance all its own... a tasteful elegance you can live with a long, long time. Soon. Step into a 1975 Regency Coupe or Sedan. Until you do, you can only half believe its remarkable comfort and luxury.

NINETY-EIGHT REGENCY SPECIFICATIONS & STANDARD POWER TEAM (SEDAN/COUPE): Wheelbase, 127 inches. Length, 232.4 inches. Engine, 455 V8 4-bbl. Transmission, Turbo Hydramatic. Rear axle ratio, 2.56. **NINETY-EIGHT REGENCY STANDARD EQUIPMENT:** Full-foam seats. Armrests with power controls. Power windows. Power steering. Power brakes, discs in front. Remote control driver's mirror. 2-way power driver's seat.

Interior-operated hood release. Message center. Front ashtray and glove box lights. Courtesy and map lamps. GM-specification steel-belted radial-ply tires. Digital clock. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Swingaway grille. Flo-Thru Ventilation. And more. **NINETY-EIGHT REGENCY AVAILABLE EQUIPMENT:** 400 V8 4-bbl. engine. Air cushion restraint system. Door locks

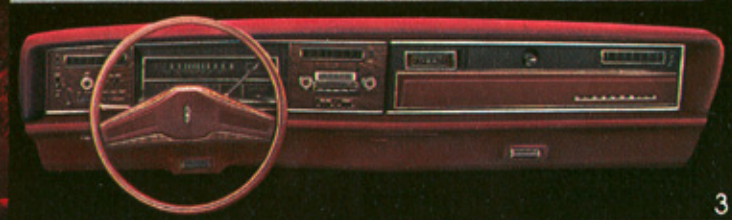
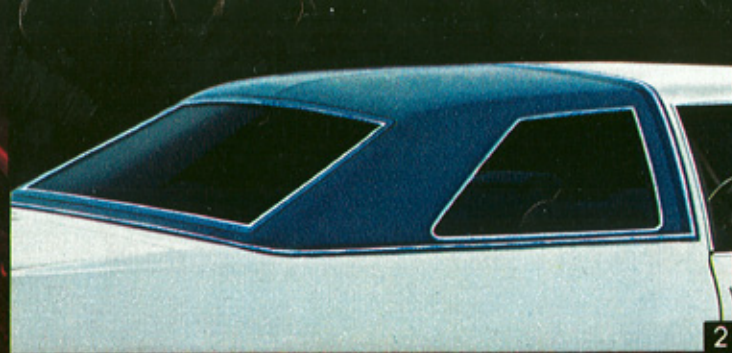
with illumination package. Anti-theft system. Rear window defogger. Headlamp-on reminder and indicator package. Tilt-away or Tilt-And-Telescope steering wheel. Power door locks. 6-way power seats. Power trunk-lid release. Automatic cruise control. Trip odometer with Safety Sentinel. Fuel economy gauge. Electronic lamp monitor. And more.



NINETY-
EIGHT

LS

Your drive to the mountains could be long and tiring. It's good to know your Ninety-Eight Luxury Sedan or Coupe has the kind of room, ride and comfort that seem to shorten it. Your easy step into the luxury car field.



It's a good feeling to have an Olds around you.

1 The Ninety-Eight Luxury Coupe features the tasteful elegance of this neatly pleated Custom Sport front seat, including center armrest. Shown in cranberry Repose cloth with soft Doeskin vinyl trim. Rear center armrest is also provided. (Top) Ninety-Eight Luxury Coupe.

2 This Landau vinyl roof may be ordered. An elegant touch. 3 Controls are lighted by tiny flood lamps. 4 Door lock button lights the exterior lock and car's interior, available. Turns off automatically in about 30 seconds. 5 60/40 seat, available. 6 Standard Luxury Sedan Armrest Bench seat. 7 Ninety-Eight Luxury Sedan.

While some other luxury cars offer ostentation, the 1975 Ninety-Eight Luxury Sedan and Coupe offer simple, stately elegance.

The spaciousness, ride and attention to detail will impress even the experienced luxury car owner.

The expected conveniences and power assists are, of course, standard. But Ninety-Eight offers far more

with a comforting ride. With excellent driveability. With a message center that monitors your car's functions and signals if attention is needed.

Can so much luxury be affordable? You may be surprised to learn that Ninety-Eight is priced to be an easy, logical step into the luxury car field.

Perhaps you are considering your first luxury car. Ninety-Eight offers an exceptional opportunity to attain it.

