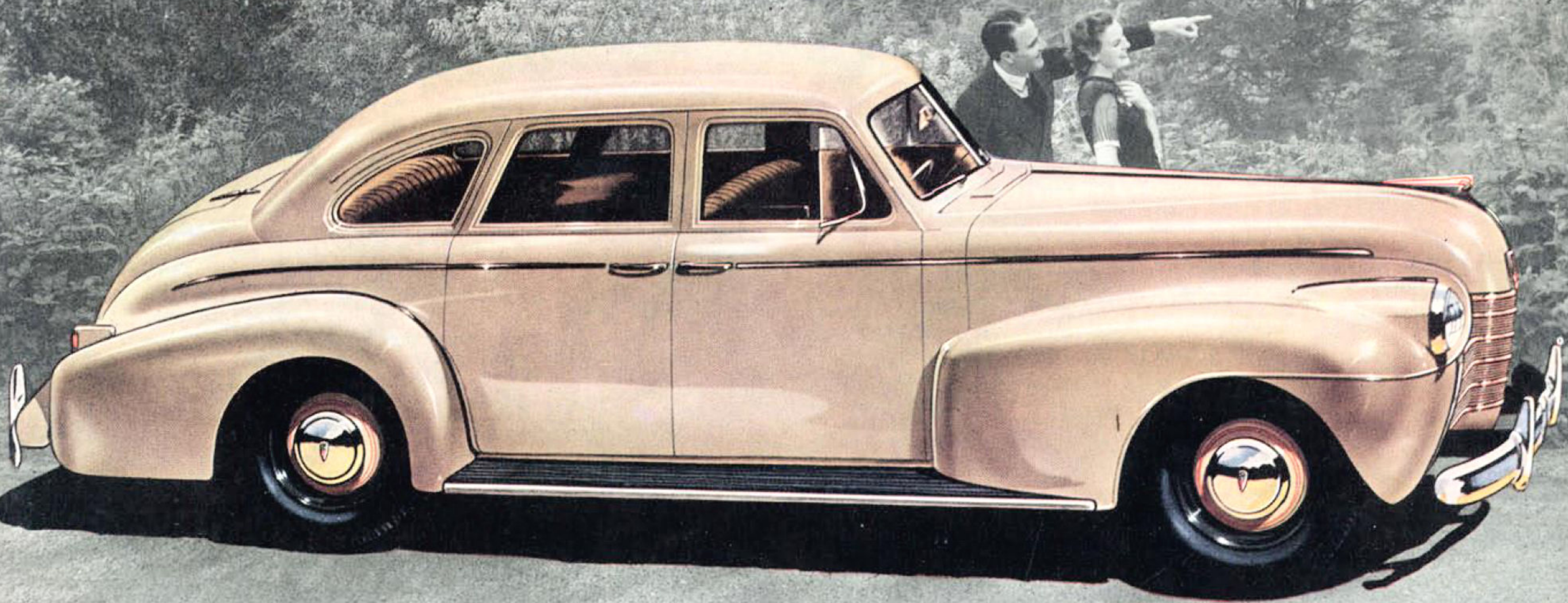


Oldsmobile!



— the Car that has the Differences that You desire . . .



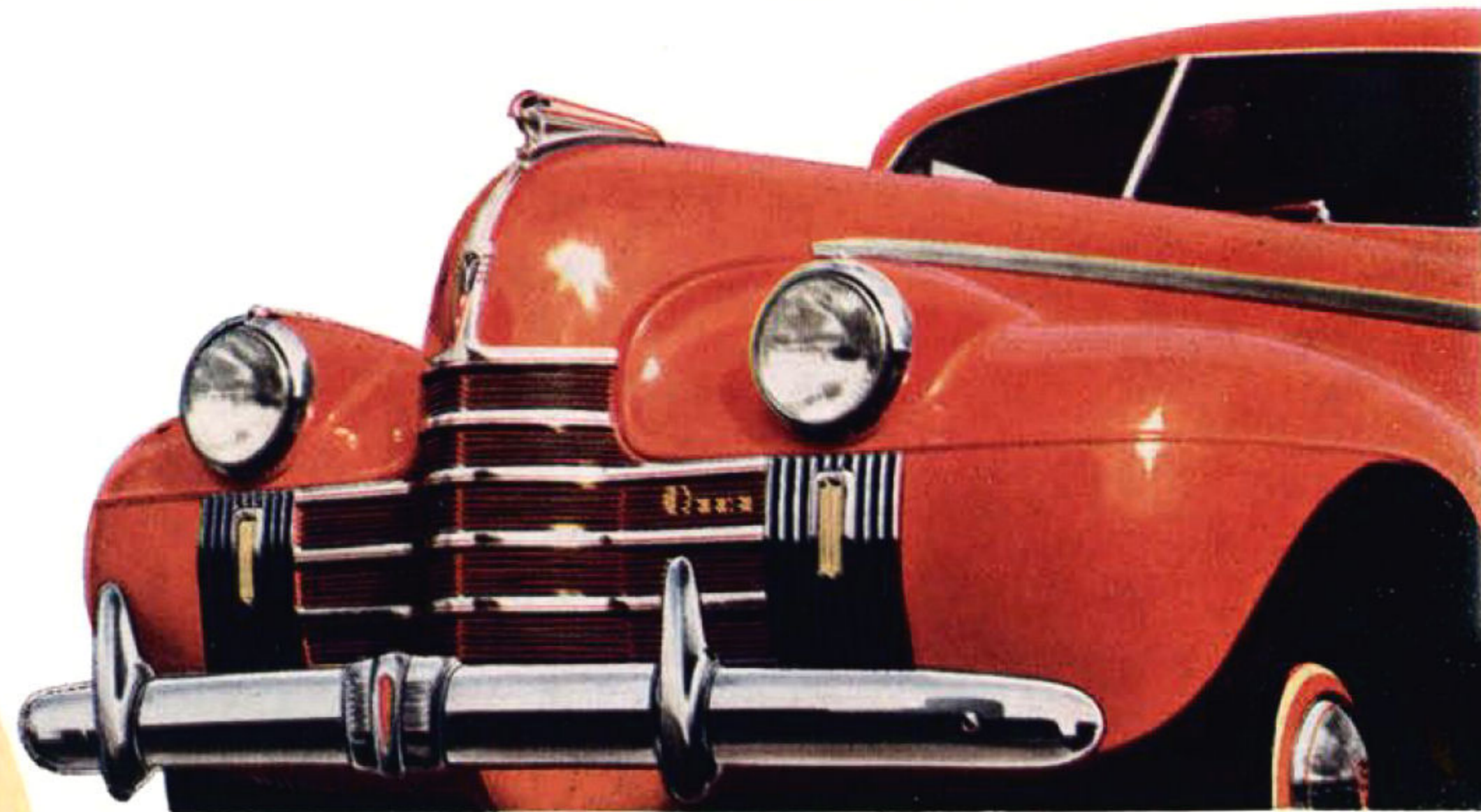
This catalogue is worth
reading from cover to cover,

for **OLDSMOBILE**
IS DIFFERENT

—with the kind of differences
that you desire

Series '70' Sedan - Front Cover

Distinguished and beautiful in any company, the Oldsmobile "70" Sedan, 120 in. wheelbase, has tremendous appeal for professional, business, pleasure or social reasons. In looks, performance, refinement, it stimulates maximum pride of ownership.



If you were to make a list of the qualities you would like in your next car, you would draw on past experience with your own cars, friends' cars, cars in which you had taken demonstration runs, would recall things you had read about cars but not experienced.

From what you had admired most in the past and hoped to experience in the future, you would build up a mental picture of your "dream" car.

You would want to be proud of its appearance, inside and out—would want it to handle marvellously, would want to have peace of mind under all traffic, road, weather and emergency conditions.

You would want to find the car restful over long distances, would want big stowage space for luggage, would want fool-proof engine and chassis that would look after themselves with minimum care and knowledge on your part, would want to know there was a long life ahead of it.

You will find an almost uncanny resemblance between that "dream" car and Oldsmobile, one reason for this fact being that Oldsmobile shares in the results of constant checking by the General Motors Customer Research Department into the experiences and desires of hundreds of thousands of car owners.

THE first thing you look for is—looks! If we are going to own a good thing, we would all rather it looked good than looked commonplace.

On the score of looks we need not waste words. No better looking car has ever taken the road. This is going to increase the pride you take in Oldsmobile and the admiration your friends are going to give it. . . .

Study every aspect and line of the car . . . long, low and lithe, with a clean-limbed grace that gives the appearance of spirited action.

And this beauty is functional, as well as decorative. The tapering lines of the rear conceal a trunk of great luggage capacity and convenience. This trunk carries the spare tyre and tools, too. . . .

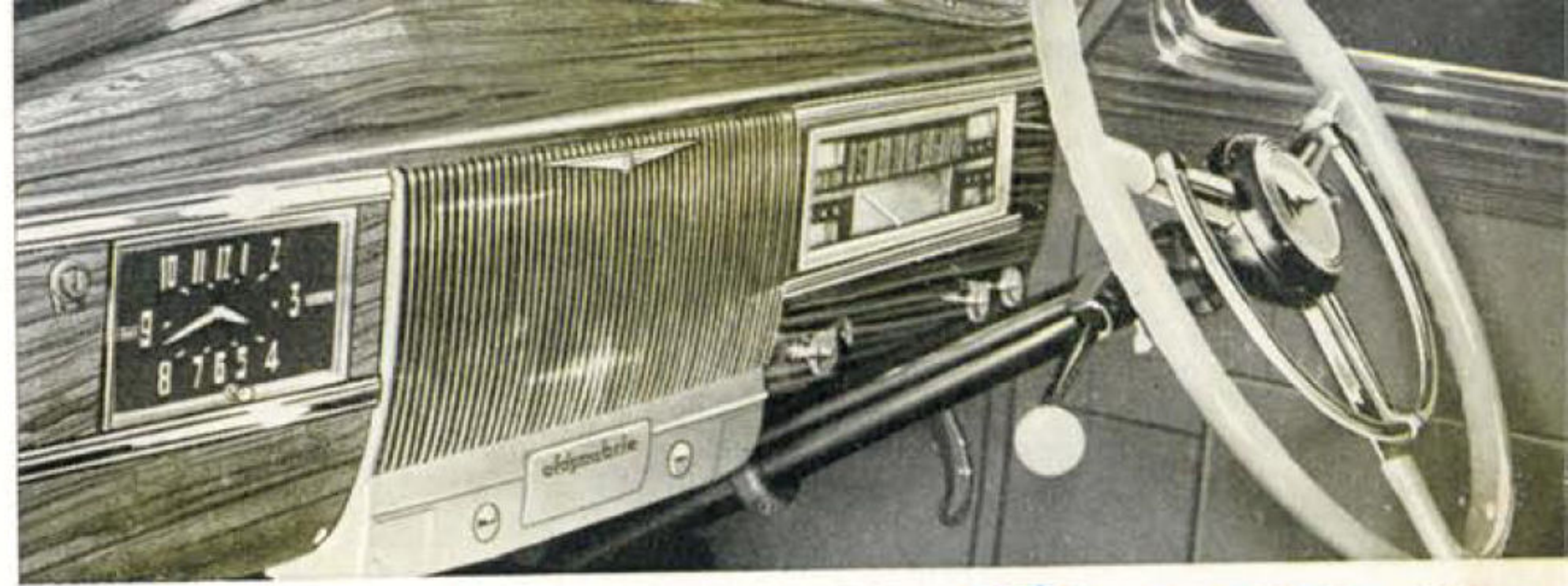
The door handles are massive, beautifully moulded, hug the waistline in a flowing curve that presents no sharp projections (beautiful, and designed for third-party safety). . . .

The dash, besides being beautiful, is smoothly curved, with no projections (for safety). . . .

The instruments are grouped where they fall directly under your eye through the steering wheel. . . .

