

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 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.