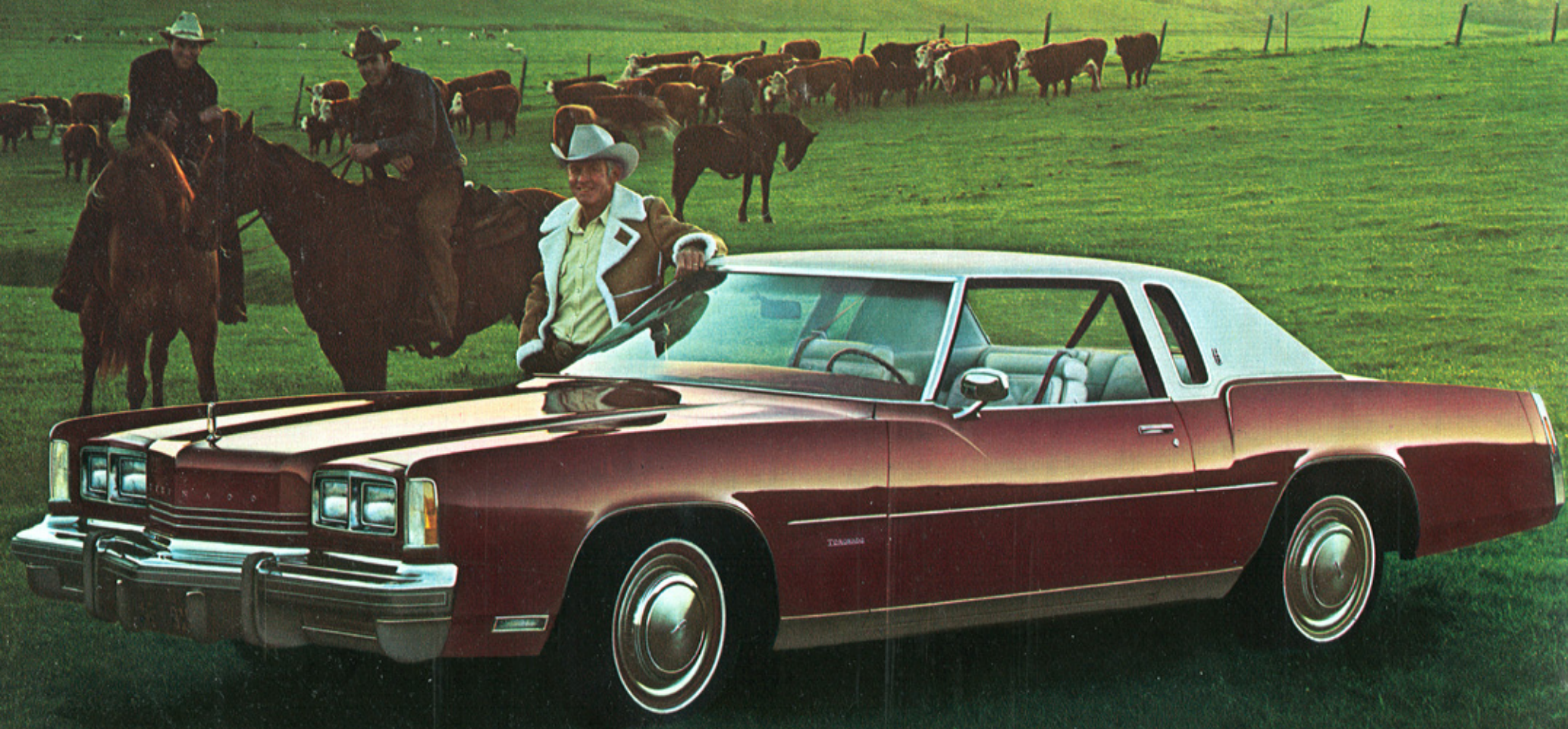
NINETY-EIGHT LS SPECIFICATIONS & STANDARD POWER TEAM (SEDAN/COUPE): Wheelbase, 127 inches. Length, 232.4 inches. Engine, 455 V8 4-bbl. Transmission, Turbo Hydra-matic. Rear axle ratio, 2.56.

NINETY-EIGHT LS STANDARD EQUIPMENT: Full-foam seats. Armrests with power controls. Power windows. Power steering. Power brakes, discs in front. Remote control driver's mirror. Power driver's seat. Rectangular

headlamps. Interior-operated hood release. Message center. Front ash-tray and glove box lights. Courtesy and map lamps. GM-specification steel-belted radial-ply tires. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Swingaway grille. Flo-Thru Ventilation. And more.

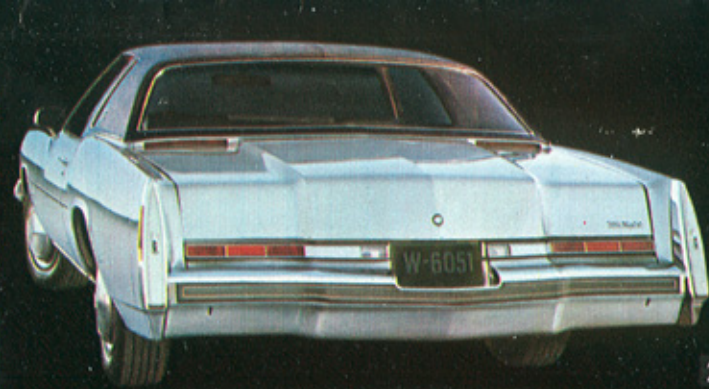
NINETY-EIGHT LS AVAILABLE EQUIPMENT: 400 V8 4-bbl. engine. Air cushion restraint system. Door locks with illu-

mination package. Anti-theft system. Digital clock. Rear window defogger. Headlamp-on reminder and indicator package. Landau vinyl roof (Coupe). Tilt-away or Tilt-And-Telescope steering wheel. Power door locks. 6-way power seats. Power trunk-lid release. Automatic cruise control. Trip odometer with Safety Sentinel. Fuel economy gauge. Electronic lamp monitor. And more.



TORONADO

You've earned your rewards and deserve them. It's good to know your Toronado is one of the world's most beautifully designed and engineered cars—with the drive and handling advantages of front-wheel drive, plus significantly improved gas mileage.



It's a good feeling to have an Olds around you.



1 Our ultimate interior for the ultimate Olds, standard in the new Toronado Brougham. It offers you the individual comfort of the 60/40 divided front seat. Controls are provided for both the driver and passenger. Shown in white Doeskin vinyl. (Top) Toronado Brougham.

2 Eye-level signal lamps supplement the taillamps. 3 Toronado's instrument panel includes a digital clock and message center. 4 Toronado's flat floor adds room and comfort. 5 Elegant vinyl roof, available. 6 Distinctive new rectangular headlamps. 7 Custom Sport seat is standard in Custom. 8 Toronado Custom.

Whether a road is straight or winding, wet or dry—the fact that you own a front-wheel drive Toronado never completely escapes you.

With the power wheels in front, you are pulled around curves and along highways. Stability is excellent, as is traction.

For 1975, engineering refinements have significantly improved gas

mileage over last year. Weight has been reduced. Idle speed, lowered. Carburetion and transmission are more efficient. High-energy ignition and GM-specification steel-belted radial-ply tires also help make Toronado a pleasure to drive.