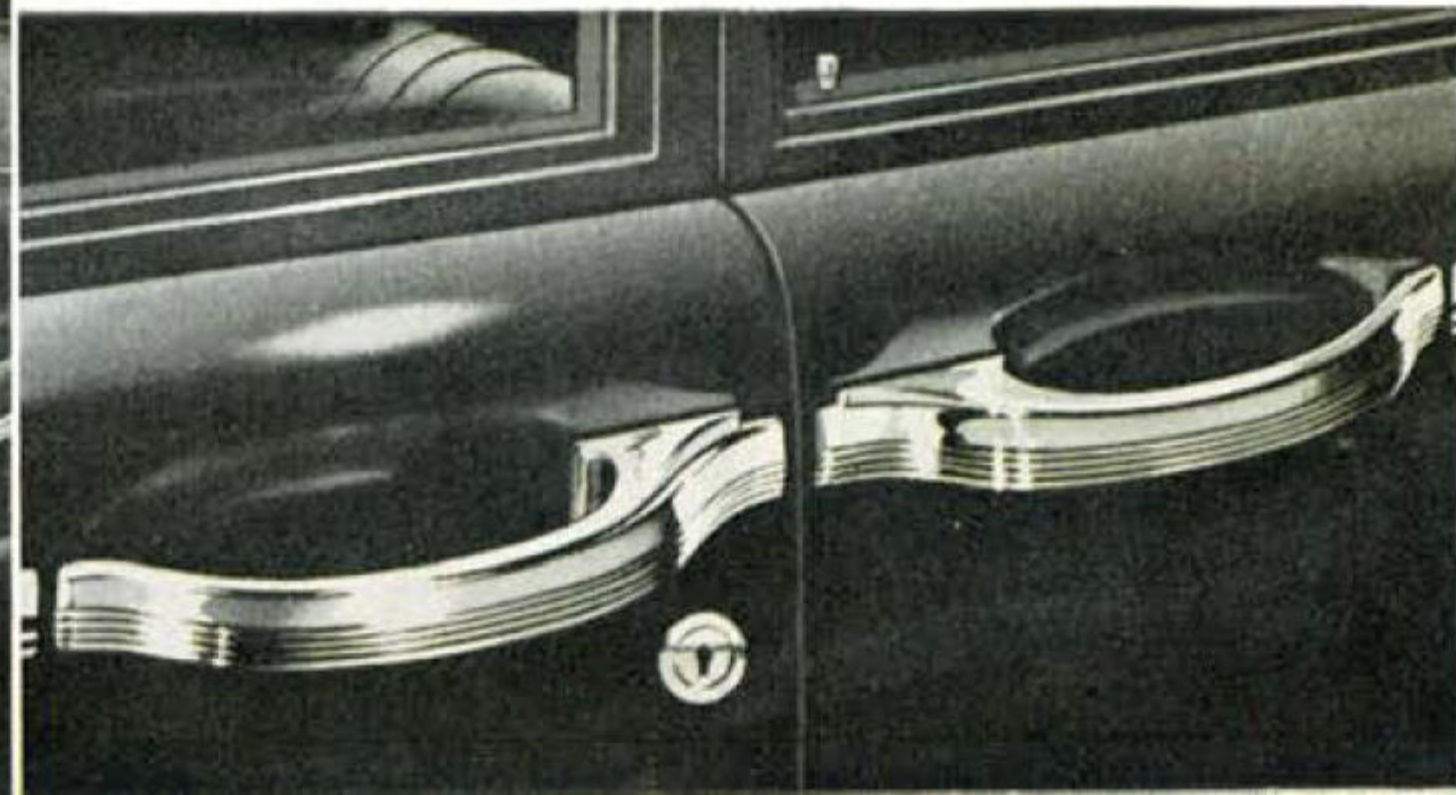
The clock (standard fitting) is beautiful and useful. Behind it is a large glove box. . . . There is an ash tray in the front compartment, two ash trays in the rear fitted into the arm rests.

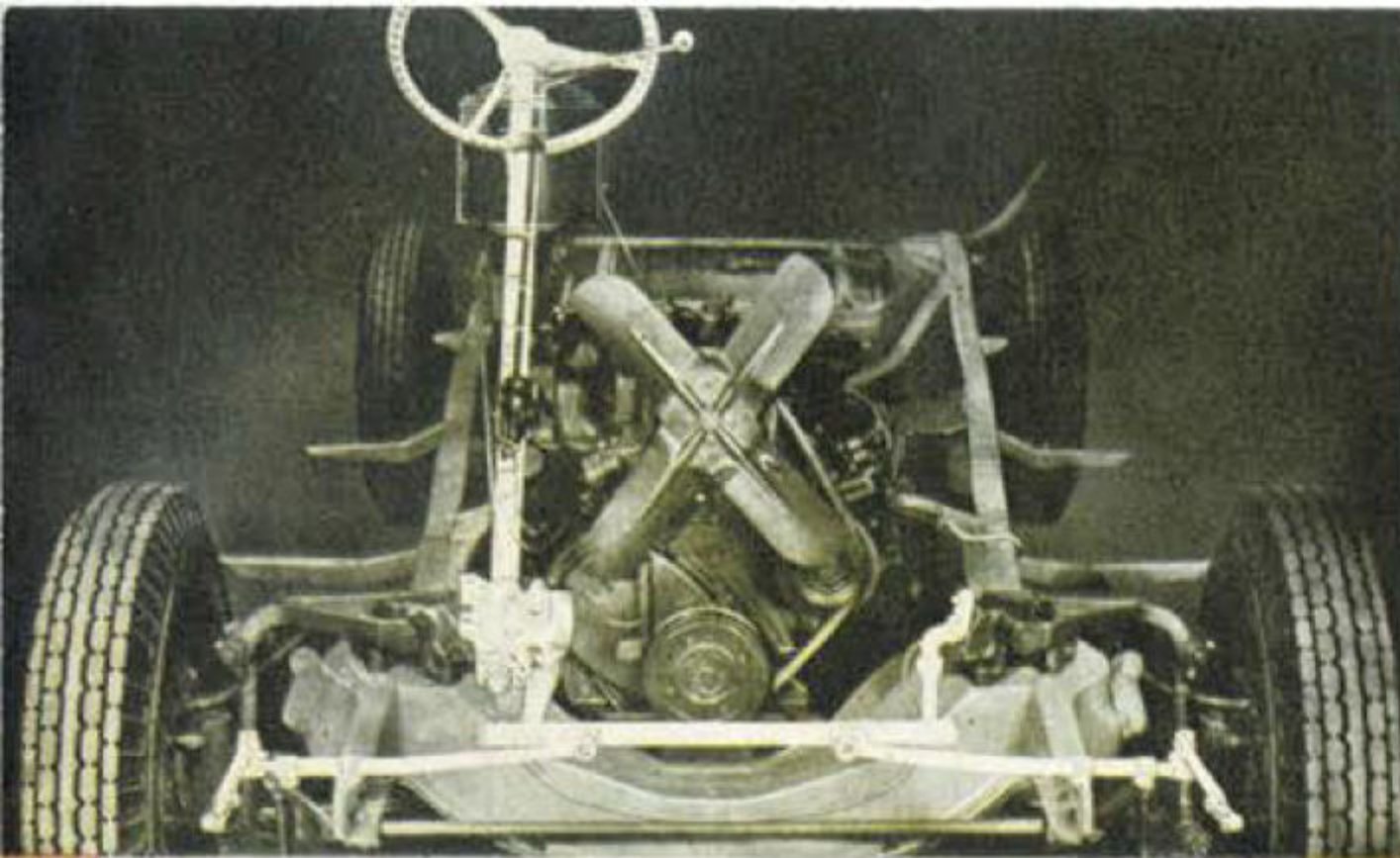
Wherever your eye rests you find beauty that will make a marked impression on everyone who sees it. . . .



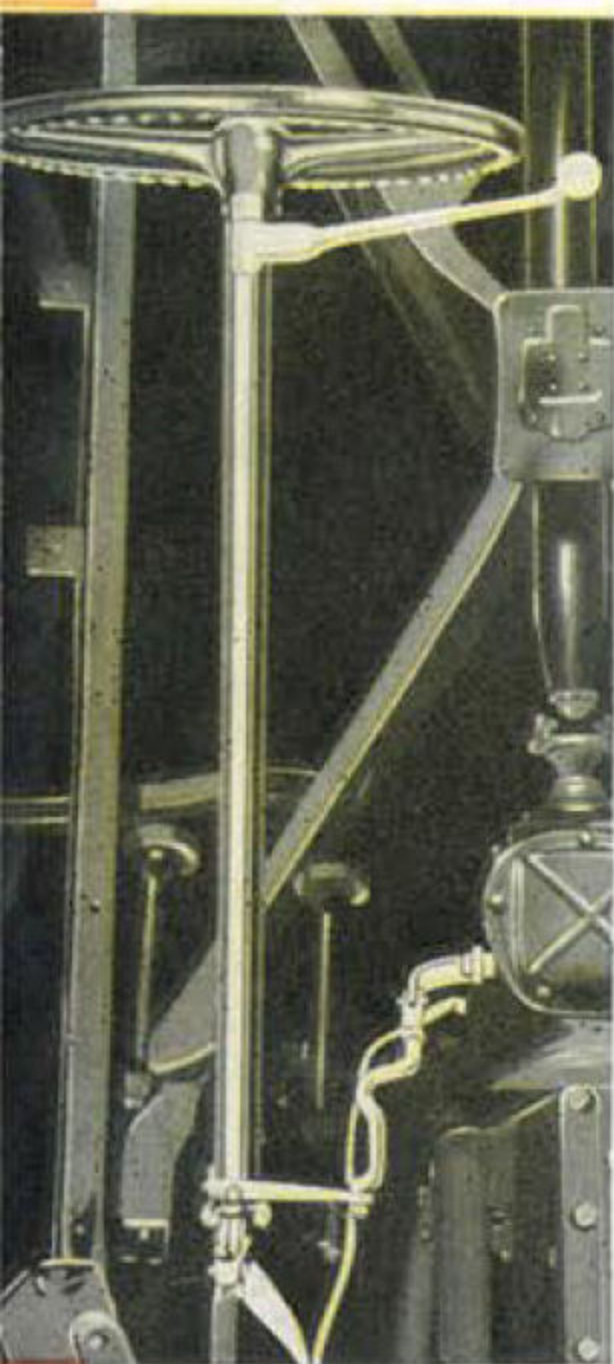
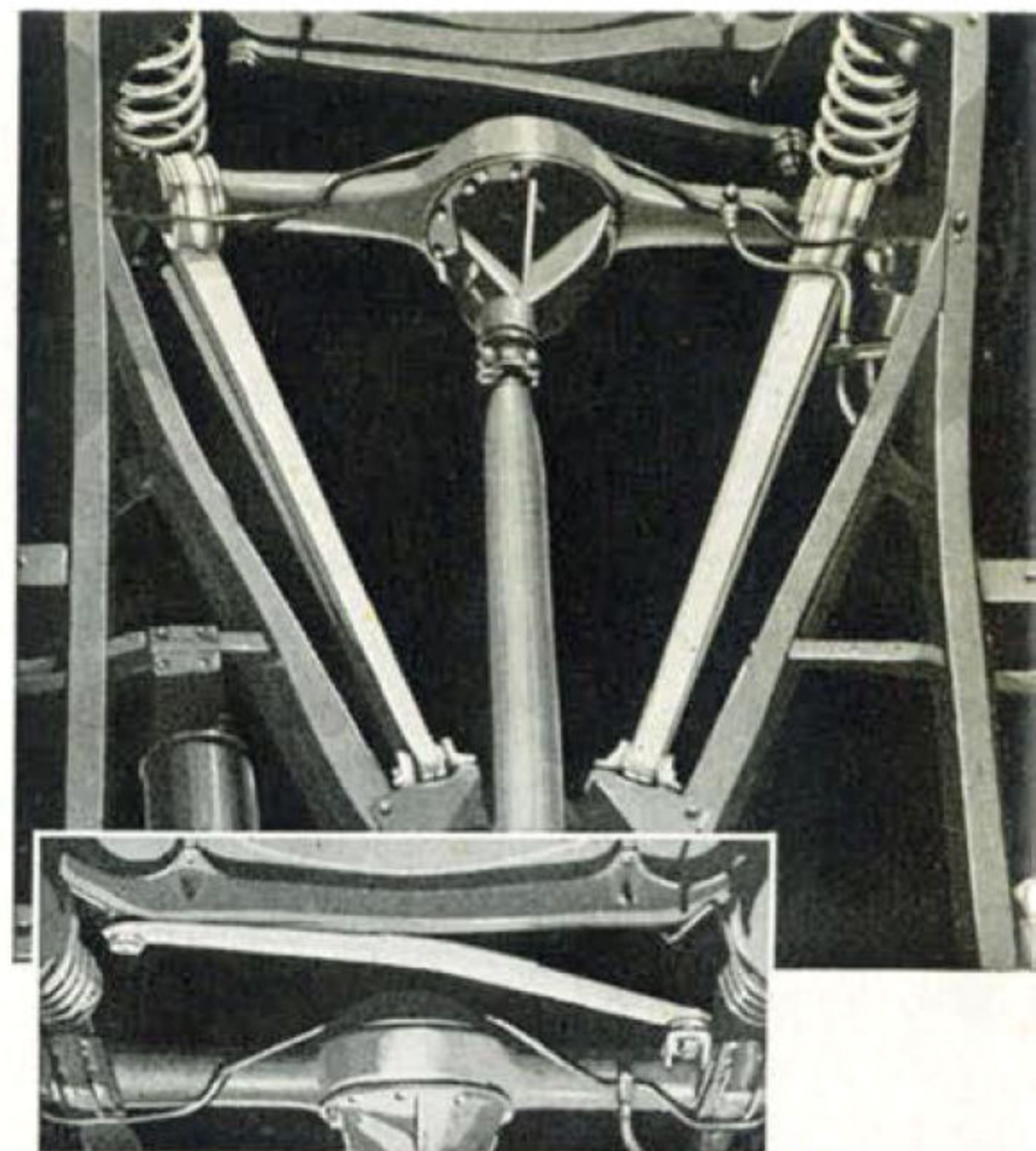
Details: When the door-locking stops are pressed down, the handles both inside and outside "free-wheel," the doors cannot be opened by forcing the outside handles, or accidentally when children are playing about inside. . . . The "alligator bonnet" latch is controlled from the dash—the engine cannot be tampered with in your absence. . . . The parking lamps are rectangular, beneath the headlamps. . . .

