

OIDSMOBILE

SIXES AND EIGHTS

THE SIX

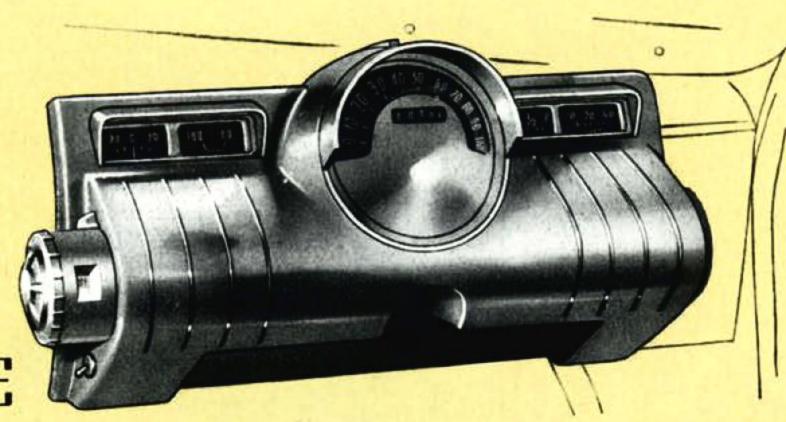
THE OLDSMOBILE . . . "The Greatest Thrill of the Year!"

Again the new Oldsmobiles are unique in style and beauty, leading the industry in design as well as in engineering perfection.

This year, almost every manufacturer has followed the example set by last year's Oldsmobile – while Oldsmobile itself steps out ahead again!

If you want the best, your search will infallibly bring you to Oldsmobile. Here is everything that automobile engineering at its best can offer . . . the Beauty which is a badge and symbol of excellence . . . the Luxury which brings pride of ownership . . . the Safety which engenders peace of mind . . . the Performance which makes light going of any journey . . . the Economy which puts every other virtue in an even brighter light . . . and that Dependability which maintains the car's condition for so long and keeps its re-sale value so high.

More than 40 years ago, Oldsmobile first showed the way to make a practicable car. To-day, Oldsmobile still "shows the way".



HIGHLIGHTS OF THE OLDSMOBILE

Your first impression of the Oldsmobile Sixes and Eights is one of perfect and magnificent styling. The deep, sturdy chromium radiator grilles, the sweep and proportion of the fenders and bonnet, in both the Six and Eight, owe their glorious balance and harmony to the genius of Oldsmobile designers.

So, also, does that unit which is ever before the eye—the Instrument Panel. Here is a new feature, styled for safety and convenience. It is free from edges and projections, presenting instead a smooth, curved, unbroken contour. Instruments are grouped at eye-level, where one quick glance tells all you want to know. The large speedometer is straight through the top centre of the steering wheel, where the eye reads it without leaving the road. The ammeter, water temperature indicators, oil and petrol gauges, flank it. The light switch is unique. One large knob gives all lighting positions and tells you in clear illuminated lettering which beam is on. A tell-tale indicator glows when the upper (or "distance") beams are on.

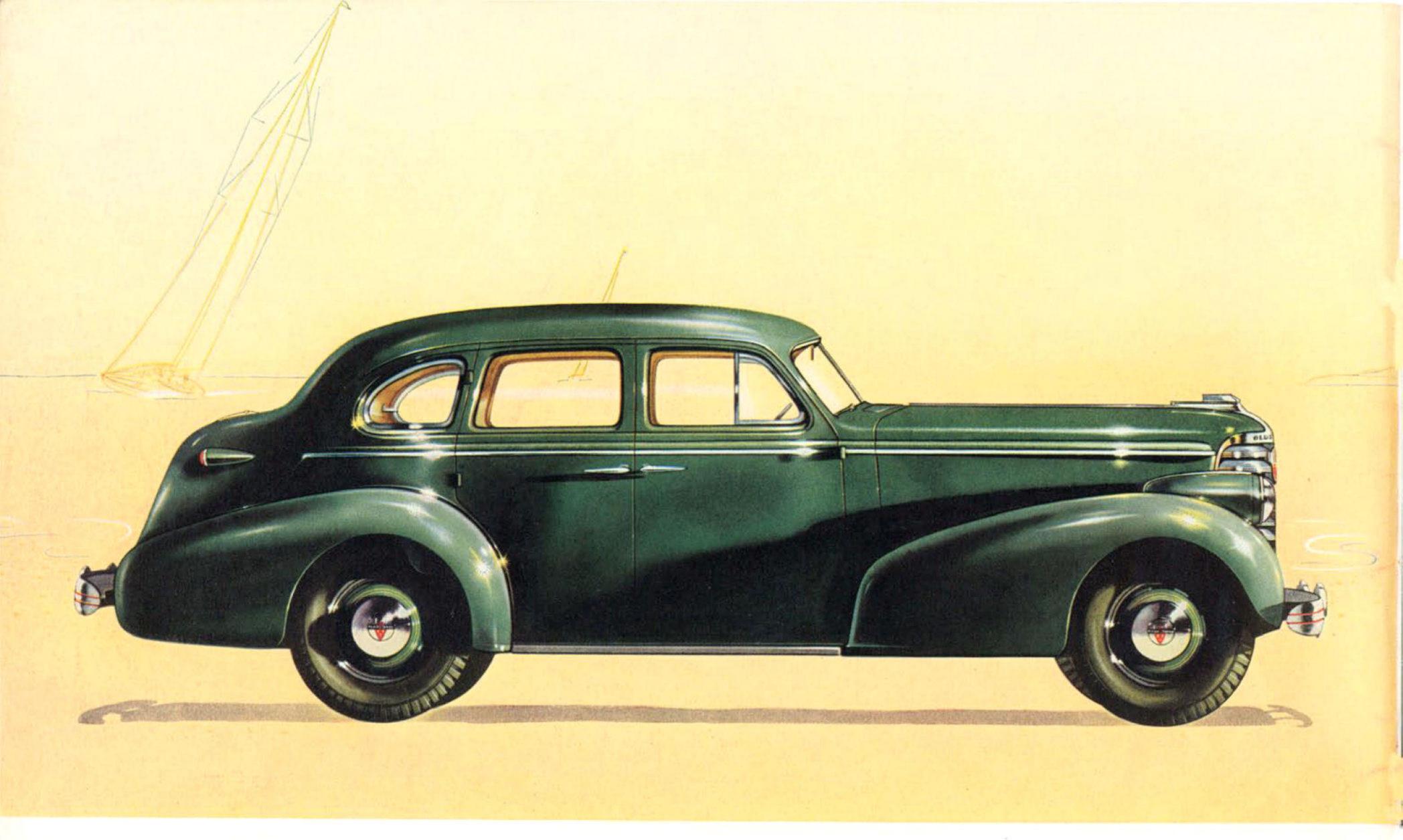
Oldsmobile gives you, too, all these features for extra safety, comfort, and satisfying performance:—

- 1. Unisteel Turret Top Body by Holden.
- 2. No-Draught Ventilation.
- Armourplate Glass in windscreen and all side windows.
- 4. Complete Insulation against heat and noise.
- Relax-O-Form Seating, providing the utmost in comfort.
- Multi-Adjustable Driving Seat, instantly adjustable for tall or short drivers.