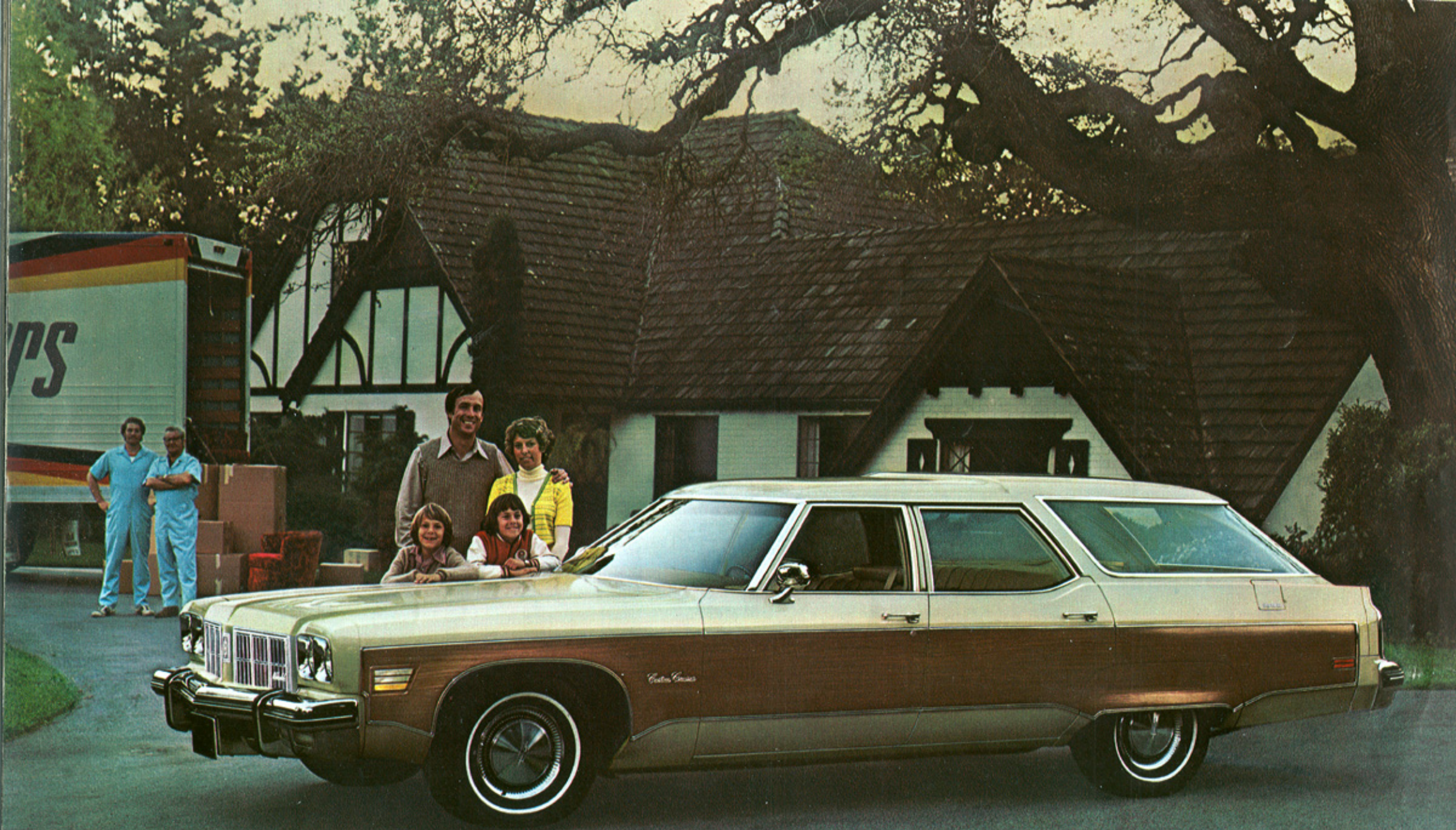
Available for the first time in two models—Brougham and Custom. It's a good feeling—and a great experience—to have a Toronado around you.

TORONADO SPECIFICATIONS & STANDARD POWER TEAM: Wheelbase, 122 inches. Length, 227.6 inches. Engine, 455 V8 4-bbl. Transmission, Turbo Hydra-matic. Axle ratio, 2.73.
TORONADO STANDARD EQUIPMENT: Full-foam seats. Armrests with power controls. Power windows. Power steering. Power brakes, discs in front. Remote control driver's mirror. Inter-

or-operated hood release. Message center. Front ashtray and glove box lights. Courtesy and map lamps. GM-specification steel-belted radial-ply tires. Digital clock. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Bright metal brake and accelerator pedal accents. And more.

TORONADO AVAILABLE EQUIPMENT: Air cushion restraint system. True Track Braking. Anti-theft system. Rear

window defogger. Headlamp-on reminder. Full vinyl or Landau roof. Tilt-away or Tilt-And-Telescope steering wheel. Power door locks. 6-way power seats. Power trunk-lid release. Automatic cruise control. Trip odometer with Safety Sentinel. Fuel economy gauge. Electronic lamp monitor. Locking fuel cap. Tinted glass. And more.



CUSTOM CRUISER

You've just bought a new house. It's good to know your luxurious, smooth-riding Custom Cruiser is tough enough to lend a helping hand on moving day.



It's a good feeling to have an Olds around you.

1 The Custom Cruiser is truly luxurious. Its standard interior features this inviting armrest bench front seat. It's shown in a dark saddle Tetra vinyl with Madrid vinyl trim. (Top) Custom Cruiser 2- or 3-seat deluxe model shown with standard wood-grain vinyl exterior trim.

2 Semi-transparent wood-grain vinyl blends with body color. 3 A hidden storage area is provided for your valuables. 4 A wide, flat cargo floor for easy loading. 5 All third seats face forward. 6 A luxurious 60/40 divided front seat with dual controls may also be ordered in all-vinyl trim. 7 Custom Cruiser 2- or 3-seat model.

Custom Cruiser isn't just a station wagon. It's a luxury wagon—but with built-in Olds toughness. With 106 cubic-feet of carrying capacity, Custom Cruiser can take on most anything you care to haul.

Olds know-how and a 127-inch wheelbase provide a ride that is much like a sedan for smoothness.