The kind of
STYLING
that you desire





The kind of
HANDLING
 that you desire

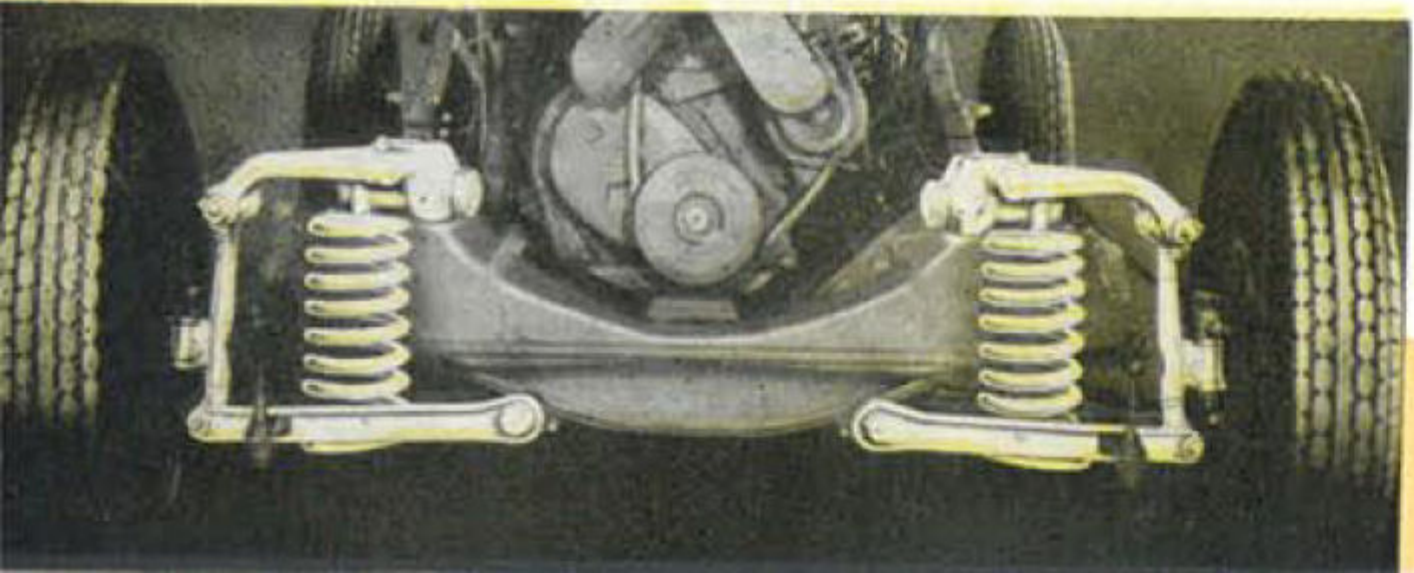


YOU will fall in love with Oldsmobile at first sight. When you take it on the road you will fall in love in real earnest.

Oldsmobile behaves like a dream. The controls are so gentle, the engine is hushed, vibrationless, a whispering, economical whirlwind—the way the car takes “rough stuff” must be experienced to be believed.

For every one of the “differences” you find in Oldsmobile there is a reason. The fact that Oldsmobile rides wonderfully over rough going has a profound influence on the life of the car, your enjoyment when driving, and your passengers’ restfulness and comfort. What are the causes of this famous “Rhythmic Ride,” exclusive to Oldsmobile . . . ? Let us take some of them one by one.

ILLUSTRATIONS:
 Dual centre-control steering — handshift gear control — independent front wheel suspension.



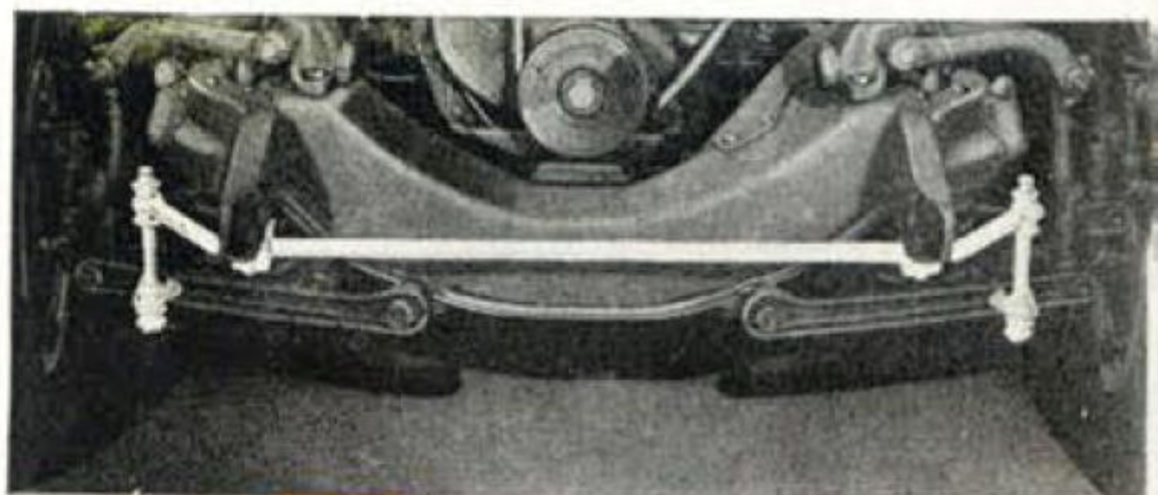
Oldsmobile steers with imperturbable balance, requiring no effort, and never—under the worst road conditions—“fighting,” for the “steering geometry” is perfectly balanced by dual centre-control design. The “60” has a 36 foot turning circle—the “70” turns in 37 feet—astonishingly “nimble.”

The Handshift Gear Control Lever on the steering column leaves the front compartment floor free from obstruction, makes it easy for the driver to get out on the safe side.

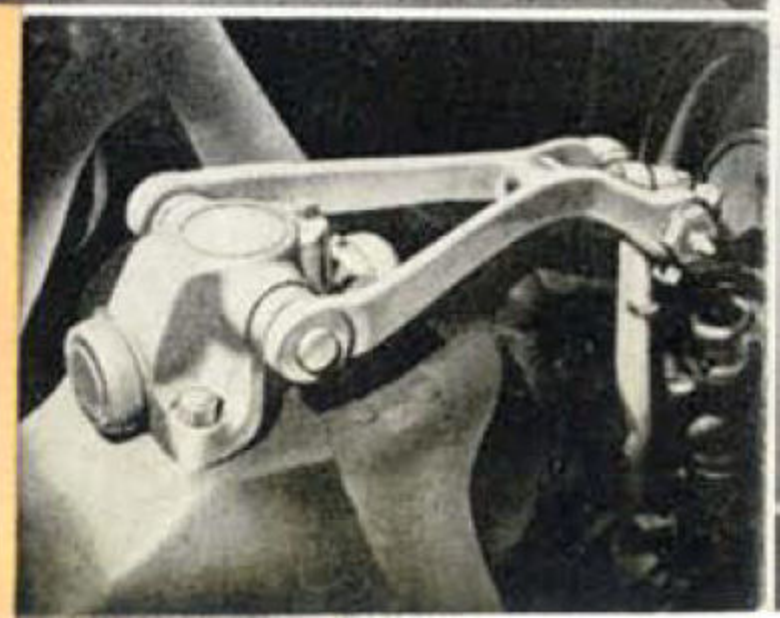
In the bottom left and top right-hand corners you see why the Oldsmobile is never affected by rough going. All four wheels are cushioned by coil springs. This feature is not provided in any other car except at a much higher price. It means, too, fewer points to be lubricated, less wear. Powerful double-acting hydraulic shock absorbers keep the body always steady.

You will be amazed the first time you experience it, by Oldsmobile’s

steadiness on curves, its freedom from swaying and lurching. This is because of the rear lateral stabilizer bar, anchored to the frame and rear axle—the front ride stabilizer—the two stabilizing arms from the rear axle to the frame—and the independent front wheel suspension—all illustrated on this page.

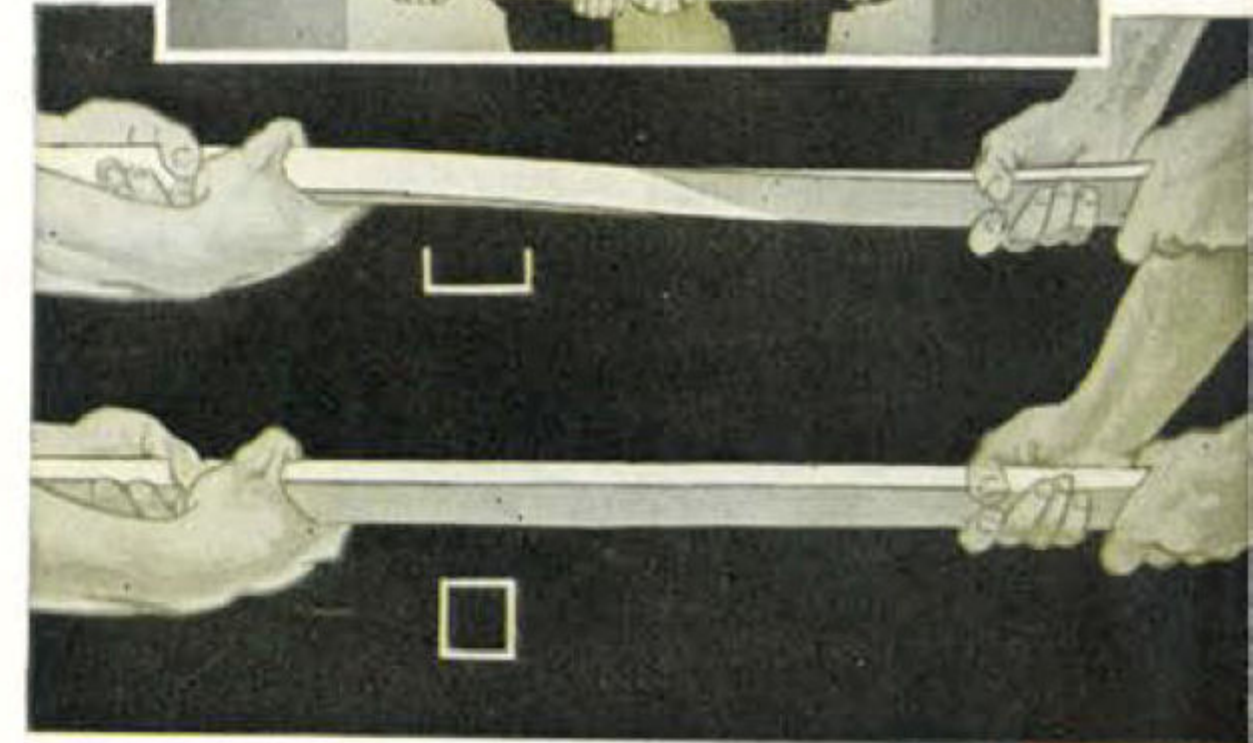
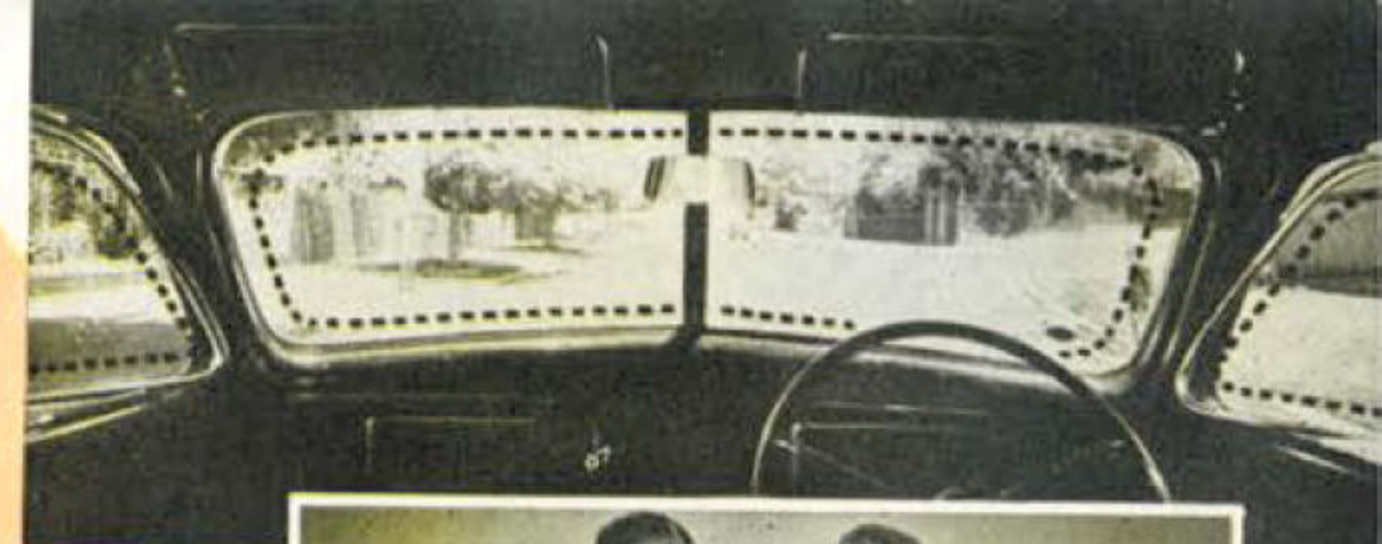


ILLUSTRATIONS: Rear stabilizing arms and coil springs — rear stabilizer bar — front stabilizer — shock absorber.





The kind of
SAFETY
 that you desire



ONE of the things you will want to investigate is the degree of safety built into your new car. Here Oldsmobile has much to tell.

Safety depends on many things, including how the engine responds to emergency demands, the ease of changing down at speed as well as changing up, and steadiness under all road conditions. These topics are adequately dealt with in other pages.

Oldsmobile's brakes are super hydraulic. And self-energising. A gentle pressure on the brake pedal exerts the power of a giant. If you are gliding along at full speed and want to stop with utmost quickness—a gentle pressure does it—Oldsmobile stops in a dead-straight line, easily, sweetly. The handbrake is under the dash, for strongest leverage—and operates mechanically, on the rear brake drums, so you have in effect two different powerful braking systems.