- 7. Level floors and Lower Centre of Gravity.
- 8. Luxurious Soft Leather Upholstery.
- 9. Harmonious and attractive Interior Design.
- Front and Rear Ride Stabilizers, eliminating side-sway, and giving increased comfort and safety at all speeds.
- 11. Cross Centre Control Steering, self-centring, and responsive to the lightest touch.
- 12. Synchro-Mesh Gears, making quick, easy, and

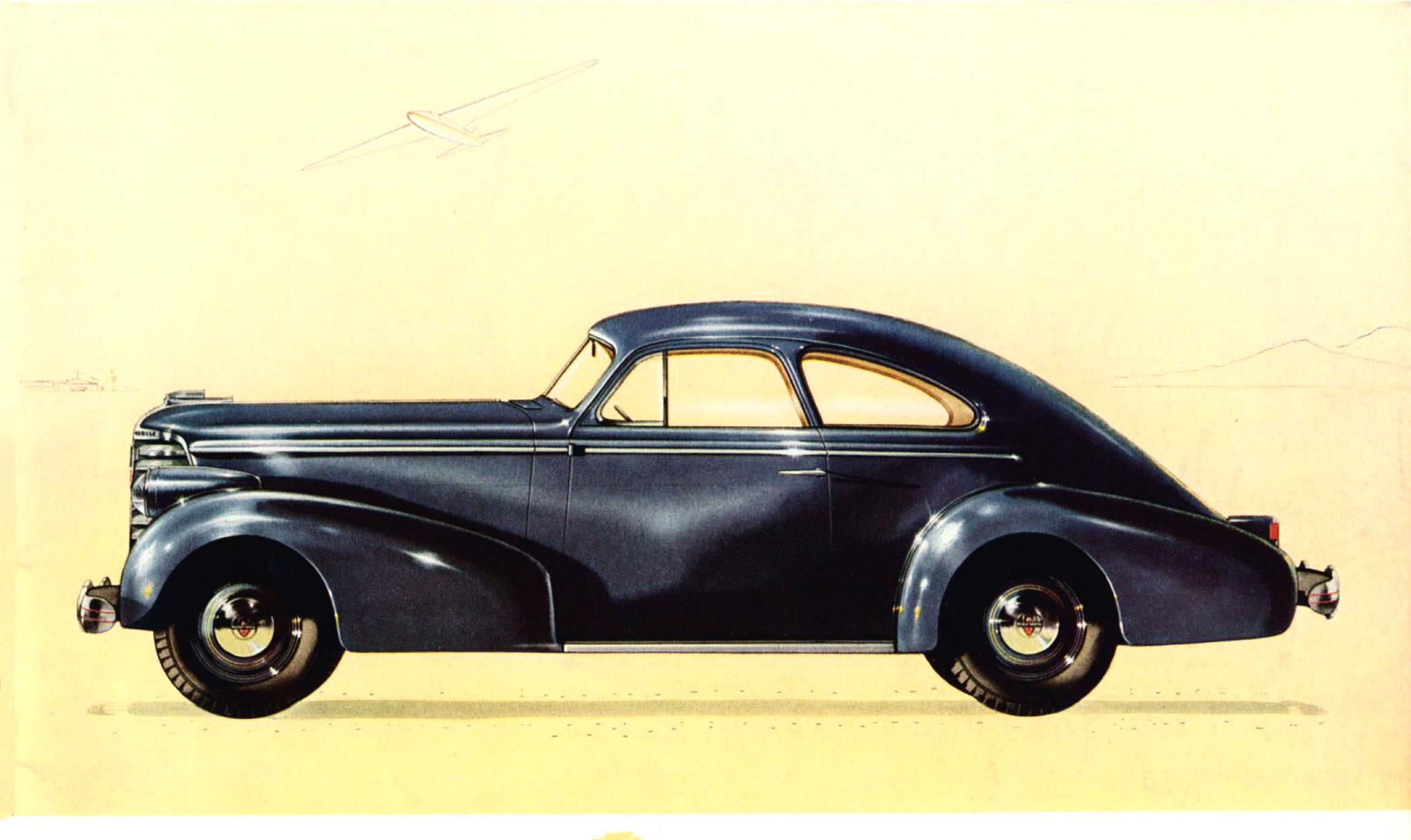
- completely silent gear changes a certainty at any speed.
- Double Action Hydraulic Shock Absorbers, completely controlling spring action, and ensuring complete comfort for both front and rear seat passengers.
- 14. Powerful, completely sealed Super-Hydraulic Brakes.
- High-Efficiency, economical, Six and Eight Cylinder L-head Engines.

Independent Front Wheel Springing combines with these features to make Oldsmobile the safest, most comfortable car you have ever driven. You can drive over any road, tackle the sharpest curve—send Oldsmobile over city cobbles or country corrugations—and find an amazing degree of skid-free safety and complete comfort. Independent Front Wheel Springing "irons out the bumps" and "floats" you along with an easy gliding ride. If you have never experienced its ease and safety, drive Oldsmobile NOW—there's a new, thrilling experience awaiting you!





Powered with the famous, economical 6-cylinder Oldsmobile engine, this fine car is distinctive in every detail. Its sweeping lines, graceful and distinguished styling, and perfection of finish at every point are features that will instantly appeal to you. There is ample room for six people, with full space for luggage and the spare wheel in locked compartments. In this and all other Oldsmobiles, the spare wheel is accessible without removing luggage.