And the luxury touches don't stop

with the ride. The seat cushions are full-foam, up to six inches thick. The handsome wood-grained vinyl exterior is standard on deluxe models.

For convenience, a tailgate that disappears. The power-operated back window slips into the roof. The door slides manually into the floor.

For precious cargo, like heirlooms and family, it's a good feeling to have an Olds around you.

CUSTOM CRUISER SPECIFICATIONS & STANDARD POWER TEAM: Wheelbase, 127 inches. Length, 231.2 inches. Engine, 455 V8 4-bbl. Transmission, Turbo Hydra-matic. Rear axle ratio, 2.73.

CUSTOM CRUISER STANDARD EQUIPMENT: Power steering. Power brakes, discs in front. Power-operated rear window. Message Center. French-Walnut vinyl wood-grained applique trim. Interior-operated hood release.

Front ashtray light. Courtesy lamp. GM-specification steel-belted radial-ply tires. Chrome wheel discs. High-energy ignition system. Reduced maintenance schedule. Hydraulic bumper system and bumper impact strips, front and rear. Swing-away grille. Catalytic converter. Bright metal brake and accelerator pedal accents. And more.

CUSTOM CRUISER AVAILABLE EQUIPMENT: 400 V8 4-bbl. engine. Power-operated

tailgate. Rooftop luggage carrier. Door locks with illumination package. Anti-theft system. Rear window defogger. Headlamp-on reminder and indicator package. Tilt-away steering wheel. Locking fuel cap. Tinted glass. Power door locks. Power seats. Automatic cruise control. Trip odometer and Safety Sentinel. Fuel economy gauge. Anti-spin axle. And more.



VISTA-CRUISER

Your group is young, growing, enthusiastic. It's good to know your Vista-Cruiser has the toughness to take the blows a young karate class can dish out—plus the looks, ride and comfort for those special occasions.



1 A wagon interior should be tough—and handsome. This Custom Sport seat with Plisse vinyl more than fills the bill in Olds Vista-Cruiser. It is shown here in dark saddle. (Top) Vista-Cruiser 2- or 3-seat model with a standard wood-grained exterior vinyl trim.

Vista-Cruiser takes on families from six to eight all week . . . then lends a strong helping hand on weekends. Either way, Vista-Cruiser can take it.

Take the seats—full-foam construction. There is no loose padding to shift and lose its shape.

And of course, the upholstery is all-vinyl. Handsome and durable. And it cleans up beautifully. A few wipes

with a damp cloth and your stylish Vista-Cruiser is ready for a night on the town.

And if that Vista Vent window in the roof doesn't help brighten your day, maybe the gas mileage will. It's improved over last year.

Like to save still more? Then look into the roomy Cutlass Supreme Cruiser. It may not look the part, but it's our lowest priced Olds wagon.



It's a good feeling to have an Olds around you.



2 Cutlass Supreme Cruiser, our lowest priced wagon, is available in both 2- and 3-seat models. 3 The Vista Vent roof draws air out . . . lets in light like a sunroof. Standard on Vista-Cruiser, available on Supreme Cruisers. 4 Lots and lots of handy loading space. And you'll find all the muscle you need to move it. So load away!

VISTA-CRUISER/CUTLASS SUPREME CRUISER SPECIFICATIONS & STANDARD POWER TEAM: Wheelbase, 116 inches. Length, 220.4 inches. Engine, 350 V8 4-bbl. Transmission, Turbo Hydramatic. Rear axle ratio, 2.73. VISTA-CRUISER/CUTLASS SUPREME CRUISER STANDARD EQUIPMENT: Power steering. Power brakes, discs in front. Wood-grain vinyl exterior trim and Vista Vent Roof, Vista-Cruiser.

Remote control tailgate release. French-Walnut vinyl wood-grained applique trim. GM-specification steel-belted radial-ply tires. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Bumper impact strips, front and rear. Hydraulic bumper system. Long-life exhaust and cross-over pipes. And more.

VISTA-CRUISER/CUTLASS SUPREME CRUISER AVAILABLE EQUIPMENT: 455 V8 4-bbl.

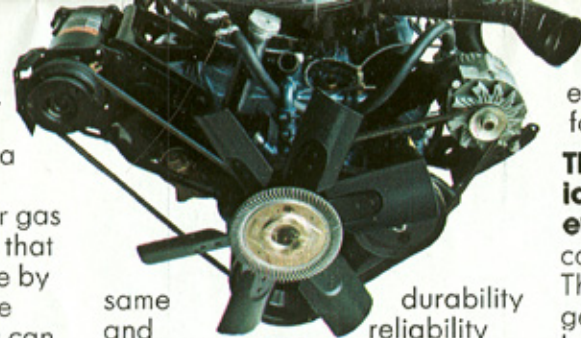
engine. Rear window air deflector. Rooftop luggage carrier. Tilt-away steering wheel. Custom sport steering wheel. Air conditioner. Tinted glass. Power door locks. Power windows. Power seats. Automatic cruise control. Fuel economy gauge. Heavy-duty suspension package. Anti-spin axle. Chrome wheel covers. Headlamp-on reminder. Clock. And more.

manual shifting with the first fully automatic transmission.

To make starting easier, we replaced the crank with a self-starter.

Today's challenge? Better gas economy. It's good to know that the men who built a heritage by solving tough problems have done it again. For 1975, you can get more miles from every gallon of gas . . . in every Olds series!

And that's just one significant improvement for 1975. In the following paragraphs you'll learn about many more. Read on . . .