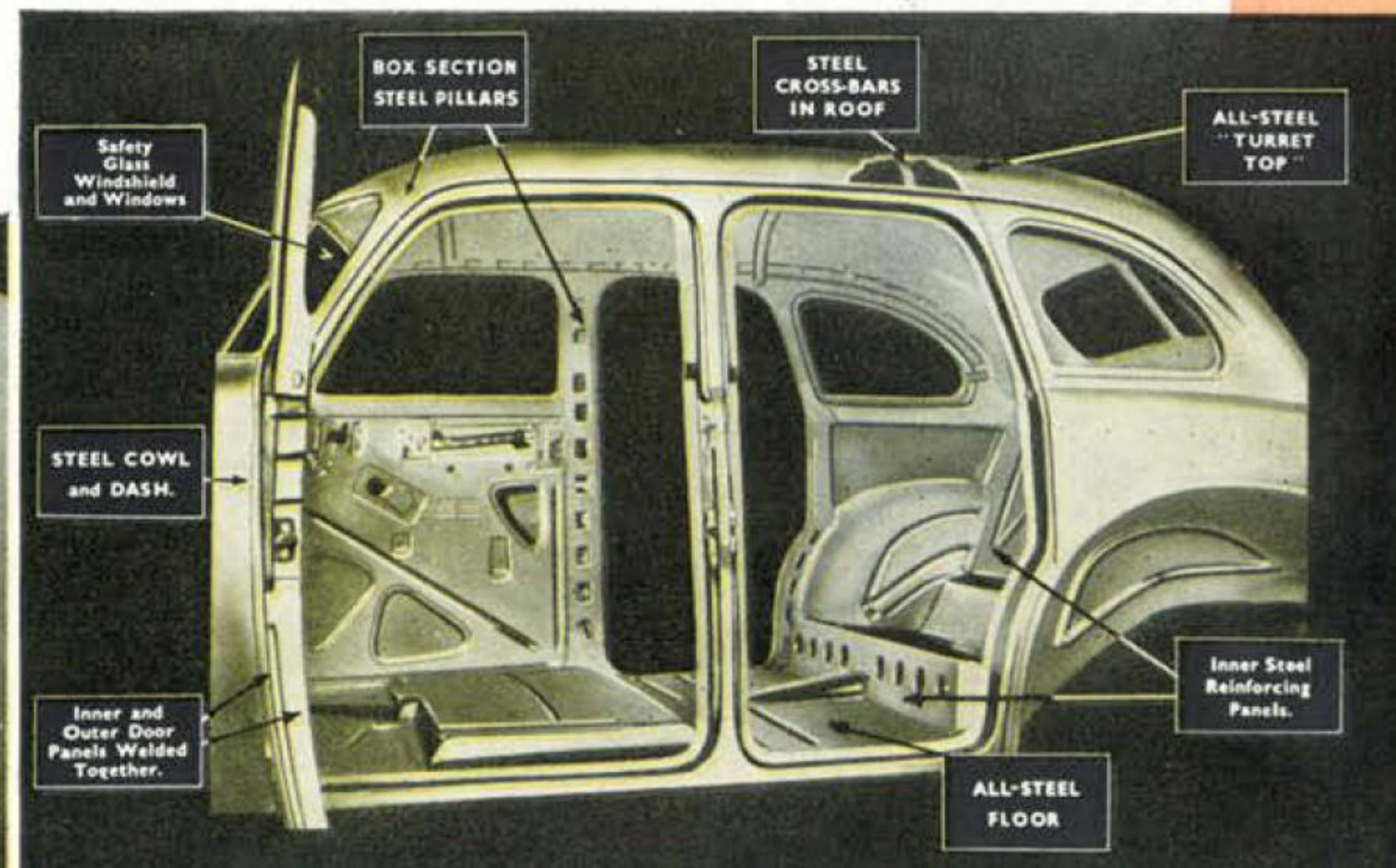
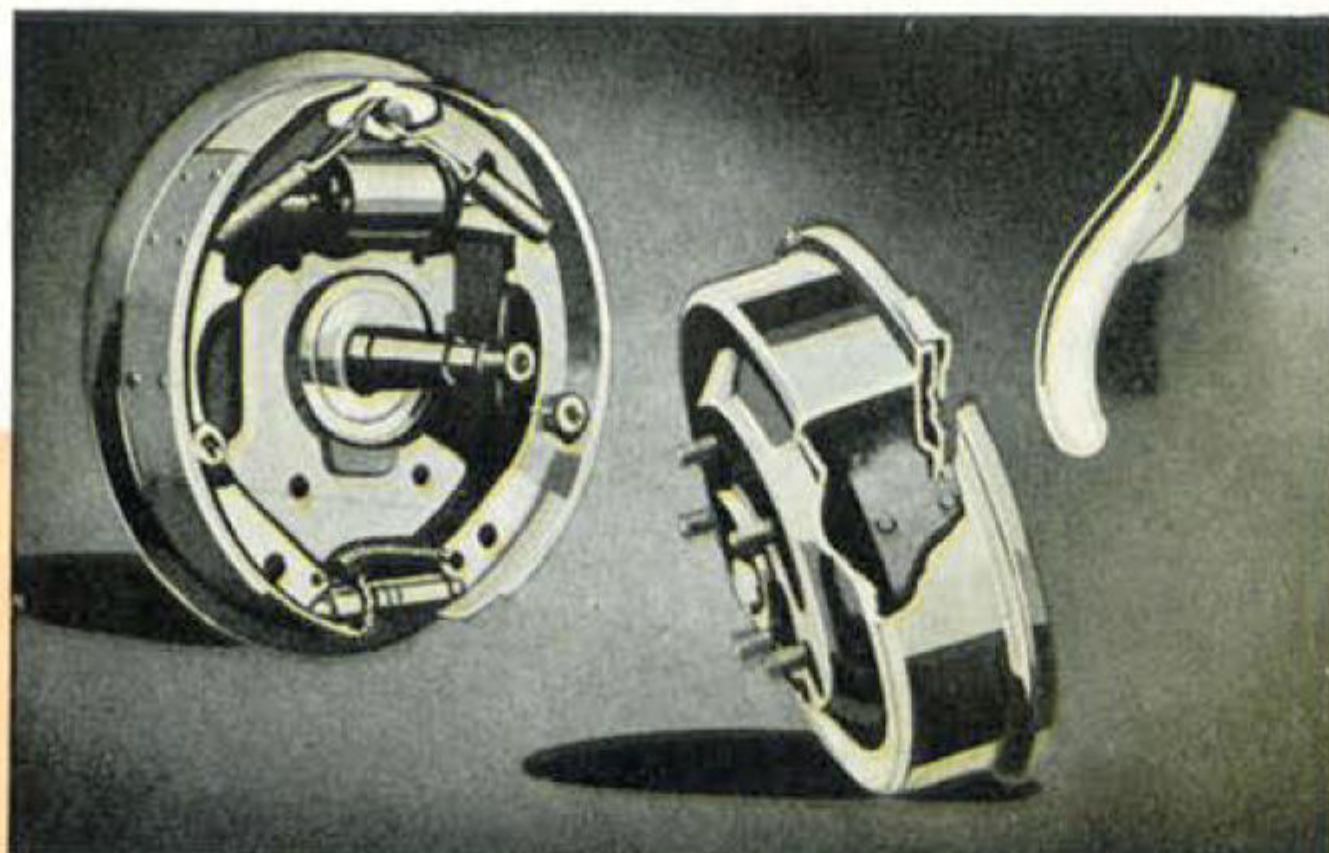
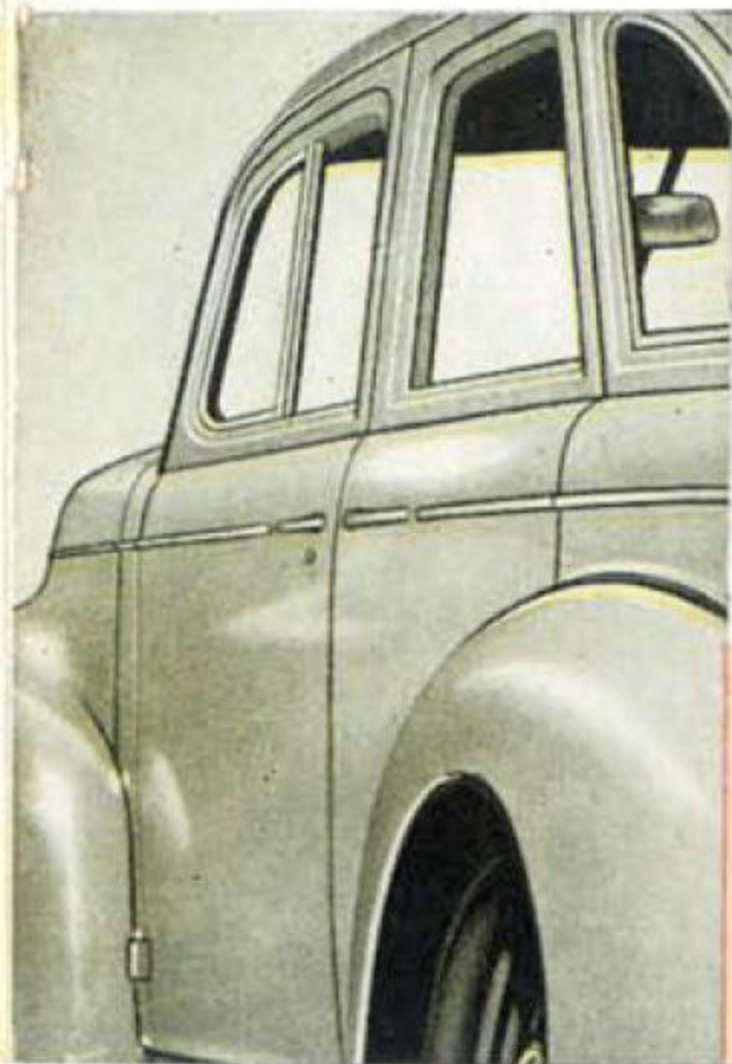
The body construction—Unisteel Turret Top Body by Holden—has the safety of a coat of armour. The frame-work is of box-section construction, the closing-in of the fourth side of the "U" giving enormously increased resistance to twist or distortion, and at the same time permitting the width of the section to be decreased in order to attain enhanced vision. Built on this framework are solid steel body panels, pressed in the minimum number of units. The Holden thousand ton press, in which certain of the panels

are made, is the largest of its kind in the Southern Hemisphere. The panels are welded into one solid assembly above, below, front, rear, and at both sides—strongest, safest body in the world, insulated against sound and temperature changes, completely sealed against fumes and dust.

The V-windshield and side windows have safety glass, tremendously resistant to fracture, and safe if fractured, for it disintegrates into harmless, blunt-edged particles. The second illustration on the right gives some idea of the strength of this glass. Oldsmobile vision gives all-seeing safety. The windscreen is deep, and the immensely strong pillars are narrow. The side of the car is free from projections that could injure third parties. All the hinges (except on the lower front door) are concealed. Safety for you—and safety for others.

Oldsmobile's headlamps are approximately 50 per cent. more efficient than ever before.

ILLUSTRATIONS (reading from top): Increased vision—the strength of safety glass—strength of box-section construction as against "U" construction—body construction—brakes, and hand brake—concealed hinges.




- Safety Glass Windshield and Windows
- BOX SECTION STEEL PILLARS
- STEEL CROSS-BARS IN ROOF
- ALL-STEEL "TURRET TOP"
- STEEL COWL and DASH
- Inner and Outer Door Panels Welded Together
- Inner Steel Reinforcing Panels
- ALL-STEEL FLOOR



The kind of **SEDAN** that you desire

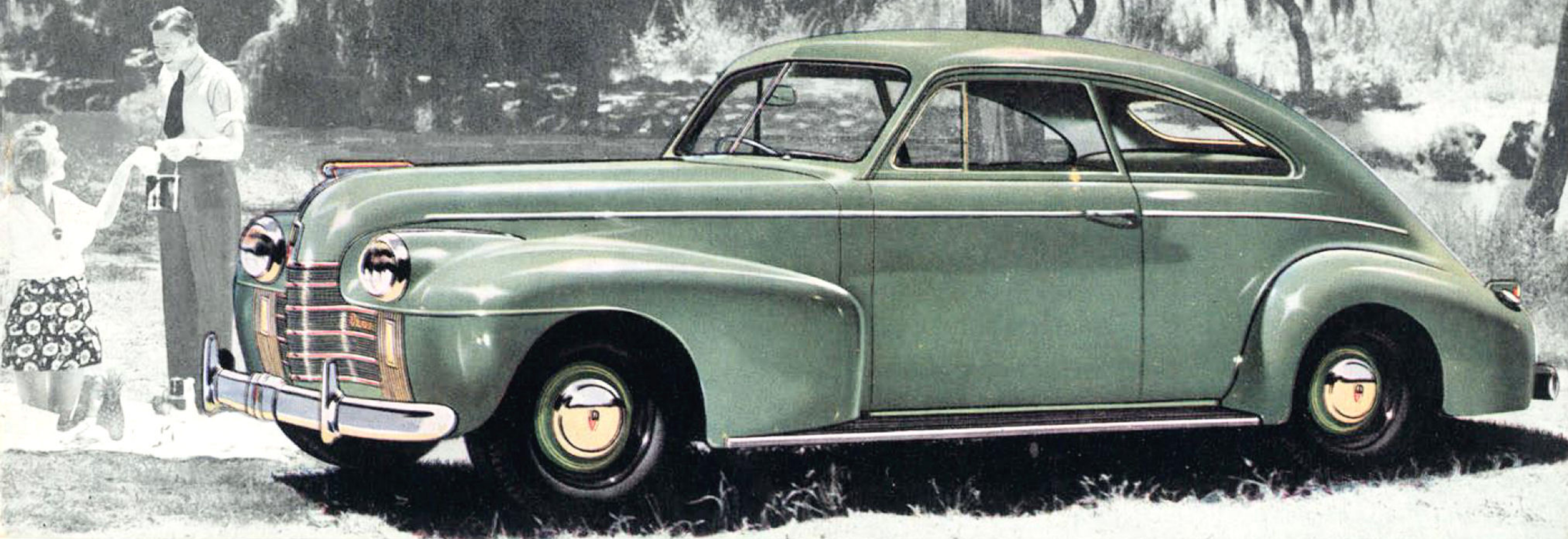
All your dreams of what a car should be come true in the Oldsmobile '60' Sedan, 116" wheelbase. Beauty that's breath-taking, sleekly flowing lines, quality appointments. Its beauty, performance, and serviceability are far beyond what is expected in this price class