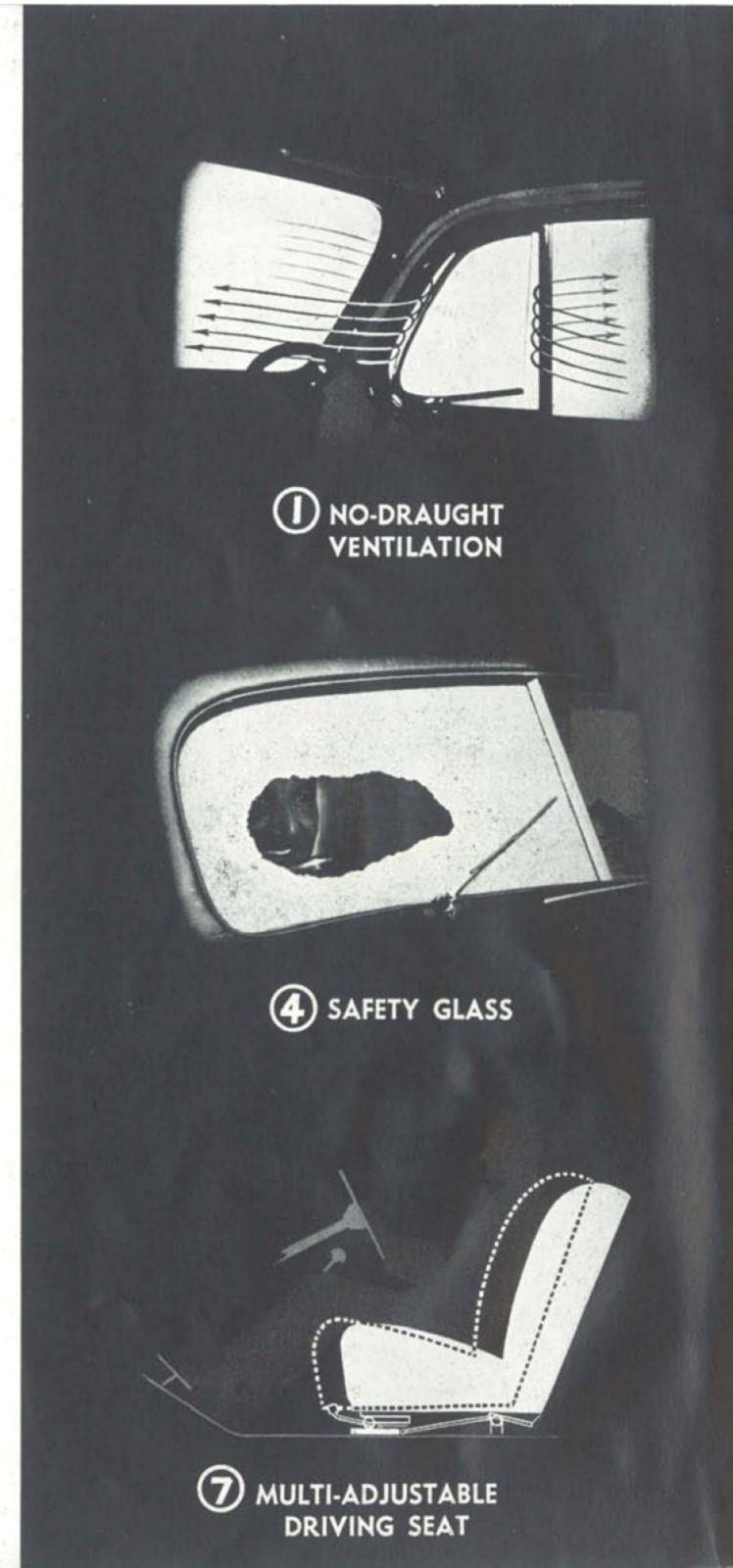


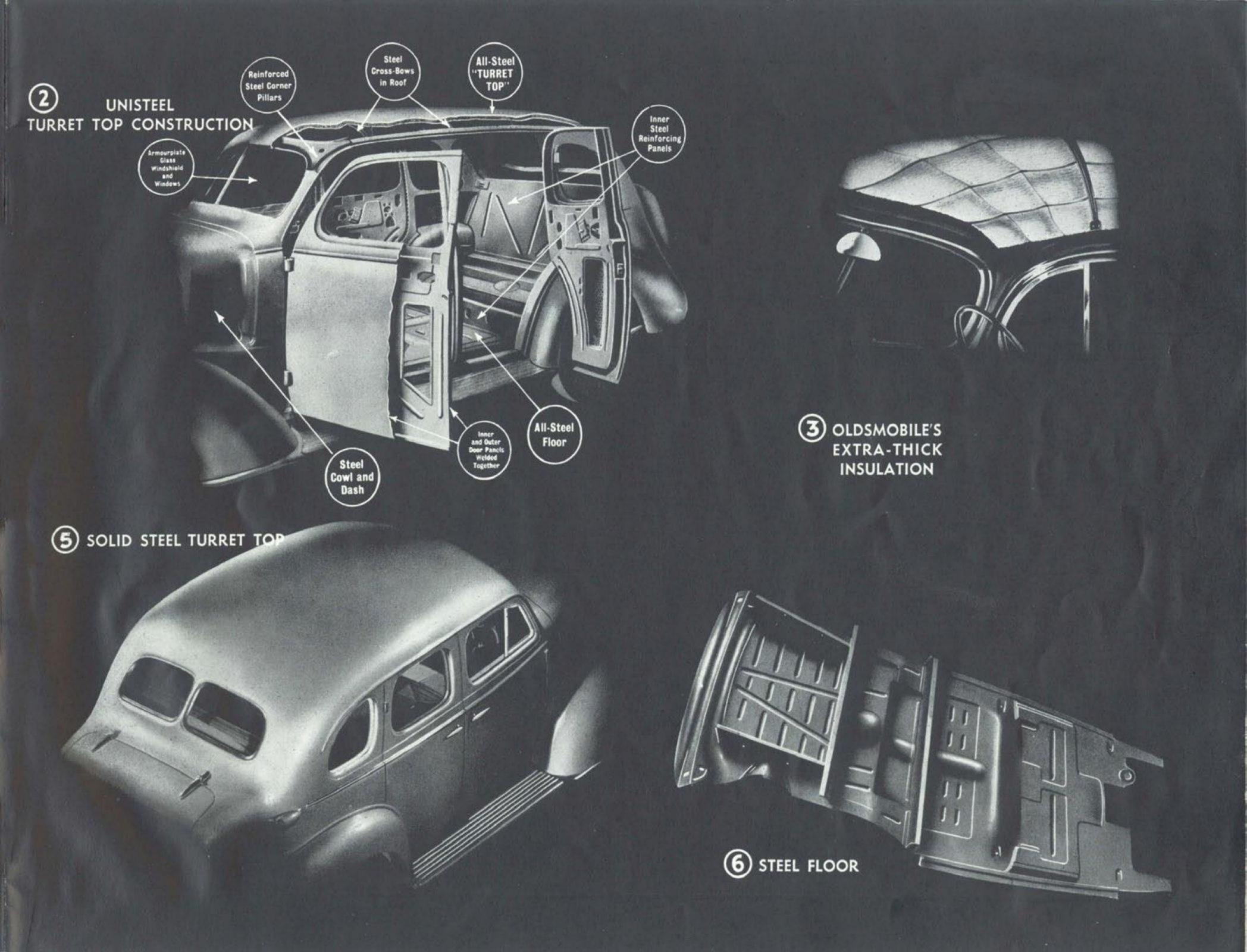
THE COUPE

Not only does this handsome car seat six people in complete comfort, but its special design gives ample room for luggage. With only three passengers, this car provides an amazing area of extra space, in which several hundredweight of goods or luggage may be stowed. This new Coupe is the ideal car for week-day business and week-end pleasure, or for use on long journeys, when a great deal of luggage or equipment must be carried.

EVERYTHING FOR SAFETY AND STRENGTH

Oldsmobile's Body by Holden gives you the strength of steel, the safety and protection of armour, above, around and below. Framework, pillars, panels, floor and roof are fused and welded into a single unit of solid steel, of amazing strength and rigidity. On the opposite page, a sectional view of this famous Unisteel Turret Top Construction (2) lays every detail bare, proves conclusively how supreme strength and rigidity are engineered into this new All-Steel Body. It shows how the entire structure of the body is built without the use of a single piece of wood. Steel for safety-steel for strength-steel for quietness and durability-is the only material used. The Solid Steel Turret Top (5) is stamped from a single piece of steel, reinforced by steel cross-bows and welded to the side panels, which, in turn, are welded to the heavy steel floors (6), ribbed for strength and freedom from vibration. Safety Glass (4) which can break only under the most terrific impact (and then disintegrates only into small, blunted particles) is fitted in the windscreen and all side windows for further protection. Extra-thick insulation (3) and "dead-air" spaces in the roof and side panels shut out heat, cold and noise. Cloth head-lining adds to the attractiveness of the interior, and completes sound-insulation. No-Draught Ventilation (1) is another safety factor, for it provides a constant flow of fresh air at all times, and ensures too, the comfort of driver and passengers even in rainy weather. Multi-Adjustable driving seats (7) provide safety as well as greater comfort, by ensuring a correct driving position for all drivers, tall or short. Relax-O-Form seating, an exclusive Holden feature, provides restful seating and greatly reduces fatigue on long journeys.