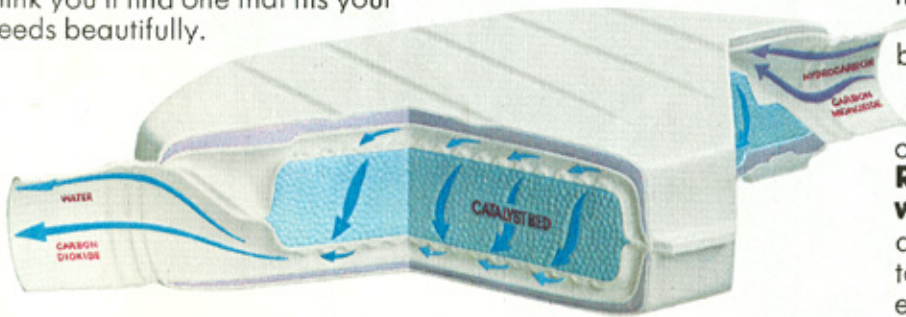
same durability and reliability that is characteristic of all Olds Rocket engines. Available on all Omega and most Cutlass models.

Meet the catalytic converter.

It's a new emission control device that looks like a muffler, but does far more. It chemically changes hydrocarbons and carbon monoxide pollutants into carbon dioxide and water. The converter also allows the engine to be recalibrated for better drivability and better gas mileage than just a year ago! NOTE: The converter requires the use of non-leaded gasoline. So every 1975 Olds comes with a special restrictor in the fuel inlet to help prevent the use of leaded fuel.



You're like nobody else in the world. Your needs are yours alone. So are your driving habits. That's why Oldsmobile offers a wide choice of sizes, models and styles. For 1975, we're even introducing a whole new series of compact-size grand touring type cars called Omega Salon. Look over every Olds. We think you'll find one that fits your needs beautifully.



you're not. It's like having an economy-minded co-pilot along for the ride.

The steel roof: Such a good idea we put two of them on every '75 Olds! Every new Olds comes with a roof within a roof. The two "roofs" are joined together by both welding and adhesive binding. That adds strength.



And quiet. Another reason why it's a good feeling to have an Olds around you.

Less maintenance! Less cost!

A number of important changes have gone into the 1975 Oldsmobiles to help reduce maintenance. That can save you time and money. Some of the new exhaust components have a greatly increased life expectancy. You should now be able to go almost two years of average driving before changing spark plugs—up to 22,500 miles. You should also go up to 22,500 miles before engine timing needs adjusting . . . up to 7,500 miles between oil changes and up to 15,000 miles between oil filter changes—after the first filter change. Some other maintenance service checks have been eliminated completely. All to help save you time—and money—with whichever new Olds you choose.

Rust? Corrosion? Fight 'em with zinc! The '75 Oldsmobiles are beautiful, and they are the toughest corrosion fighters we've ever built. On most models, areas of the underbody and rear compartment pan are coated with a cor-

energy ignition system packs plenty of extra power to help you get quick, sure starts in virtually any weather—from frigid to torrid. Caught in a downpour? No problem. And it requires little maintenance. Because there are no points or condenser to change. It's quite a system. And it's standard on every model.

A crime fighter, too!

Every new Olds comes with an anti-theft steering column lock. When you remove the ignition key, the transmission and steering wheel lock. And the hood latch release is located inside the car on most models to help prevent tampering. Available on all Delta 88, Ninety-Eight and Toronado models is a theft deterrent system that sounds the horn and flashes exterior lights (about once every second), if the vehicle's doors, hood or trunk are opened without a key. A special feature of this theft deterrent system is that it has no telltale exterior identification.

combinations have been expanded. Now when you order white seats or silver seats



trim appointments may be ordered in complementary colors (Toronado Brougham). You'll find a lot to like in every 1975 Oldsmobile. Take a few minutes now to learn about each of them.

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NOTE: Not all items shown here are available on all models. Oldsmobile offers many accessories and items of equipment at extra cost; some are shown on the cars illustrated, more are described on pages 30-31. For specific prices and availability, check your Olds dealer.
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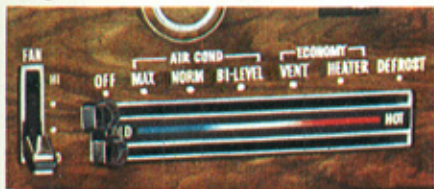
Available
Options & Accessories:
It's a good feeling to have Olds
extra touches around you.



Tempmatic Air Conditioner. Cools, heats, dehumidifies. Automatically maintains the temperature you choose. It even has an activated charcoal filter to reduce odors. Improvements to use less power. An "economy" setting indicates to the driver that compressor isn't running. Now available on all Cutlass and larger Olds models.



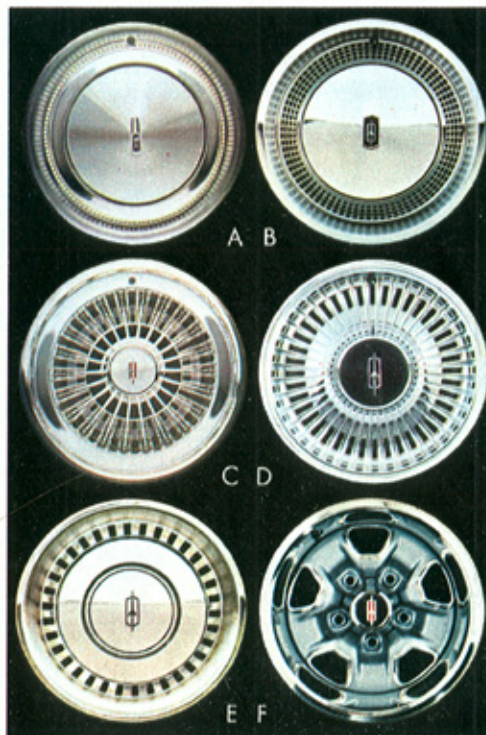
Rear Window Defogger. Very convenient. Remove fog and frost without leaving the driver's seat. Tiny electric filaments in the glass do the job silently. Available on most models. Blower-type available on Omega.