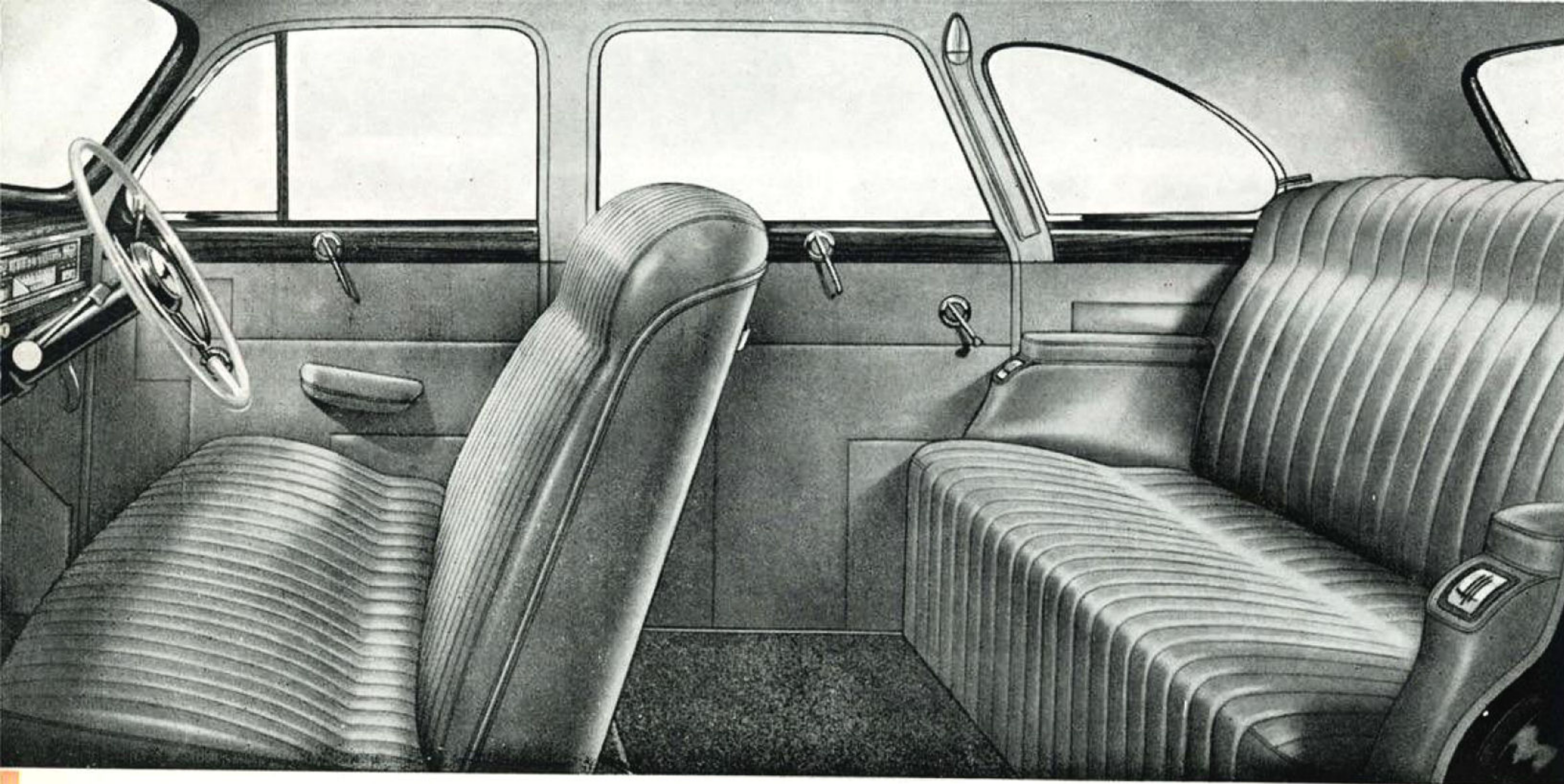




**The kind of
COUPE that you desire**

The "60" Coupe is ideal for those who desire a car adaptable for three passengers and an enormous quantity of luggage — or six passengers and casual luggage. The rear compartment seats three — but the entire rear seating folds away to leave a luggage compartment of phenomenal capacity.





PERHAPS comfort should have come earlier on the list. Oldsmobile cares as much—or more—for your comfort as you yourself. In big things and little things it studies you in every way.

Always a roomy car, Oldsmobile now is roomier than ever, wider in the body, giving greater leg-room, more head-room.

The leather is exceptionally soft, supple, good and durable. The springing conforms most restfully to your posture, is soft from the first, but the tension and

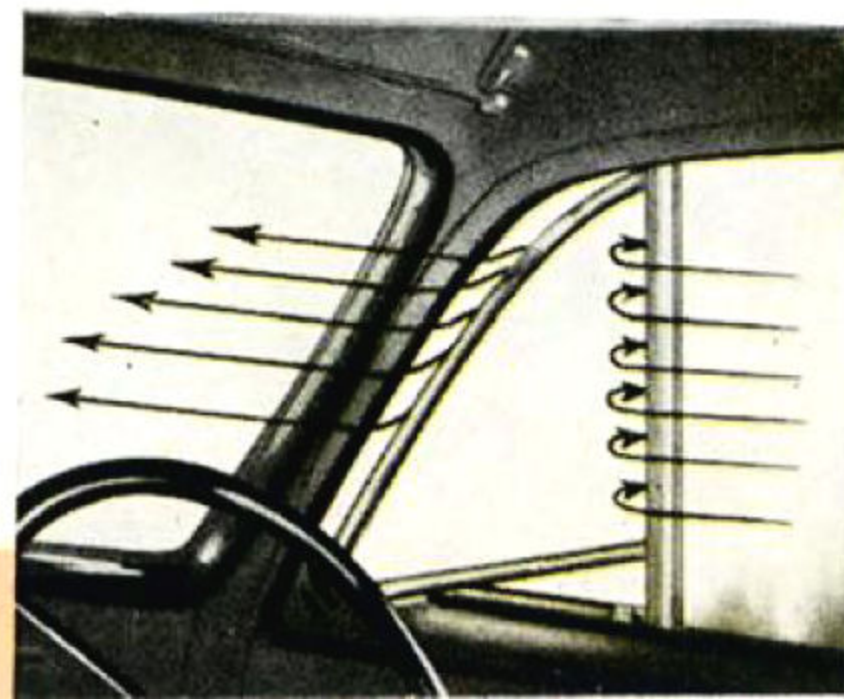
exceptional number of springs are such that the seats will not readily sag with age. Every spring is individually bagged, eliminating squeaks and rattles. The colours of upholstery, linings, plastic hardware fittings, floor coverings and mouldings, are subtly harmonious.

The driver's seat (diagram at bottom left) can be instantly ad-

justed backwards or forwards and also for tilt, giving change of position on long journeys. There are arm-rests on both sides, front and rear, and a centre arm-rest in the rear seat.

The no-draught ventilation panes (gear-controlled on front doors) never lose accurate adjustability, can be set in an instant to any position—from the gentlest induction of air to scooping in half a gale (refreshing when the temperature is in the hundreds!). Six people have not merely sitting room, but elbow room. The big sun visors adjust with a touch to shut out sun at front or sides—the left-hand visor carries a vanity mirror. The two windscreen wipers, electrically operated, are extremely quiet in operation, unusually efficient in screen cleansing capacity. There is a robe strap behind the front seat, assist loops by the rear pillars, foot-rests in the Sedans.

This comfort befits social occasions and is deeply satisfying on roving holidays.

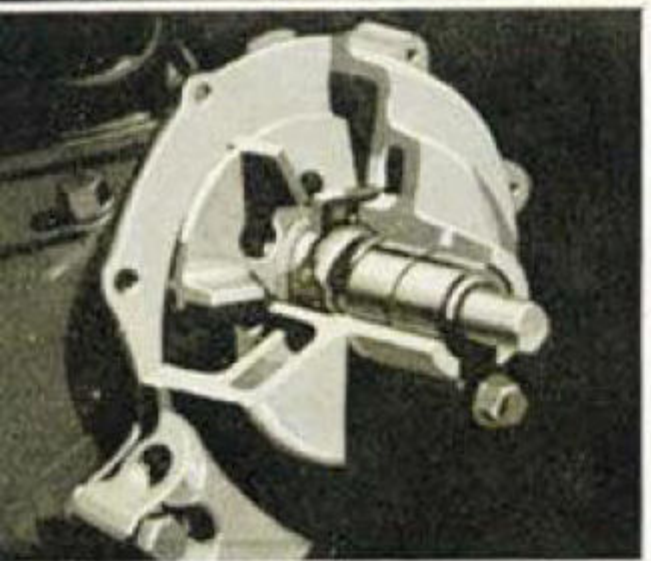


The kind of
COMFORT
 that you desire

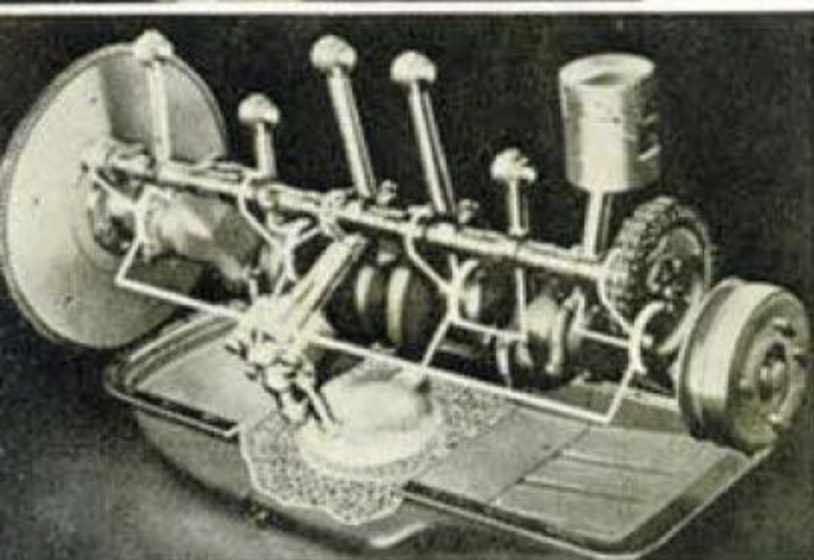


NOW is the time to concern yourself with details under the bonnet, for the fool-proofness of the engine will govern the ultimate value of your new car in many ways. Oldsmobile have been making good cars longer than almost anyone else in the industry. That fact is reflected in every aspect of to-day's Oldsmobile engine.

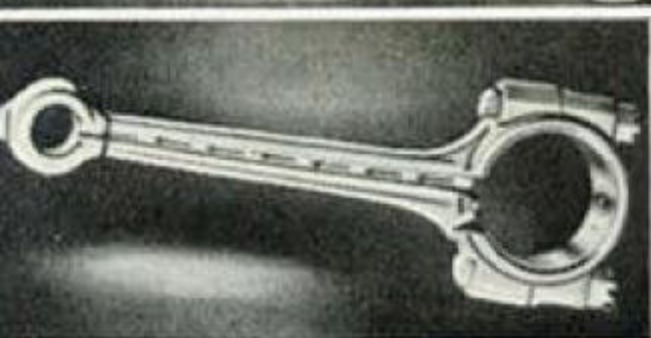
The performance of the engine, its acceleration in all gears, its silence and freedom from vibration, are remarkable. Without sacrificing performance, special attention has been paid to achieving economy of petrol and oil consumption and economy of upkeep.



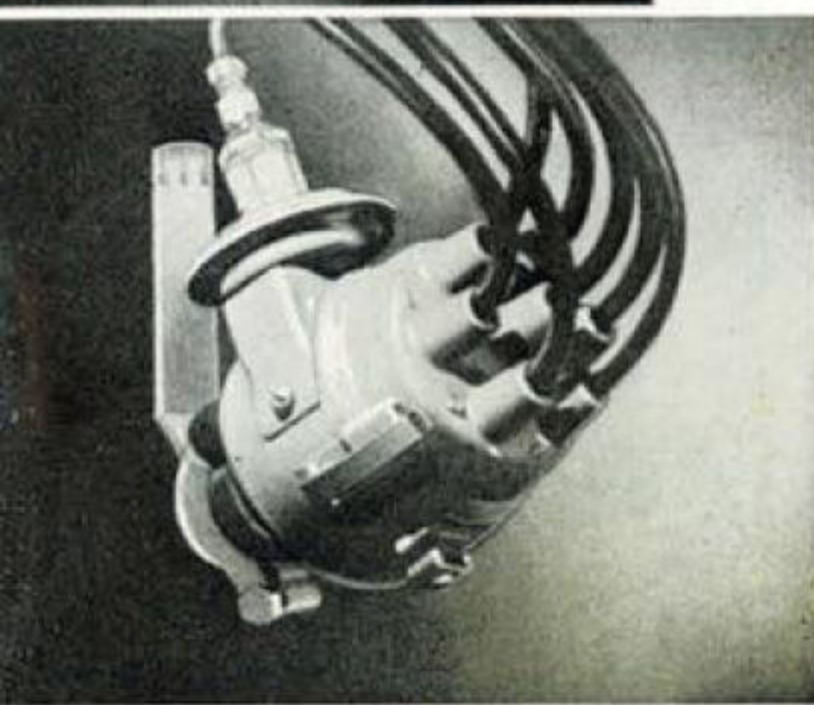
Every cylinder (upper left picture) is completely surrounded by water the entire length of the barrel, thereby reducing cylinder wear to a minimum, ensuring a cooler engine, and full power development for many extra thousands of miles.