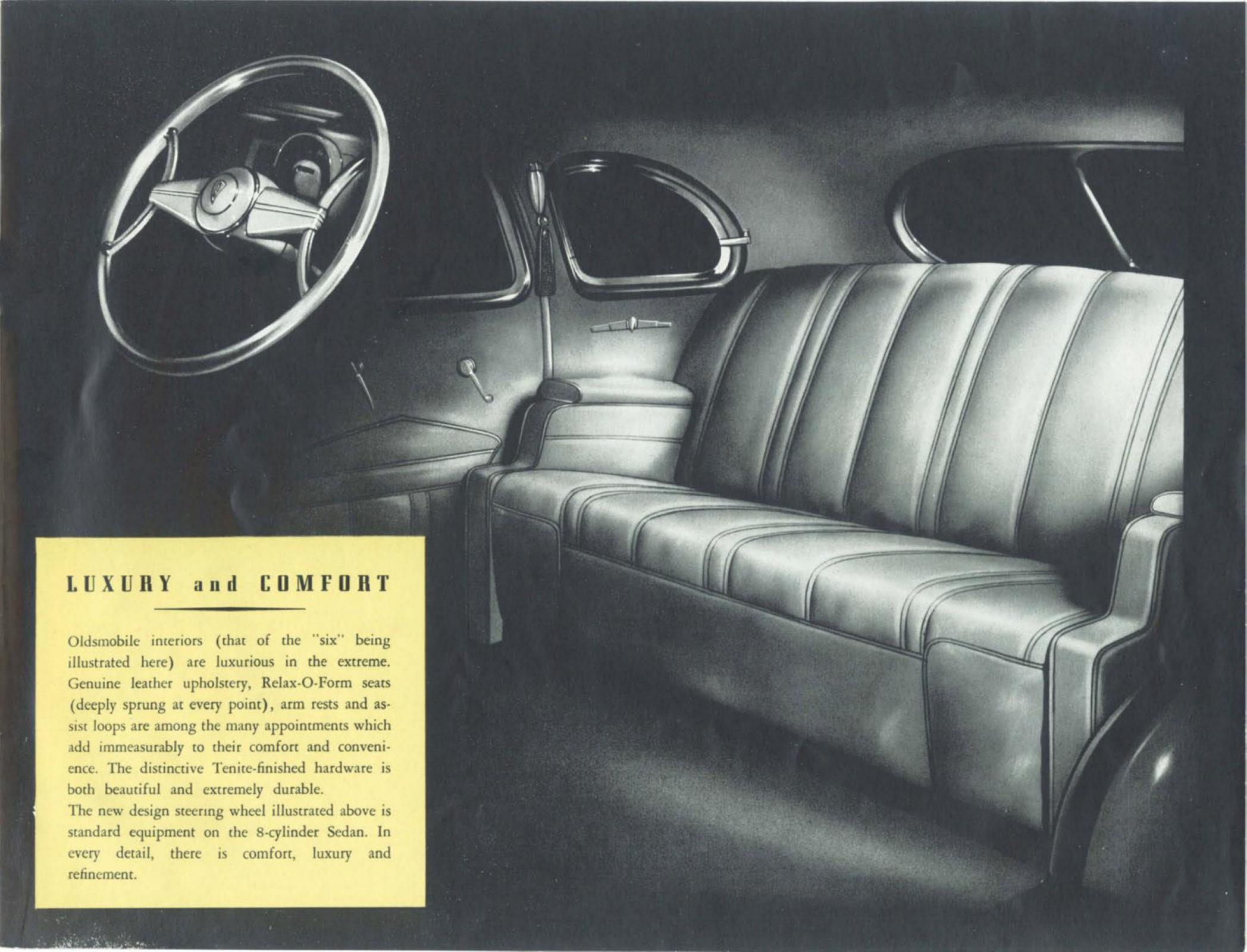


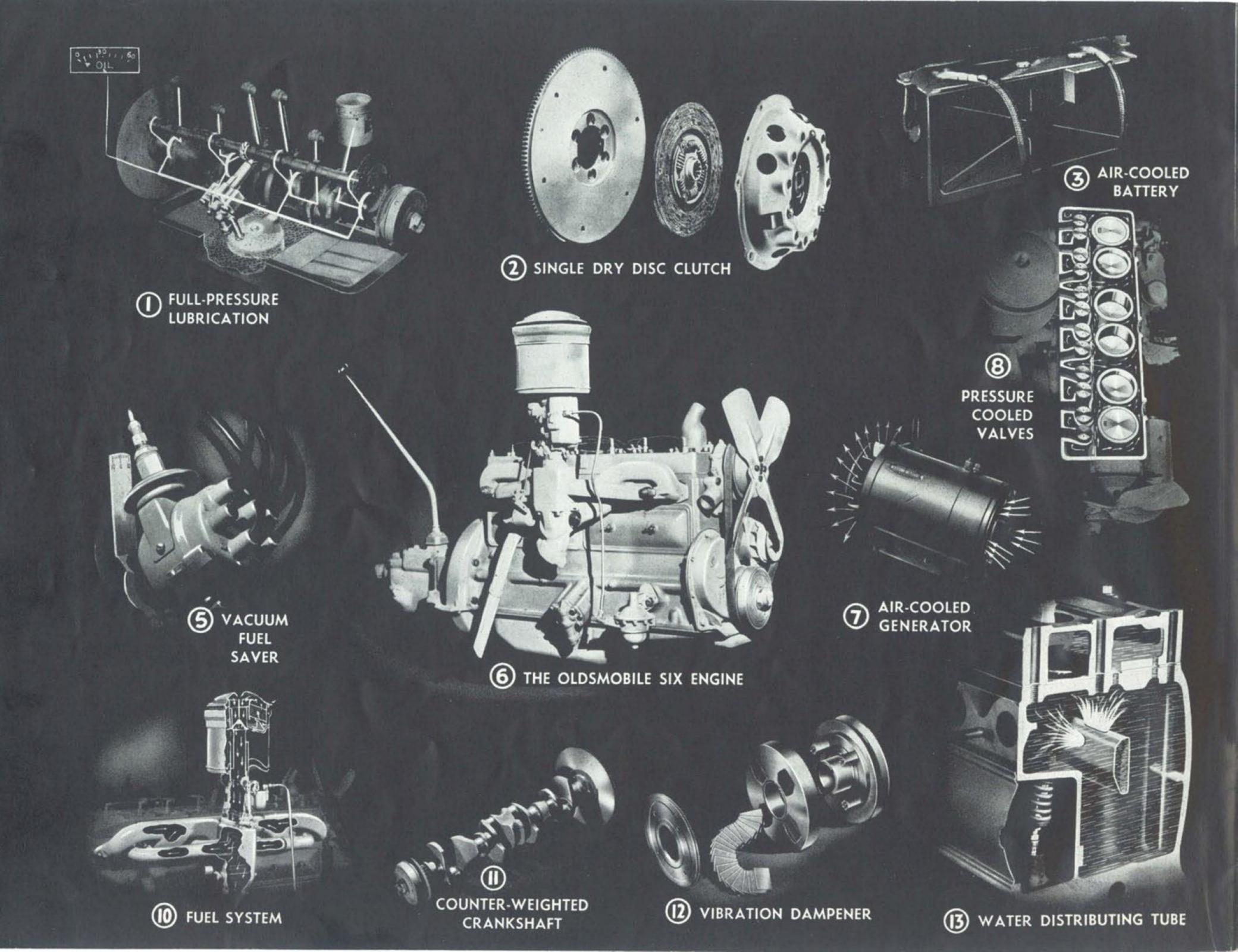


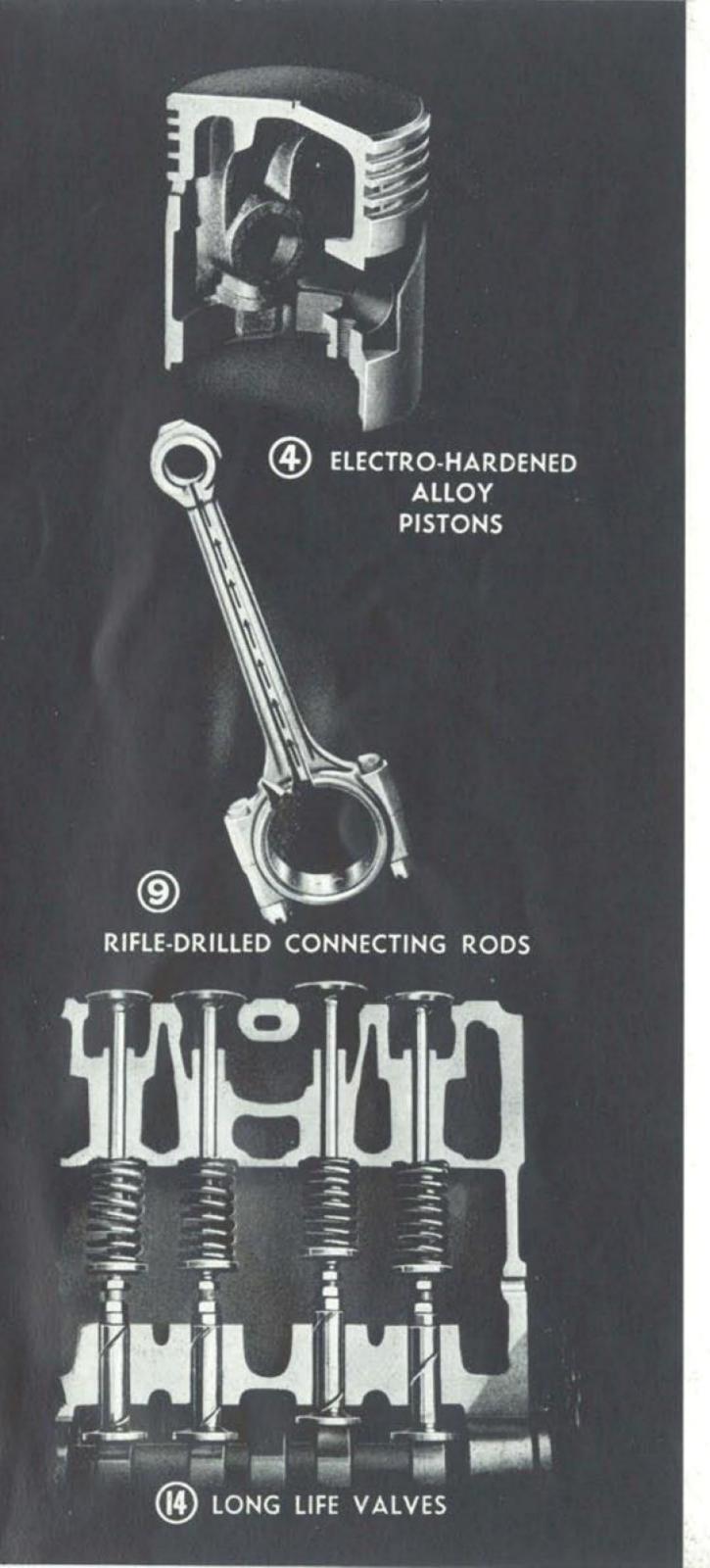


THE SEDAN

More distinguished in appearance than ever before is this new 8-cylinder Sedan. Its handsome front-end design stamps it at once as a style-leader. Its roomy body, luxurious finish, and complete equipment set new standards in the fine car field. Powered by a magnificent 110 h.p. engine, it is breath-taking in performance, yet satisfying in its economy. Its grace and beauty set it definitely in a class apart from all others in the 8-cylinder field.