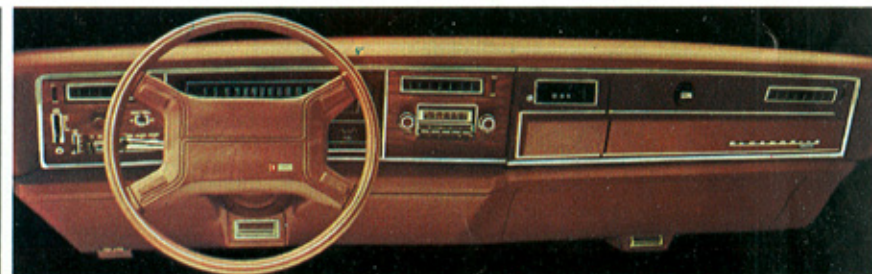
Four-Season Air Conditioner. Available on all models. Heats, cools, dehumidifies. Also features the new "economy" setting. Provides year-round comfort.



Power Door Locks. Secure all doors instantly with one touch of a switch in the driver's door.



Deluxe Wheel Discs and Wheels: (A) Toronado. (B) Ninety-Eight, Delta 88 and Custom Cruiser. (C) Delta 88, Cutlass and Vista-Cruiser. (D) Omega.



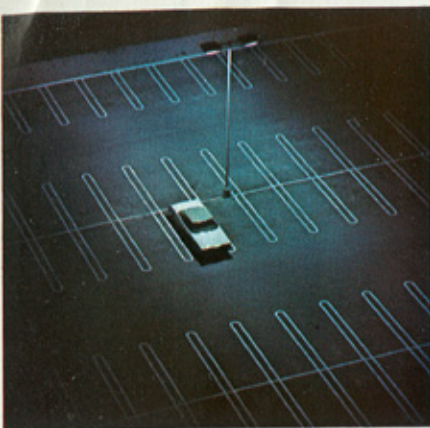
Air Cushion Restraint System. Available on all full-size models except convertible and wagons. Air cushions are engineered into instrument panel and steering wheel. When ordered, shoulder belts and starter interlock are eliminated from the seat/shoulder belt system.



New Fuel Economy Gauge. This dash-mounted gauge shows you when you're attaining efficient gas mileage—and when you're not. Helps improve your driving habits, while improving gas mileage. Available on most models.



New Exterior Door Lock Illumination Package for front doors on all Delta 88, Custom Cruiser and Ninety-Eight models. A touch of the button lights the keyhole, while lighting the car's interior for about 30 seconds—even before you open a door.



New Theft-Deterrent System. Headlights flash and horn sounds about every second if your car is entered improperly. All doors, hood and trunk are protected. Available on all full-size cars.



Entertainment. Five high-quality radios are available on most models. AM-FM stereo radio with stereo tape player and two rear speakers. AM-FM stereo radio with two rear speakers. AM radio with stereo tape player and two rear speakers. AM-FM and a deluxe AM radio are also available.



Pulse-Windshield Wiper System. Now available on most Oldsmobile models. It lets you select a slower-than-normal speed. You'll find it's especially convenient when driving in a light rain, fog or mist. Also includes normal speeds.



Vista Vent. Available on Cutlass Coupes and Supreme Cruiser. A window in the roof that helps ventilate when open. Lets in light, opened or closed. Features non-glare glass.



Lighted Vanity Mirror. A lighted vanity mirror for the passenger sun visor. Has a protective shield, lights up when the shield is raised. A second vanity mirror for the driver is also available on Ninety-Eight and Toronado models.

(E) Vista-Cruiser and Cutlass (except Salon. (F) Center trimmed with body paint color, Cutlass and Omega. With cast-gray trim, Cutlass only.

1975 Exterior Colors.

OMEGA ONLY

Rallye Red	Sabring Yellow	Omega Bronze
ALL MODELS EXCEPT OMEGA		
Sable Brown	Ebony Black	Crimson Red
ALL MODELS		
Horizon Blue	Cranberry	Sage Green
Colonial Cream	Midnight Blue	Sandstone
Canyon Copper	Forest Green	Spectre Blue
Inca Silver	Persimmon	Dove Gray
Cameo White		

Printed colors are approximate only and may vary from actual car paint.



Headlight-On Warning System. A gentle buzz helps prevent you from walking away from your car with the lights on. Available on all Oldsmobiles. Part of a package on some models.



Remote Control Mirror with Lighted Thermometer. The light level is controlled by the headlamp switch in the same manner as instrument panel lights. Sport mirrors, left-hand remote mirror and a right-hand remote mirror (controlled from dash) are available on most models.



Automatic Cruise Control. Select a speed. Cruise Control helps maintain it. Convenient for long trips. Available on most models.

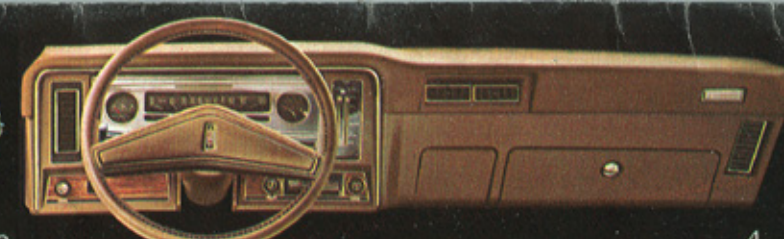
More options and accessories to choose from:

Your Olds Dealer offers many more items not illustrated. They include Power windows. Power seats. Cornering lights to illuminate the area you're turning into. Tinted glass. Trip odometer and Safety Sentinel speed warning. Anti-spin axle. Adjustable steering wheels. Maintenance-free battery. Roof luggage racks. Convenience light packages. Power trunk lid release. True track braking. Locking fuel cap. Power antenna. And more. Not all accessories are available on all models. Check your Oldsmobile dealer for specific availability.



OMEGA SALON

It's been a big day. And you're 200 miles from home. It's good to know your Omega Salon, a new kind of compact, offers looks and comfort like you'd expect in a European Grand Touring car.



It's a good feeling to have an Olds around you.

1 Reclining seat comfort! And it's standard! Just nudge the lever and lean back. It's very relaxing. Shown in supple Tetra vinyl in black. White vinyl available. Also in cranberry, dark blue and dark saddle LaPorte cloth. Sports console, standard. (Top) Omega Salon Coupe.