The heavy-duty, leak-proof water pump (second picture on the left) circulates water at the remarkable rate of 55 gallons a minute.

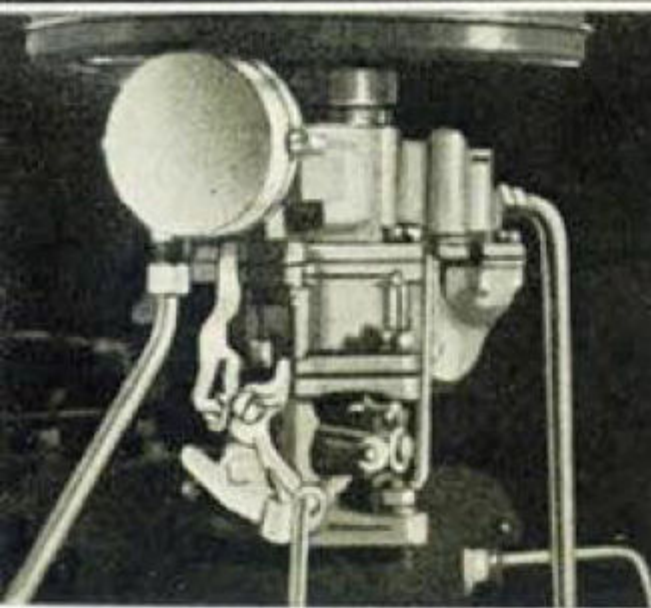


The lubrication system is 100 per cent. full pressure. A large pump forces the oil through drilled passages to all crankshaft, camshaft and connecting rod bearings, piston pins and cylinder walls. The valve mechanism is positively lubricated.



The connecting rods (left) are rifle-drilled through their entire length to carry oil under pressure to piston pins and lubricate cylinder walls.

Octane selector and vacuum fuel saver (left). The octane selector can be immediately adjusted to derive from any grade of fuel its maximum efficiency, economy, and freedom from knock. The vacuum fuel saver, automatically regulating the spark advance, ensures utmost economy at all engine speeds.

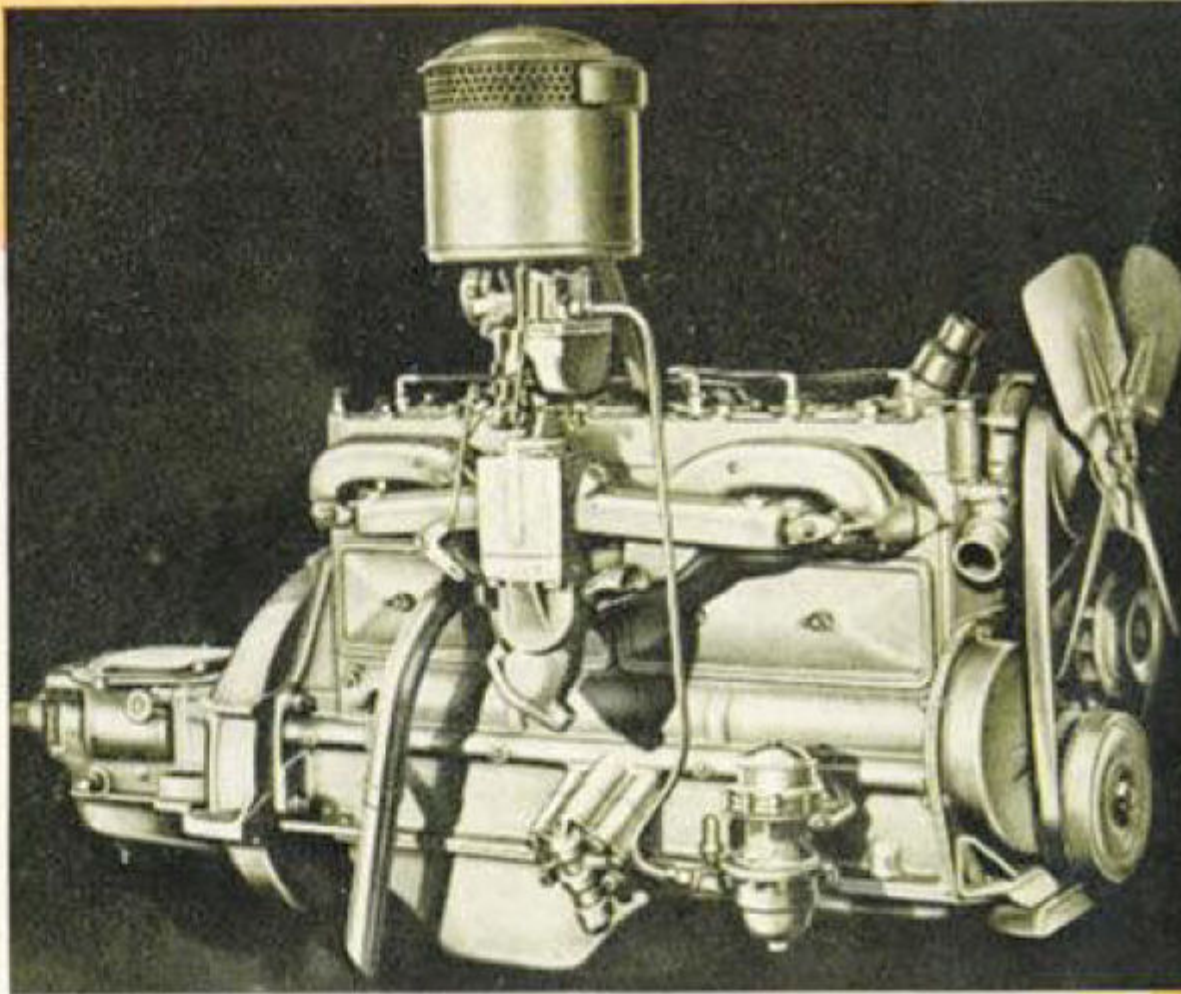
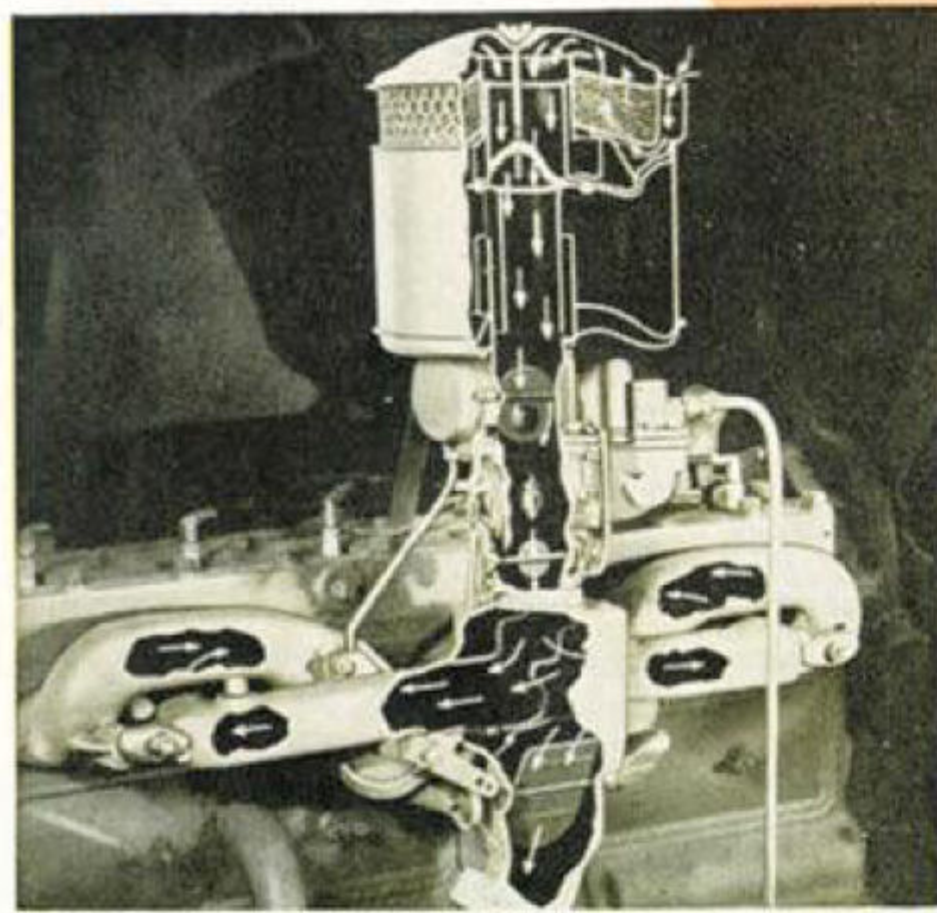


The automatic choke control (left) eliminates over-choking and under-choking, delivers the proper mixture for smoothness and efficiency at all temperatures.



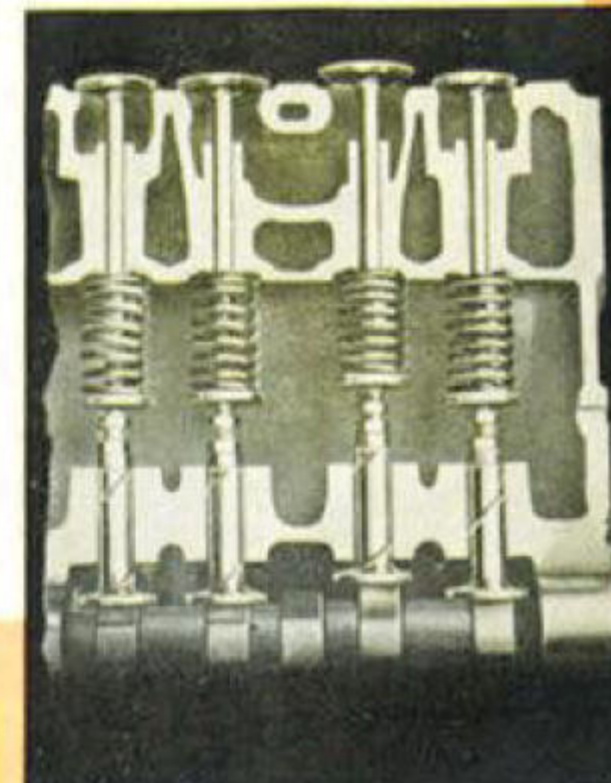
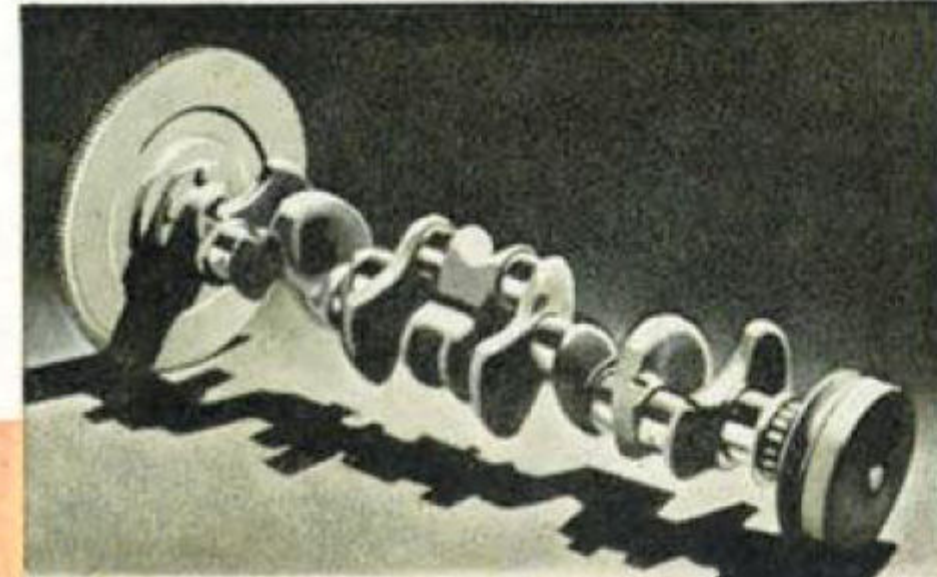
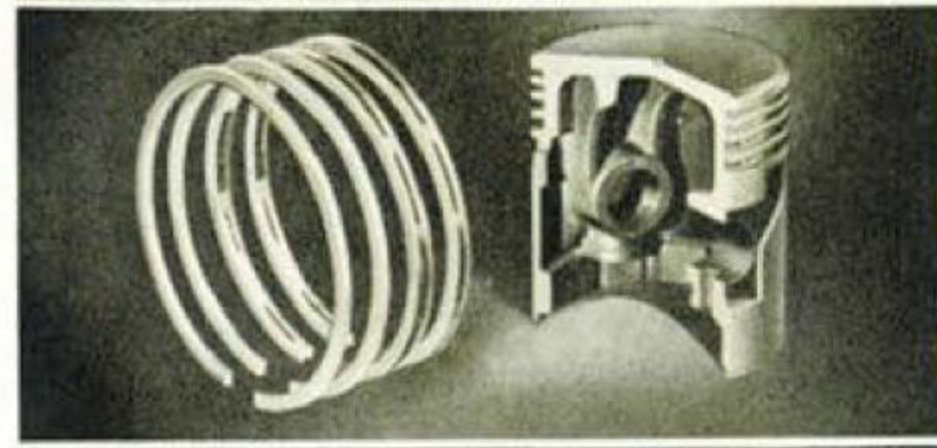
The kind of
FOOL-PROOF
ENGINE