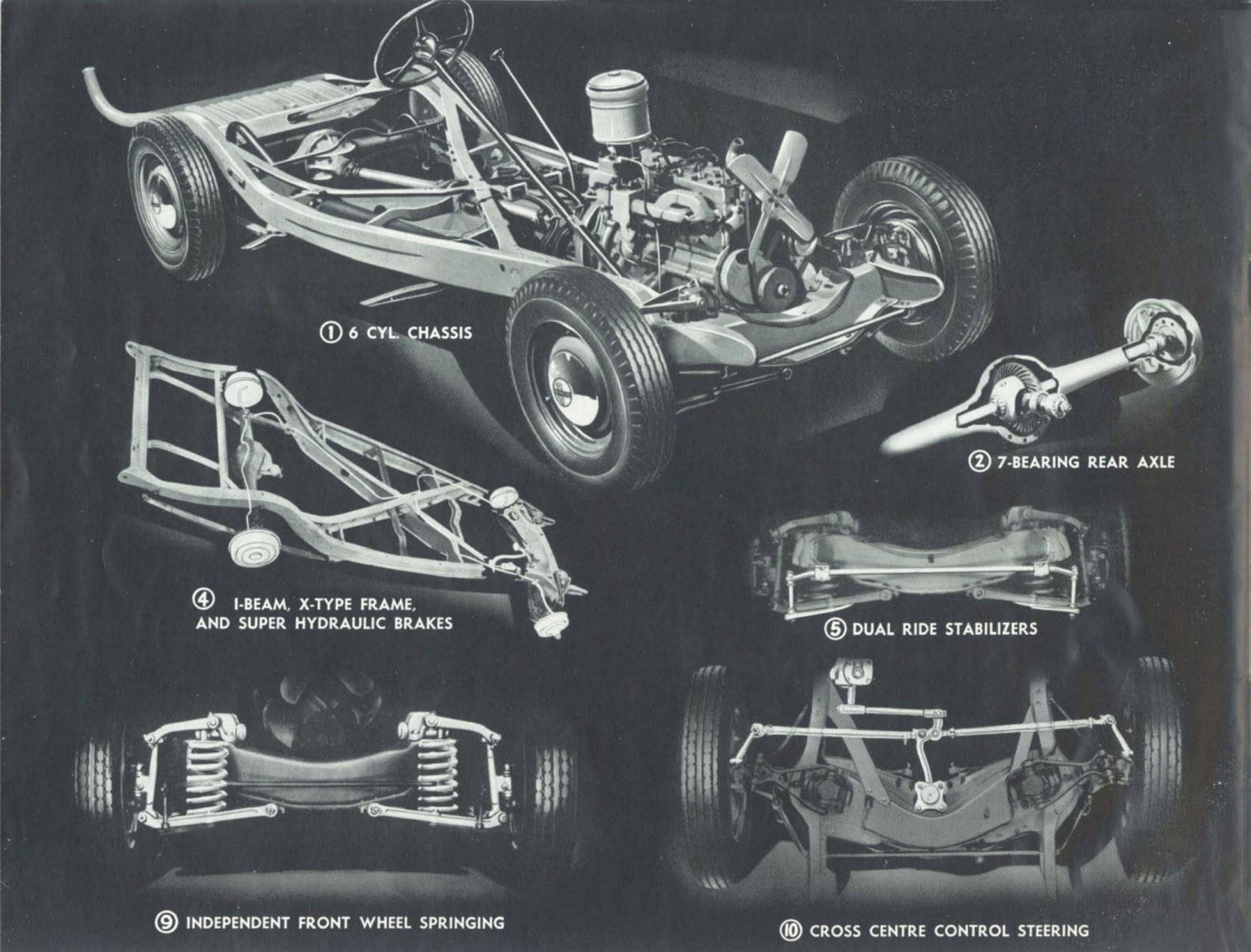






EVERYTHING FOR ENGINEERING PERFECTION

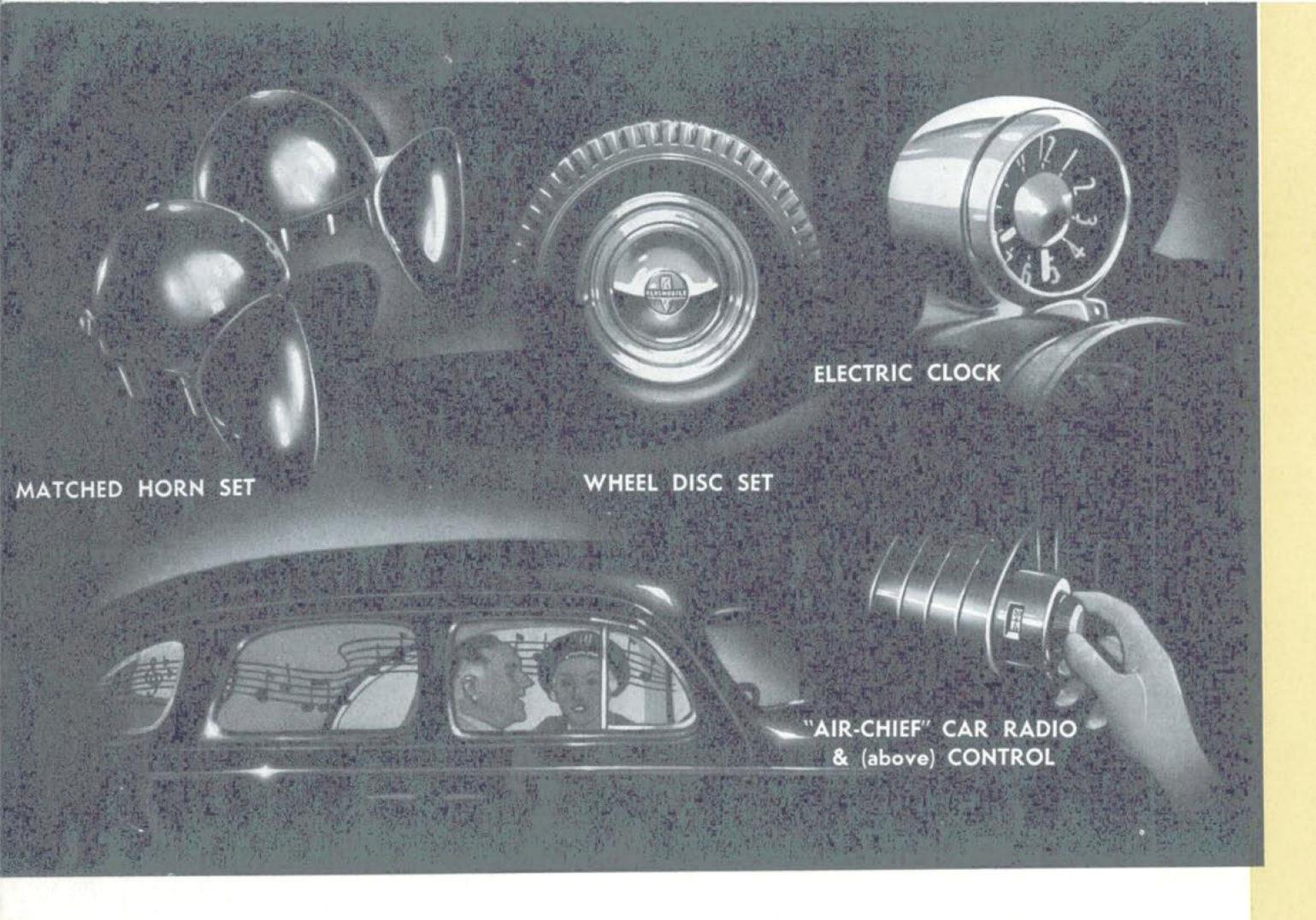
Oldsmobile's remarkably long life, its freedom from service and replacement worries, and the uncommonly high resale value that Oldsmobile commands, arise from the perfection which is insisted upon by Oldsmobile in Everything which makes for Engineering Excellence. (1) FULL-PRESSURE LUBRICATION: Camshaft, crankshaft and connecting rod bearings, piston pins and cylinder walls are all lubricated under positive high pressure. Valve mechanism is lubricated by oil thrown off the connecting rod bearings. (2) SINGLE DRY DISC CLUTCH: The facing of Oldsmobile's big, sturdy clutch is spirally wound to provide a uniform, long wearing surface, very quiet and dependable. (3) "UNDER BONNET" AIR-COOLED BATTERY: An important improvement in battery location. Under the bonnet in a special cradle it is instantly accessible for servicing, and a ribbing and reinforcement. (5) VACUUM FUEL SAVER AND OCTANE SELECTOR: The ignition distributor includes a vacuum fuel saver and automatic control of spark advance, assuring most efficient operation. (6) THE OLDSMOBILE SIX ENGINE: The top-quality six cylinder engine on the road to-day. Of 95 horsepower, it is so precisely and finely designed that it is amazingly alert, smooth and economical, flexible and responsive, free from vibration throughout every phase of engine operation. Its long life is proverbial—an engine you can always depend on! (7) HEAVY-DUTY, AIR-COOLED GENERATOR: The charging rate is automatically regulated for all fluctuating demands, starting, lighting, radio. A constant stream of air internally cools this big dependable generator. (8) PRESSURE COOLED VALVES: Intake and exhaust valves are cooled by complete water jacketing of the valve seats, and by circulation of water around the exhaust valve ports. (9) RIFLE-DRILLED CONNECTING RODS: An example of fine workmanship adding greatly to the life of pistons, rings and cylinders, is the rifle-drilling of the connecting rods, carrying oil under pressure to piston pins and to spray cylinder walls. (10) OIL BATH AIR CLEANER AND DOWN DRAUGHT FUEL SYSTEM: This system ensures more complete atomisation of the fuel, and gives more complete protection from dust particles. (11) FULLY COUNTER-WEIGHTED CRANKSHAFT: Scientifically balanced both Statically (at rest), and Dynamically (in motion) to ensure operating smoothness, maximum bearing life and increased durability. Additionally, the crankshaft vibration dampener effectively neutralizes torsional vibration. (12) VIBRATION DAMPENER: Crankshaft is equipped with a Vibration Dampener to neutralize all torsional vibration. (13) WATER DISTRIBUTING TUBE: This supplies cooled water under pressure to valve seats. Ensures positive cooling, increased efficiency, and longer life. (14) LONG LIFE VALVES: Oldsmobile's L-Head engines are very quiet and efficient, with mushroom type valve lifters, extra long valve guides and exhaust valves of specially forged steels.





EVERYTHING FOR RELIABILITY AND EASE OF UPKEEP