2 Handsome new rear styling. Large glass area for excellent vision all around. 3 The Hatchback offers the convenience of extra carrying capacity. 4 Deluxe steering wheel is standard. 5 6 Reclining seats let you change positions on long, long trips. 7 Stylish, functional louver. 8 Omega Salon Hatchback Coupe. 9 Sedan.

If you like the look and comfort of a touring car—but with the economy and price of a compact—you'll like the new Omega Salon.

The standard front seats are made of full-foam. Move a lever and they recline. Very relaxing.

The Omega Salon ride features GM-specification steel-belted radial-ply tires, suspension components

similar to larger Oldsmobiles—plus stabilizer bars, like some imported GT cars. The longer the ride, the more you'll appreciate that fact.

The performance is what you'd expect of a compact from Olds. Its husky six-cylinder engine has been refined for improved gas mileage. Front disc brakes, standard.

It's a lot of little Olds to have around you—all at a compact price.

OMEGA SALON SPECIFICATIONS & STANDARD POWER TEAM: Wheelbase, 111 inches. Length, 199.6 inches. Engine, 250 6-cyl. 1-bbl. Transmission, Turbo Hydra-matic. Rear axle ratio, 2.73.

OMEGA SALON STANDARD EQUIPMENT: Reclining front bucket seats, full-foam. Sports console. Map pockets in doors. Body side moldings. Fold-

down 2nd seat, Hatchback. Front disc brakes. Flo-Thru Ventilation. Swingaway grille. Hydraulic bumper system. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Long-life exhaust pipe. Double panel steel roof. Cigar lighter. And more.

OMEGA SALON AVAILABLE EQUIPMENT: 260 V8 2-bbl. engine. 350 V8 4-bbl. engine. Power steering. Tilt-away steering wheel. Locking fuel cap. Air

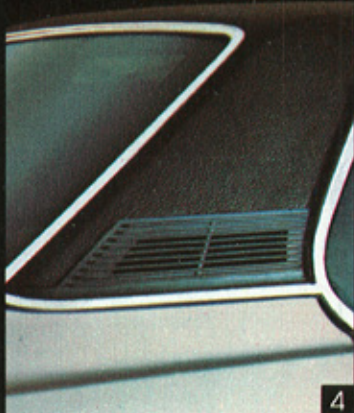
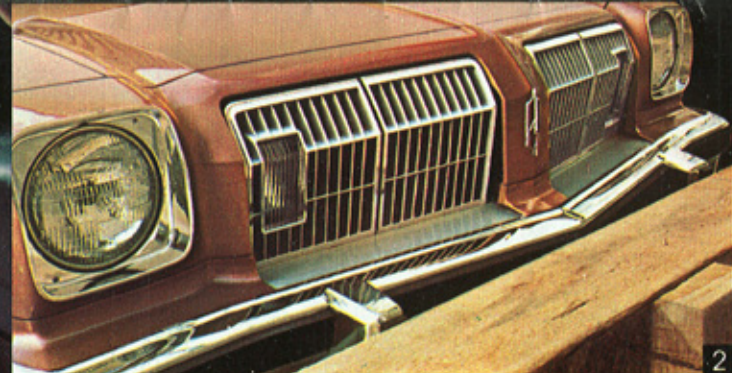
conditioner with V8 or 6. Tinted glass. Power door locks. Power windows. Power trunk-lid release. Fuel economy gauge. Anti-spin axle. Super Stock sport wheels. Clock. Headlamp-on reminder. Rooftop luggage carrier, Coupes. Bumper rub strips. Camper conversion tent, Hatchback. And more.

S.T. MARY'S HOSPITAL
AND MEDICAL CENTER



OMEGA

Your big event is history and you're heading home. With a growing family, it's good to know your Omega has the room, comfort and quality you expect from Oldsmobile. Improved gas mileage, too. It's a lot of little Olds.



It's a good feeling to have an Olds around you.

1 This is the standard Omega interior. If you think this is handsome cloth upholstery, you're half right. It's handsome all right—but it's vinyl! Supple, durable, easy-to-clean vinyl. And it's available in white, cranberry and dark saddle. (Top) Omega Town Sedan.

2 Swingaway grille moves back on minor impacts. 3 A custom-fitted Hatchback camper conversion tent can be ordered from your dealer. 4 Flo-Thru Ventilation is standard. 5 Reclining bucket seats are available. And very comfortable. 6 Contoured bucket seats, available in Hatchback and Coupe. 7 Omega Coupe. 8 Hatchback.

Omega isn't just another compact. It's an Oldsmobile. That's why Omega is more car than some smaller compacts. Its wheelbase is longer. Its stance is wider. Its interior is roomier.

Turn the key and you begin to sample Omega quality—with a quick start from the standard high-energy ignition system. Move out and give a listen. You will find that Omega is

surprisingly smooth and quiet.

Full-foam seats and carpeting add to the quiet, as well as the comfort.

To help improve gas mileage, we've made engine, transmission, and carburetor improvements. We've added the new catalytic converter, too. It's all part of Olds maximum mileage system for 1975.

Omega is a lot of little Olds. Still at a compact price.

OMEGA SPECIFICATIONS & STANDARD POWER TEAM: Wheelbase, 111 inches. Length, 199.6 inches. Engine, 250 6-cyl. 1-bbl. Transmission, 3-speed fully synchronized. Rear axle ratio, 2.73.