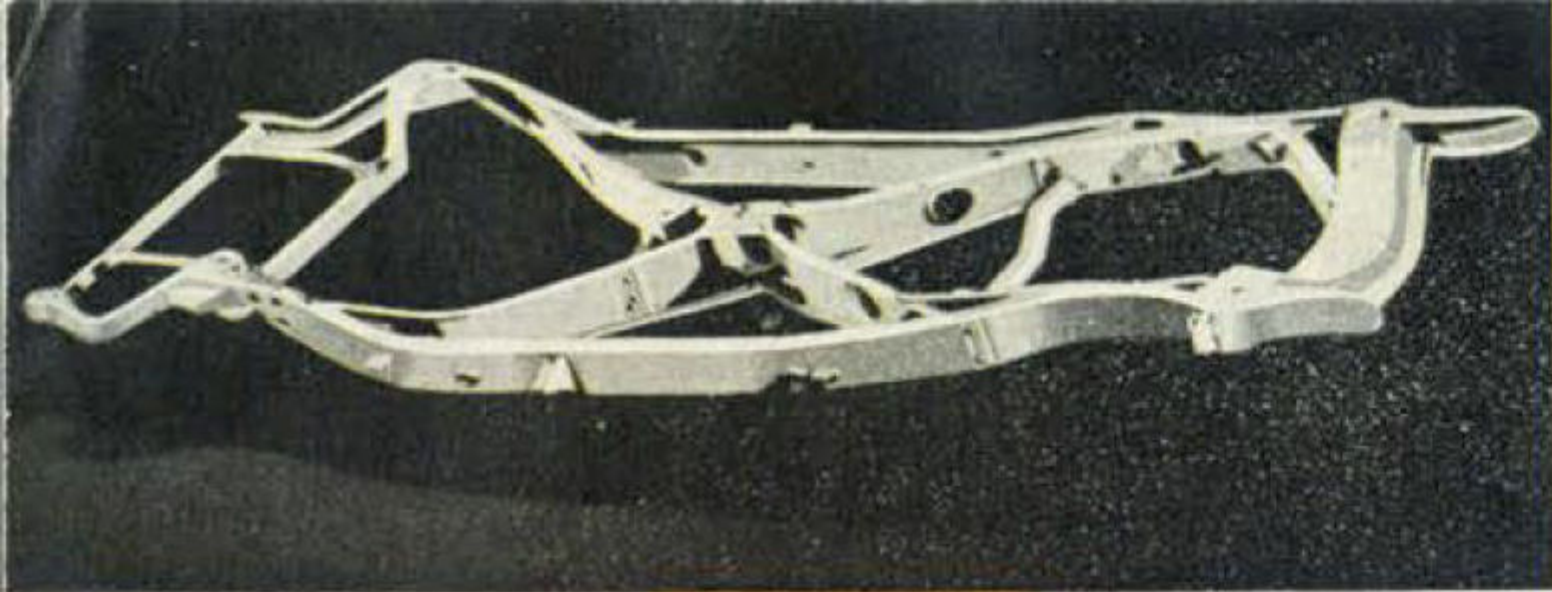
that you desire



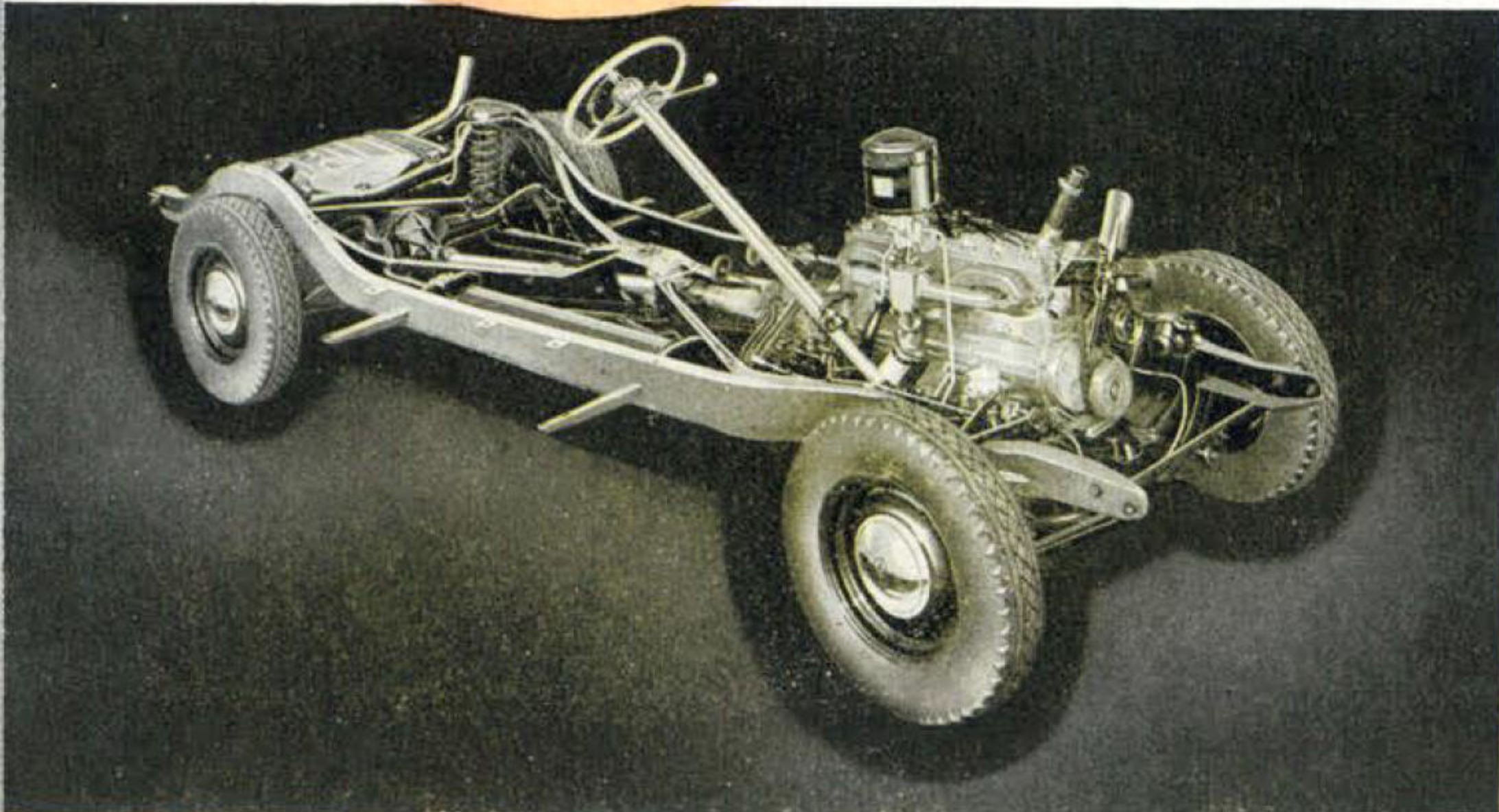
Down-draught carburettion (left) contributes to economy. Note also vertical type air cleaner, and latest-design air intake silencer. Electro-hardened aluminium pistons, with four piston rings, light in weight and wear-resistant, give flashing performance, extra economy, long life. The counter-weighted and balanced crankshaft is in perfect equilibrium at rest and in motion. A vibration damper neutralises vibration.

In Oldsmobile's unusually quiet and efficient valve mechanism, valve guides are extra long, exhaust valves are forged from special heat resisting steel.





**-and the kind of
LONG-LIFE
CONSTRUCTION
that you desire**



HOUSE is no stronger than its foundations, and the same is true of a car—before you are finally satisfied, you should check what your new car's construction is like down where the hardest part of its work takes place.

Here Oldsmobile reveals the result of traditions that have been producing good cars for 43 years.

The frame is heavy and rigid to ensure maximum durability, and freedom from squeaks and rattles.

The heavy X-member, important secret of strength, is riveted to the sturdy side rails. Diagonal corner braces augment the strength of the frame.

The self-starter is of positive shift design. The starter-gear meshes with the flywheel-gear before the starter begins to turn, preventing sticking or jumping of the starter, or burring of the gears.

The synchro-mesh gear box is silent in all gears, and changing is clashless. The two gears that are to engage are automatically brought to the same speed before the shift is completed. Shifting, up or down, is easy, quick, quiet at all speeds. Thus, too, the gears are protected against chipping and burring.

Oldsmobile's clutch is of simple, rugged, single plate dry disc type, notable for smooth, easy action. The clutch facing is wound in a continuous spiral, giving faultless, longest wear.

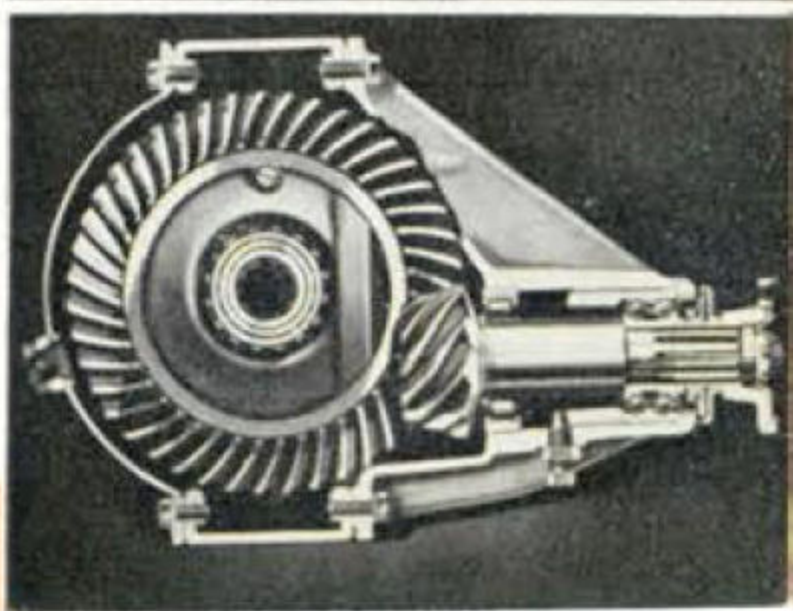
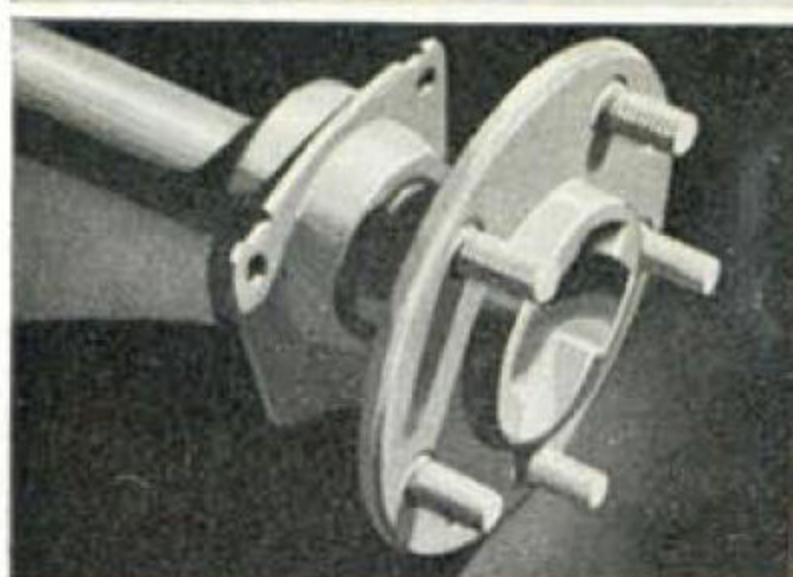
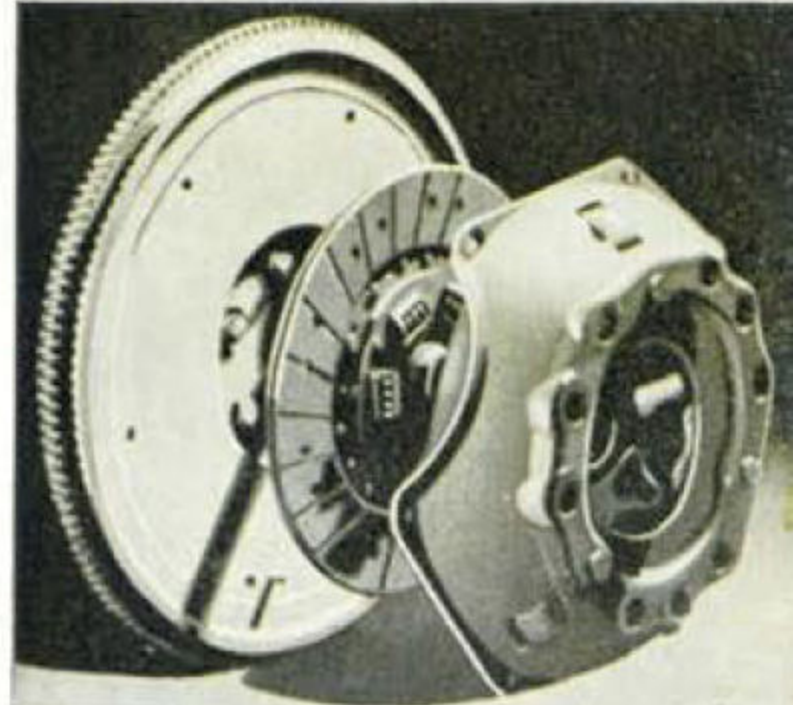
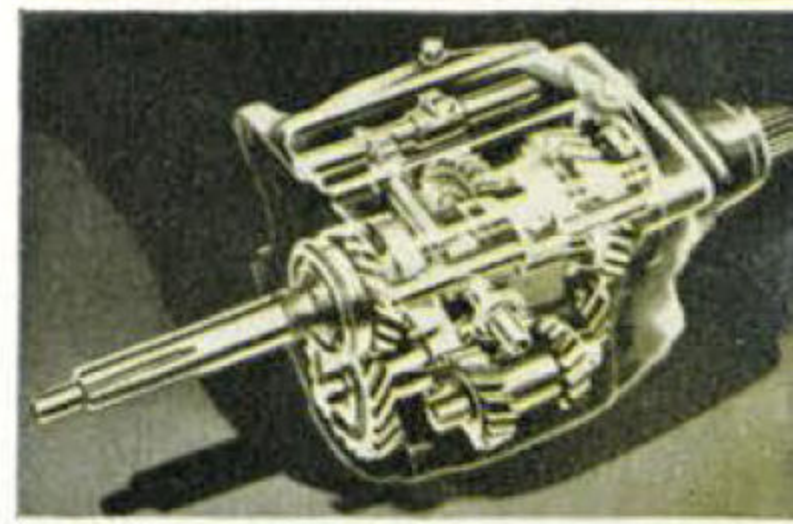
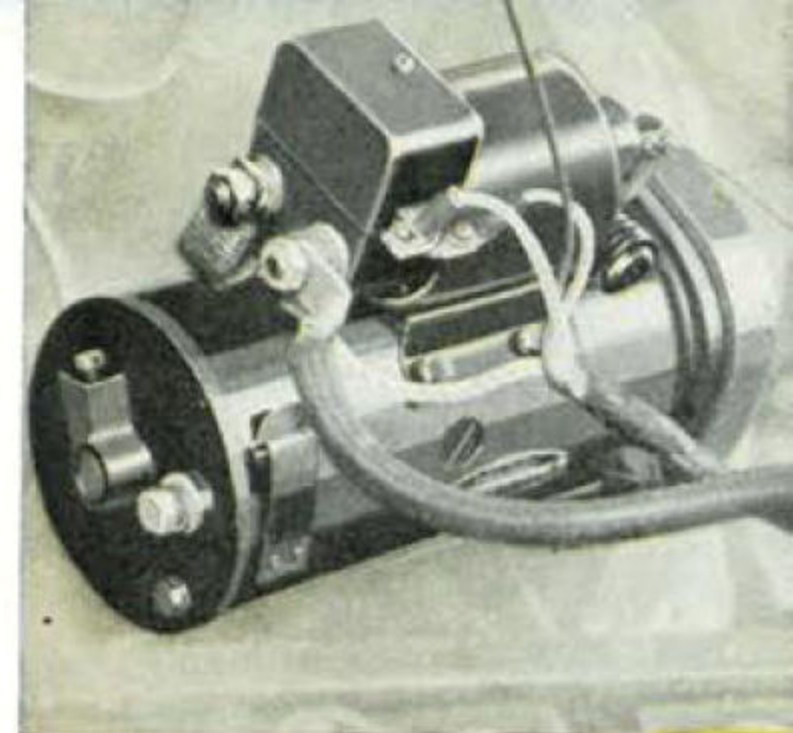
The rear axle shaft is of integral flange type, to assure greatest strength and safety. The wheels bolt directly to the axle shaft at five points.