PROVED design and sturdy construction are the foundation of Oldsmobile's long life, reliability, and ability to deliver extra thousands of trouble-free miles under all conditions. Oldsmobile's big dependable chassis (Six, 117 in. w.b.; Eight, 124 in. w.b.) (1) is quality-built to the last detail, incorporates such PROVED features as:—(a) High Efficiency, L-Head Engine. (b) Under Bonnet, Air-Cooled Battery. (c) Air-Cooled, Heavy Duty Generator. (d) Cast Iron Braking Surfaces. (e) Completely Sealed Super Hydraulic Brakes. (f) Double Action Hydraulic Shock Absorbers, front and rear. (g) Front and Rear Ride Stabilizers. (h) Leak Proof, Ball-Bearing Water Pump. (i) Tri-Cushion Engine Suspension. (j) Valves and Cylinders completely water jacketed. (k) Air-Cooled Fuel Pump. (1) Independent Front Wheel Springing. (m) Big, low pressure Tyres-16 x 6.50 inches on the Six; 16 x 7.00 inches on the Eight. (n) Safety Steel Wheels. (o) Built-In Automatic Choke. (p) All-Silent, Synchro-Mesh Transmission. (q) Mechanical Emergency Braking System. (r) Stabilized Propeller Shaft. (s) Seven Bearing Rear Axle. (t) I-beam, X-type Frame. (11) Cross Centre Control Steering. (v) Positive Pre-Engagement Starter. (w) Vacuum Spark Control and Fuel Saver. (x) Light Weight, Long Life Pistons. (2) 7-BEARING REAR AXLE: The strongest rear axle in proportion to load ever built into a car. Seven over-size ball and roller bearings ensure long life and a minimum of rolling resistance. (3) SYNCHRO-MESH GEARS: All-Silent Synchro-Mesh Gears make gear shifting up or down easy, quiet and safe in all gears at any speed. Positive, quiet meshing is automatically secured by bringing all gears to exactly the same rotating speed before the gears engage. (4) I-BEAM, X-TYPE FRAME, AND SUPER HYDRAULIC BRAKE SYSTEM: The frame construction gives great rigidity. Three sets of sturdy cross members, and additional diagonal corner braces, reinforce the I-Beam X-Type principle. The braking is positively equalised on all brake shoes due to the even application of pressure throughout the hydraulic system. Effectively Sealed, self-energising, Oldsmobile's are the most positive, trouble-free brakes in the world. (5) DUAL RIDE STABILIZERS: One at the front and one at the rear, firmly steadying the car fore and aft on curves and turns, and eliminating side-sway. (6) LONG-LIFE BRAKE LIN-INGS: The Super-Hydraulic Brakes are fitted with extra-durable, extra-effective, high quality, long life brake linings. (7) COMPLETELY SEALED BRAKES: Extreme precautions are taken by means of specially effective seals to keep dirt and water out of Oldsmobile's Super Hydraulic, Self-Energising Brakes. (8) DOUBLE-ACTION HYDRAULIC SHOCK ABSORBERS: Of durable, leakfree, lever design, these powerful shock absorbers are standard equipment both front and rear. (9) INDEPENDENT FRONT WHEEL SPRINGING: Each year confirms the superiority of Oldsmobile's independent front wheel springing. The wheels "step over" bumps and holes. The independent, resilient, free-acting coil springs "float" you along with a marvellously easy gliding ride. (10) CROSS CENTRE CONTROL STEERING: An outstanding factor in Oldsmobile's safer, assured roadability is the centre control steering which applies all steering force from a central point. Steering is finger-light and self-centring. (11) STABILIZED PROPELLER SHAFT: Remarkable Propeller Shaft sturdiness and freedom from vibration and whip is secured by this construction, as well as a lower centre of gravity and a lower level floor without the need for a propeller tunnel. The three rollerbearing universal joints are pre-lubricated, and completely sealed to last the life of the car.