OMEGA STANDARD EQUIPMENT: Full-foam seats. Cut-pile carpeting. Armrest, front and rear. Fold-down 2nd seat, Hatchback. GM-specification steel-belted radial-ply tires. Front disc brakes. Swingaway

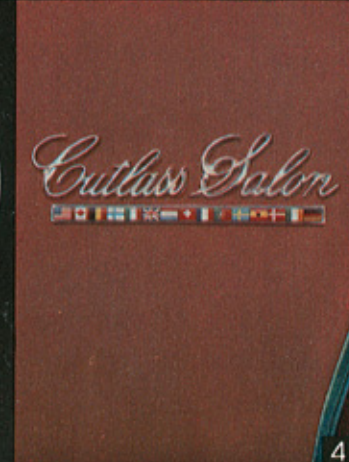
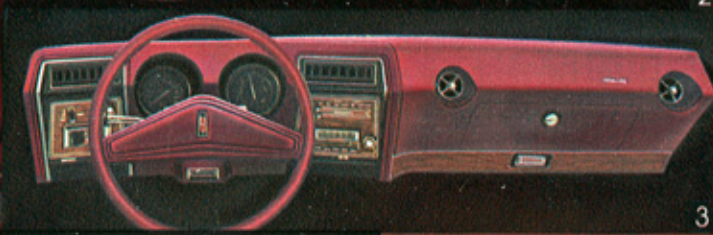
grille. Hydraulic bumper system. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Long-life exhaust pipe. Double panel steel roof. Cigar lighter. And more. OMEGA AVAILABLE EQUIPMENT: 260 V8 2-bbl. engine. 350 V8 4-bbl. engine. Turbo Hydra-matic transmission. Power steering. Tilt-away steering wheel. Air conditioner with V8 or 6. Fuel economy gauge. Tinted glass. Power door locks. Power windows.

Sports console. Power trunk-lid release. Chrome wheel covers. Super Stock sports wheels. Headlamp-on reminder. Rooftop luggage carrier, coupes. Omega S sports package with color-keyed body side stripes. Omega S decals, sports mirrors, Rallye suspension package, Custom Sport steering wheel and Super Stock III Sport wheels. And more.



CUTLASS SALON

You're back...after sampling the comfort and handling of European Grand Touring cars. It's good to know Salon offers you both. But Salon is priced less, economical to maintain and built in America.



It's a good feeling to have an Olds around you.

Cutlass Salon
OLDSMOBILE

1 Grand touring starts here—in Cutlass Salon's lavish reclining lounge seats. Shown in rich LaPorte velour with Tetra vinyl trim. All-vinyl is also available. The lighted sports console with automatic shift lever is standard. (Top) Cutlass Salon Colonnade Hardtop Coupe.

2 Stylish rear features new taillights. 3 Salon padded-grip steering wheel and wood-grained applique, standard. 4 Salon wears the colors proudly. 5 You can order this Landau vinyl roof with paint stripe to top off your Salon. 6 Wheel discs and white-stripe tires, standard. 7 Cutlass Salon Colonnade Hardtop Sedan.

Cutlass Salon is the Oldsmobile that's built in the grand touring tradition. It can take long, hard driving, without being hard on you. Up front, contoured lounge seats that recline. Underneath, a GT-style suspension that seems to shrink long highways and straighten tight turns. Heavy-duty stabilizer bars, front and rear, quick ratio steering and front

disc brakes help make it so. And the new Olds "baby" V8 helps make it practical. It's a brand new 260-cubic-inch engine with V8 spirit, but it's specifically tuned for economy. Sports console, map pockets, a love for the road—all standard. This one—you've got to drive. Olds Cutlass Salon for 1975: a grand touring experience—without a grand touring price.

CUTLASS SALON SPECIFICATIONS & STANDARD POWER TEAM (SEDAN/COUPE): Wheelbase, 116/112 inches. Length, 215.7/211.7 inches. Engine, 260 CID V8 2-bbl. Transmission, Turbo Hydramatic. Rear axle ratio, 2.73. **CUTLASS SALON STANDARD EQUIPMENT:** Reclining front bucket seats. Sports console with map case lamp. Map pockets in doors. Power steering. Stand-up hood ornament. Full-foam seats. Interior-operated hood

release. GM-specification steel-belted radial-ply tires with white stripe. Front disc brakes. Flo-Thru Ventilation. High-energy ignition system. Reduced maintenance schedule. Catalytic converter. Bumper Impact strips, front and rear. Hydraulic bumper system. Long-life exhaust and cross-over pipes. Double panel steel roof. Cigar lighter. And more. **CUTLASS SALON AVAILABLE EQUIPMENT:** 350 V8 4-bbl. engine. 455 V8 4-bbl. engine. Full-vinyl or Landau roof.

Tilt-away steering wheel. Locking fuel cap. Air conditioner. Fuel economy gauge. Tinted glass. Power door locks. Power windows. Power seats. Power trunk-lid release. Vista Vent roof, Coupe. Protective side moldings. Automatic cruise control. Anti-spin axle. Super Stock wheels. Headlamp-on reminder. Instrument group gauges. Clock. And more.



It's a good feeling to have these safety and environmental features around you in a 1975 Oldsmobile.

To help protect you—these occupant protection features:

□ Seat belts with pushbutton buckles for all passenger positions □ Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock, except with air cushion restraint system) □ Two front seat head restraints □ Energy absorbing steering column □ Passenger guard door locks □ Safety door latches and hinges □ Folding seat back latches □ Energy absorbing padded instrument panel and front seat back tops* □ Contoured windshield header (except convertible) □ Thick laminate

windshield □ Padded sun visors □ Safety armrests □ Safety steering wheel □ Cargo Guard (except hatchback and station wagon models) □ Side Guard Beam □ Contoured roof inner panel (except convertible)

To help guard your investment—your Oldsmobile has these accident prevention features:

□ Side marker lights and reflectors (front side marker lights flash with directional signal) □ Parking lamps that illuminate with headlamps □ Four way hazard warning flasher □ Backup lights □ Lane change feature in direction signal control □ Windshield defrosters, washer and dual speed wipers □ Wide view inside day/night mirror (vinyl edged, shatter resistant glass and de-

flecting support) □ Outside rear view mirror (driver side and passenger side on full-size wagons) □ Dual master cylinder brake system with warning light □ Starter Safety Switch □ Dual action safety hood latches

And to help prevent theft—your Oldsmobile provides these anti-theft features: □ Anti-theft ignition key reminder buzzer □ Anti-theft steering column lock □ Inside hood latch release on most models.

*Including intermediate seat back tops on three-seat station wagons.



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