The Hypoid rear axle, with seven anti-friction bearings, is of great strength and efficiency. . . .

Down to the last detail Oldsmobile is built to serve you very long, very faithfully. . . .

*ILLUSTRATIONS AT RIGHT:
Self-starter—synchro-mesh gears—
clutch—axle flange—hypoid rear
axle.*

*AT LEFT: Oldsmobile's rugged
frame and chassis.*



Invitation to **RIDE**



In the final analysis you cannot compare cars by comparing words, but by comparing deeds.

Oldsmobile challenges any car to a comparison of deeds.

Come and drive an Oldsmobile. Bring your wife or a friend to give a "passenger's eye" report on things from the rear seat. The pleasure of your passengers has a bearing on your pleasure, too.

Come, take the wheel of an Oldsmobile, map out a course worthy of this remarkable car—a course that will include a patch of the worst road conditions you know.

Your Oldsmobile dealer will be happy to make any time that suits your convenience. Come prepared for the motoring thrill of a lifetime.

That is what Oldsmobile, the car with the differences that you desire, is saving up for you. . . .

To make Oldsmobile
"pleasure perfect"...



'AIR CHIEF' CAR RADIO

Add the pleasure you get driving Oldsmobile to the pleasure provided by an "Air Chief" Car Radio and you have pleasure at its best. Entertainment wherever you are—at picnics, long trips, short trips or business trips — entertainment from Australia's finest car radio.

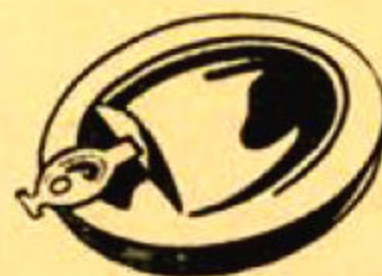
"Air Chief" gives you tonal qualities, from the highest treble to the lowest bass, equal to the best console home model.

Specially designed controls to harmonise with Oldsmobile's handsome instrument panel, are an exclusive "Air Chief" feature.

Ask your dealer to demonstrate "Air Chief's" superior performance.

NASCO ACCESSORIES

Your new Oldsmobile is delivered to you complete with many refinements, which until recently were sold only as extras. But, to satisfy the individual requirements of owners, there are a number of additional items available. For both the Series "60" and "70" the following may be obtained:—



GASLOK CAP

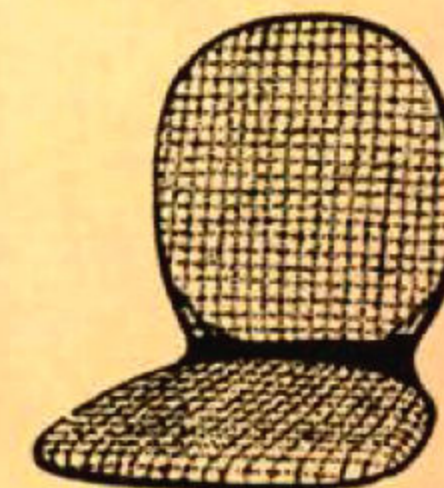


ILLUMINATED VISOR
VANITY MIRROR

Wheel Discs, Gaslok Cap, Exhaust Extension, Fender Markers, Fog Lamp, Seat Pad, Auto Compass, Cool Cushion, Fender Streamliners, Automatic Tyre Inflator, Twin Cushions, Inspection Lamp. And these special preparations to keep the car spic and span always. NASCO Duco Cleaner and Polish, NASCO Leather Cleaner and Preservative, G.M. Chromium Cleaner and Polish, G.M. Cellufoil.

For the Series "60"—

De Luxe Steering Wheel, Wheel Mouldings.



COOL CUSHION

Desirable **SERVICE**

A thorough service policy and organization serve you as soon as you own an Oldsmobile. The Oldsmobile Owner Service Policy entitles you to two thorough inspections and adjustments without charge, and protects you for 90 days or 3,000 miles, whichever expires the sooner, against defects in workmanship and material. Wherever you travel in Australia you will find an authorised Oldsmobile dealer stocking genuine Oldsmobile spares, ready to render you complete service at all times.

A desirable Confidential Deferred Payment Plan

If you wish to finance your car out of current income, Oldsmobile dealers offer you the General Motors Confidential Payment Plan—a service of the General Motors Acceptance Corporation. This plan brings many valuable advantages, for the General Motors Acceptance Corporation is in a position to finance the purchase of Oldsmobile cars on the most favourable, convenient and economical terms. Through the General Motors Confidential Payment Plan, purchasers receive the benefits of low rates and prompt, courteous treatment. Further, this plan makes it possible to enjoy the pleasure of Oldsmobile ownership with a moderate initial outlay and monthly payments to suit your purse.

SPECIFICATIONS

Series Sixty

WHEELBASE.—115 $\frac{3}{4}$ in. Turning circle, 36 ft. 1 in.
ENGINE.—Displacement, 229.7 cubic inches. Electro-hardened light weight pistons. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain and cylinder walls. Oil capacity, 8 pints.
FUEL AND COOLING SYSTEM.—Down-draught carburettion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof water pump. Cooling capacity, 15 quarts.
CLUTCH AND TRANSMISSION.—Single plate, 9 $\frac{1}{4}$ -inch, dry plate clutch. All-Silent synchro-mesh transmission with steering column control.
ELECTRICAL SYSTEM.—Under-bonnet battery, 15-plate, 6 volt with 115 ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. New design, more powerful super-beam headlights with foot selector switch.
SUSPENSION.—Quadri-Coil springing; independent front suspension; coil springs at rear. Four-way stabilization through dual stabilizing arms, front ride stabilizer, rear lateral stabilizer and double-action, hydraulic shock absorbers, front and rear.
FRAME.—Rigid-girder type, I-beam X-member construction.
STEERING.—Dual Centre-Control, with inner ends of equal length tie-rods located on centre line of front suspension pivot, providing perfect steering geometry. Worm and double roller design. Ratio, 19 to 1. Steering wheel diameter, 18 in.
BRAKES.—SUPER HYDRAULIC, self-energizing type. 11-inch drums with cast-iron braking surfaces. Completely sealed. Mechanical braking system on rear wheels. Brake lining area, 148 square inches.
TYRES.—Low-pressure, balloon tyres, 16 x 6.00 inches, mounted on safety steel wheels.
BODY TYPES.—Six-seater all-enclosed Coupe with exceptional luggage accommodation. Four-door Touring Sedan with built-in trunk.
EQUIPMENT.—Oldsmobile models are complete with the following equipment: Safety Glass Windscreen and all Side Windows; Relax-O-Form Leather Seating; Dual Sun Visors (Passenger's includes Vanity Mirror); Rear View Mirror; Dual Windshield Wipers; Instrument Cluster Unit contains Oil Pressure Gauge, Fuel Gauge, Motor Heat and Charging Indicators; Speedometer; Light Switch; Ash Tray; Ignition Switch; Instrument Panel indirectly lighted; Throttle Control; Windshield Wiper Control on Instrument Board; Parcel Compartment and Lock; Cigar Lighter; Horn Control (Steering Wheel); Adjustable Driving Seat; Arm Rests on Front Doors; Beam Deflector Switch on Toe-Board; Rear Arm Rests; Rear Centre Arm Rest; Foot Rest (Sedans); No-Draught Ventilation Front Doors (all models) and Rear Quarter Windows (Sedans); Full Width Rear Seats; Dome Lamp; Rear Quarter Lamps (Sedans); Carpet on Rear Floor; Ash Trays in rear arm rests; Full Width Robe Strap (Sedans); Rear Trunk Compartment for Spare Wheel, Tools and Luggage; Built-in Trunk; Trunk Light; Bumper and Bumper Guards (front and rear); Dual Combination Tail and Stop Lights; separate Licence Plate Lamp on Sedans; Complete Tool Kit; Parcel Shelf provision at top of rear seat; Assist Loops (Sedans); Stainless Steel Body Mouldings; Clock (Electric "70," Stem Wind "60"); Mat on Front Floor (Rubber "60," Carpet "70"). The Series "70" Sedan also has Deluxe Steering Wheel; Horn Ring; Courtesy Switch; Rear Blind.

Series Seventy

WHEELBASE.—120 $\frac{1}{4}$ inches. Turning circle, 37 ft. 1 in.
ENGINE.—Displacement, 229.7 cubic inches. Electro-hardened light weight pistons. Full-pressure lubrication to all main, connecting rod, camshaft bearings, timing chain and cylinder walls. Oil capacity, 8 pints.
FUEL AND COOLING SYSTEM.—Down-draught carburettion with built-in automatic choke. Thermostatically controlled cooling and recirculation system. Ball-bearing, leak-proof water pump. Cooling capacity, 15 quarts.
CLUTCH AND TRANSMISSION.—Single plate, 9 $\frac{1}{4}$ -inch, dry plate clutch. All-Silent synchro-mesh transmission with steering column control.
ELECTRICAL SYSTEM.—Under-bonnet battery, 15-plate, 6 volt with 115 ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. New design, more powerful super-beam headlights with foot selector switch.
SUSPENSION.—Quadri-Coil springing; independent front suspension; coil springs at rear. Four-way stabilization through dual stabilizing arms, front ride stabilizer, rear lateral stabilizer and double-action, hydraulic shock absorbers, front and rear.
FRAME.—Rigid-girder type, I-beam X-member construction.
STEERING.—Dual Centre-Control, with inner ends of equal length tie-rods located on centre line of front suspension pivot, providing perfect steering geometry. Worm and double roller design. Ratio, 19 to 1. Steering wheel diameter, 18 in.
BRAKES.—SUPER HYDRAULIC, self-energizing type. 11-inch drums with cast-iron braking surfaces. Completely sealed. Mechanical braking system on rear wheels. Brake lining area, 148 square inches.
TYRES.—Low pressure, balloon tyres, 16 x 6.50 inches, mounted on safety steel wheels.
BODY TYPES.—Four-door Touring Sedan with built-in trunk.

Prices, specifications, and equipment subject to change without notice.

GENERAL MOTORS - HOLDEN'S LIMITED
BRISBANE - SYDNEY - MELBOURNE - ADELAIDE - PERTH