OLDSMOBILE SERVICE

You are assured of complete after-sale service, when you buy an Oldsmobile, and this includes a definite guarantee of considerable value. Your Owner Service Policy is one. It entitles you to two thorough inspections and adjustments without charge; it protects you for 90 days or 3000 miles of operation-whichever is reached first-against defects in workmanship or material. Everywhere, you will find authorised Oldsmobile Dealers stocking genuine Oldsmobile spares, and ready to render complete service at all times.

DEFERRED PAYMENT PLAN—The purchase of your Oldsmobile under the G.M.A.C. Confidential Payment Plan is conducted, not through an outside finance organisation, but with a special division of General Motors, which has therefore a very real interest in ensuring your satisfaction with your car. General Motors Acceptance Corporation is the largest hire-purchase institution in the world, and is consequently able to offer low rental charges and to arrange payments to suit your individual needs. Your local Oldsmobile Dealer will explain the G.M.A.C. Plan to you, and arrange your payments on the most convenient basis.

IF YOU ARE VISITING ENGLAND . . .

You may buy your Oldsmobile before you leave, through any Oldsmobile Dealer, and find your new car waiting for you in England. Trading-in your present car is done in the normal way.

Registration in England, the obtaining of an English driving licence, and English insurance with a company represented in Australia will be arranged—and a pro rata credit for the unexpired portion of the English policy will be given to be applied against the new policy you take out when you return to Australia.

Full "after sale" service facilities will be made available in any part of England. You will also be relieved of worries attendant on the shipping of your car back to Australia; this will be arranged for you by the Overseas Sales and Service Division. If you prefer, the resale of your car in England will be assisted. Consult your Oldsmobile Dealer about this special overseas service.

ACCESSORIES

When you take delivery of your new Oldsmobile, you will find it is equipped with Twin Interior Sun Visors, Bumper Guards, Rear View Mirror, Twin Electric Windscreen Wipers, Vanity Mirror, Ash Tray, etc., all of which were sold as extras to the new car buyer of a few years ago.

It may be thought that additional items are not required by to-day's new car buyer. However there are, and always will be, certain items available to satisfy the taste or requirement of an owner who desires individual appearance or extra comfort, conveni-

ence and pleasure.

Your Dealer will be pleased to discuss the range of NASCO Accessories with you. The "Air Chief" Car Radio for instance will bring you and your passengers entertainment and added pleasure while motoring. The "Air Chief" incorporates six valves which give nine valve performance and leaves nothing to be desired in radio reception. Tone, Selectivity and Range are equal to the best home-model sets. There is an "Air Chief" model specially designed for Oldsmobile, featuring also "The Acoustinator" which adjusts the frequencies of the set to give maximum reproduction of every type of programme, and an 8 in. Flush Type Header Bar Speaker.

Beauty . . . Quality . . . Utility distinguish the range of NASCO Accessories available to owners and prospective owners of the new

Oldsmobile.

For your convenience, these are listed below and we are sure you will readily recognize the advantages they provide, and the value they represent at the time the car is to be resold. "Air Chief" Car Radio (illustrated); Electric Clock; Gear Lever Knob; Cigarette Lighter; Wheel Mouldings (illustrated); Ornamental Steering Wheel (shown on Page 9); Gaslok Cap; Exhaust Extension; Wheel Disc Set (illustrated); Matched Horn Package (illustrated); Insect Screens; Vanity Visor Mirror; Kool Kooshion; Inspection Lamp; Thermometer; Tyre Gauge; Fender Markers; Peep Mirror; Door Ease; Chromium Cleaner and Polish; Dripless Penetrating Oil; NASCO Radiator Rust Preventant; Horn Blowing Ring.

THE INSTITUTION BEHIND OLDSMOBILE

No fine cars on the market to-day have a more distinguished record, a more solidly established background than the new Oldsmobile Sixes and Eights.

Forty years ago the Oldsmobile factory produced the first car which ever proved to be a practical and marketable proposition. To-day, its experimental and research department, metallurgical laboratories, engineering and constructional divisions are among the most outstanding in both personnel and equipment in the industry.

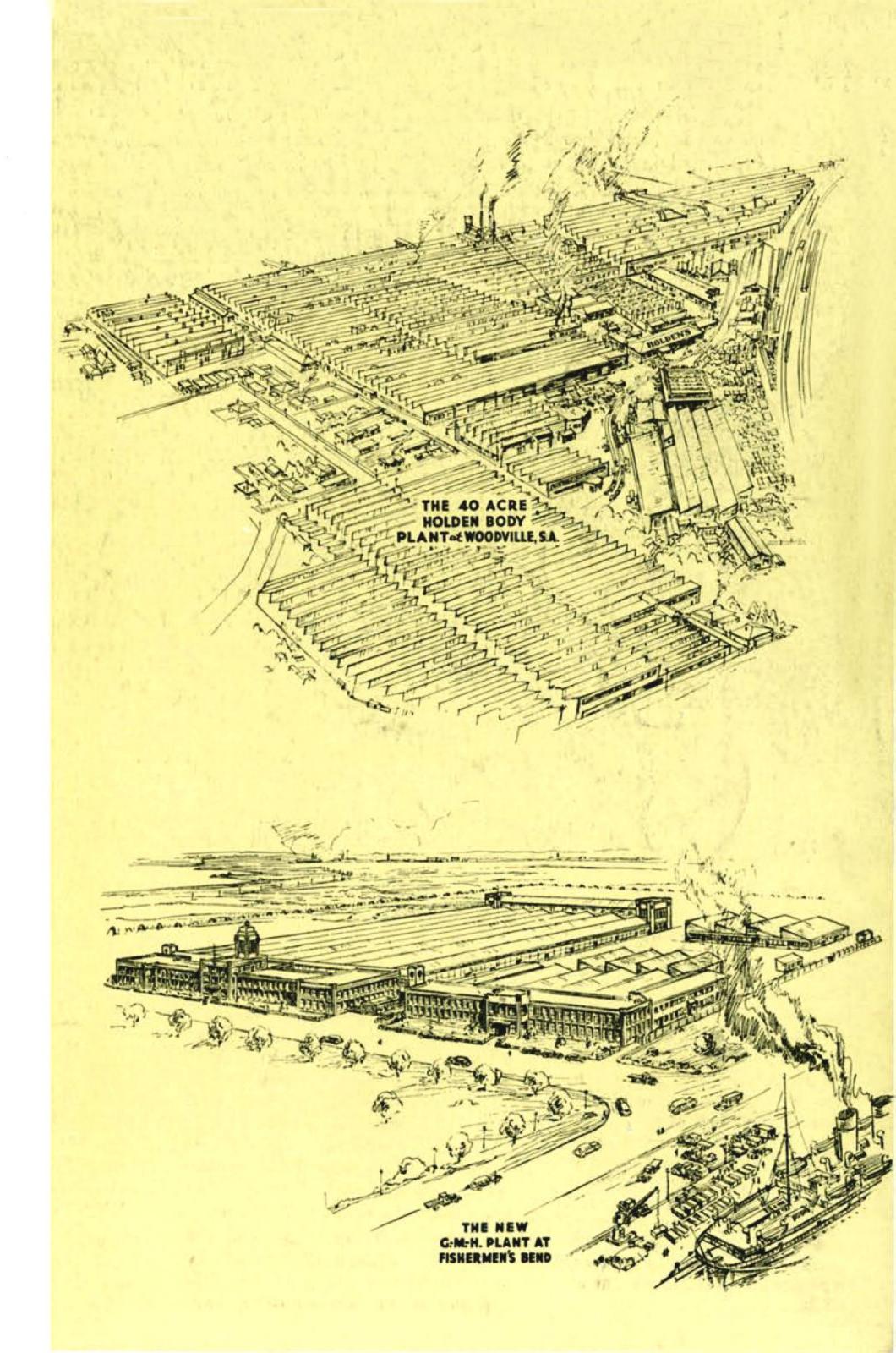
Again and again, they have advanced the art of automotive design, and repeatedly raised new standards of automobile performance, usefulness, and value. With full access to the information gathered by the world-wide General Motors Organisation, and to the famous General Motors Proving Ground, the Oldsmobile organisation has found even greater scope for advancement.

Behind these fine cars in Australia is the vast organisation of General Motors—Holden's Limited, employing over 6300 Australians, paying in wages approximately £1,500,000 annually. This company's huge factory at Woodville (S.A.) is the largest body-building works in the Southern Hemisphere. Here the famous Holden Turret Top Unisteel Body is produced to designs specially developed for Australian conditions. At Fishermen's Bend (V.) the Company's plant cost over £450,000, all but about £10,000 of which was spent in Australia. In addition, there are thoroughly up-to-date assembly plants with modern equipment in Brisbane, Sydney, Adelaide and Perth.

Constantly experimenting in the search for perfection, purchasing raw materials in quantities that allow operation on the most satisfactory economic basis, this solidly established organisation is unique in its ability to offer Oldsmobile purchasers, cars that not only represent the highest in engineering and construction, but the greatest in value-for-money that can be obtained.

GENERAL MOTORS-HOLDEN'S LIMITED

BRISBANE . . SYDNEY . . MELBOURNE . . ADELAIDE . . PERTH



SPECIFICATIONS OF THE OLDSMOBILE SIX

ENGINE—Bore, 3-7/16 inches; stroke, 4½ inches; displacement, 229.7 cubic inches. Nominal horsepower, 28.4. Brake horsepower, 95 at 3400 r.p.m. Cushioned in rubber at three points. Electro-hardened light weight alloy pistons: Full pressure lubrication to all main connecting rod and camshaft bearings and to piston pins, with spray to other parts. Fully counter-weighted crankshaft, with torsional balancer, balanced both at rest and in rotation. Drilled passages provide pressure oil distribution to connecting rod bearings. Pressure lubrication of cylinder walls. Gear-type oil pump driven from camshaft. Oil capacity, 5 quarts.

FUEL AND COOLING SYSTEM—Single down-draught carburetion with built-in automatic choke and automatic throttle advance, automatic heat control, oil-bath air cleaner and intake silencer. Thermostatically controlled cooling and re-circulation system. Forced circulation by ball-bearing, leak-proof, centrifugal-

type pump. Capacity, 15 quarts.

CLUTCH AND TRANSMISSION—Single-plate, 94-inch dry-plate clutch. All-silent Synchro-Mesh transmission non-clashing type, with all gears helically

cut for silence in all three forward speeds and reverse.

ELECTRICAL SYSTEM—6-8 volt type. Air-cooled, 15-plate, 6-volt battery with 110-ampere hour capacity. Generator air-cooled, with charging rate automatically regulated by battery requirements. Positive shift starter with overrunning clutch. Foot pedal control. Tiltray headlights with toe-button control.

SUSPENSION—Independent front wheel suspension, each front wheel with heavy, silicon manganese coil springs. Long, rear, leaf-type springs, silicon manganese, semi-elliptic, fitted with threaded spring shackles at rear. Double-action, hydraulic shock absorbers and dual ride stabilizers front and rear.

FRAME—Rigid-girder type, with I-beam X-member construction. All exposed steel parts rust-proof.

STEERING—Centre Control type, with equal length tie-rods linked to intermediate steering arm at centre of the frame front cross member. High efficiency worm and double roller design. Ratio, 19 to 1.

BRAKES—Completely sealed, super-hydraulic, self-energizing type. Internal-expanding design, fully enclosed, 11-inch brake drums with centrifugally cast iron braking surfaces. Cable-controlled mechanical hand brake operates on rear wheels for parking. Total foot brake area, 148 square inches.

TYRES—Low pressure, large sections, 16 x 6.50 inches. Recommended pressures: front, 24 pounds minimum and 28 pounds minimum rear. Wheelbase—117 inches; diameter of turning circle, 37 feet.

BODY TYPES—Six-seater all-enclosed Coupe with exceptional luggage accommodation. Four-Door Touring Sedan with built-in trunk. Armourplate Safety Glass standard in windscreens and all side windows.

SPECIFICATIONS OF THE OLDSMOBILE EIGHT

ENGINE—Bore, 3¼ inches; stroke, 3¾ inches; displacement, 257.1 cubic inches. Nominal horsepower, 33.8. Brake horsepower, 110 at 3600 r.p.m. Cushioned in rubber at three points. Electro-hardened lightweight alloy pistons. Full pressure lubrication to all main connecting rod and camshaft bearings and to piston pins, with spray to other parts. Fully counter-weighted crankshaft, with torsional balancer, balanced both at rest and in rotation. Drilled passages provide pressure oil distribution to connecting rod bearings. Pressure lubrication of cylinder walls. Gear-type oil pump driven from camshaft. Oil capacity, 6 quarts. FUEL AND COOLING SYSTEM—Duplex down-draught carburetion with built-in automatic choke and automatic throttle advance, automatic heat control, oil-bath air cleaner and intake silencer. Thermostatically controlled cooling and re-circulation system. Forced circulation by ball-bearing, leak-proof, centrifugal-type pump. Capacity, 17½ quarts.

CLUTCH AND TRANSMISSION—Single-plate, 10-inch dry-plate clutch. All-silent Synchro-Mesh transmission, non-clashing type, with all gears helically

cut for silence, in all three forward speeds and reverse.

ELECTRICAL SYSTEM—6-8 volt type. Air-cooled, 17-plate, 6-volt battery with 130 ampere hour capacity. Generator air-cooled, with charging rate automatically regulated by battery requirements. Positive shift starter with over-running clutch. Foot pedal control. Tiltray headlights with toe-button control.

SUSPENSION—Independent front wheel suspension, each front wheel with heavy, silicon manganese coil springs. Long, rear, leaf-type springs, silicon manganese, semi-elliptic, fitted with threaded spring shackles at rear. Dual ride stabilizers, front and rear. Double-action, hydraulic shock absorbers at front and rear.

FRAME—Rigid-girder type, with I-beam X-member construction. All exposed steel parts rust-proof.

STEERING—Centre Control type, with equal length tie-rods linked to intermediate steering arm at centre of the frame front cross member. High efficiency worm and double roller design. Ratio, 19 to 1.

BRAKES—Completely sealed, super-hydraulic, self-energizing type. Internalexpanding design, fully enclosed, 12-inch brake drums with centrifugally cast iron braking surfaces. Cable-controlled mechanical hand brake operates on rear wheels for parking. Total foot brake area, 162 square inches.

TYRES—Low pressure, large sections, 16 x 7.00 inches. Recommended pressures: front and rear, 26 pounds minimum. Wheelbase—124 inches; diameter of turning circle, 40 feet.

BODY TYPES—Four-Door Touring Sedan with built-in trunk. Armourplate Safety Glass standard in windscreen and all side windows.

EQUIPMENT—All Oldsmobile models are complete with the following equipment:—Relax-O-Form Leather Seating; Adjustable Driving Seat; No-Draught Ventilation; Rear Quarter Lamps; Dual Windscreen Wipers; Locking Glove Box; Foot Rest; Two Interior Sun Visors (Passenger's includes Vanity Mirror); Arm Rests—Front and Rear; Assist Loops; Armourplate Safety Glass in Windscreen and all Side Windows; Rear View Mirror; Wool Pile Carpet; Bumpers and Bumper Guards—Front and Rear; Combination Tail and Stop Light; Complete Tool Kit; Parcel Shelf provision at top of rear seat.

Sedan models also have the following additional equipment:—Silken Cord Robe Rail; Smokers' Outfit (Smoke-proof) in rear compartment.

The 8-Cylinder Sedan also has Dome Light; Rear Blind; Two Hassocks; Additional Folding Arm Rest in centre of Rear Seat; Cigar Lighter.