

Oldsmobile





Grace & Comfort

ROADABILITY AND

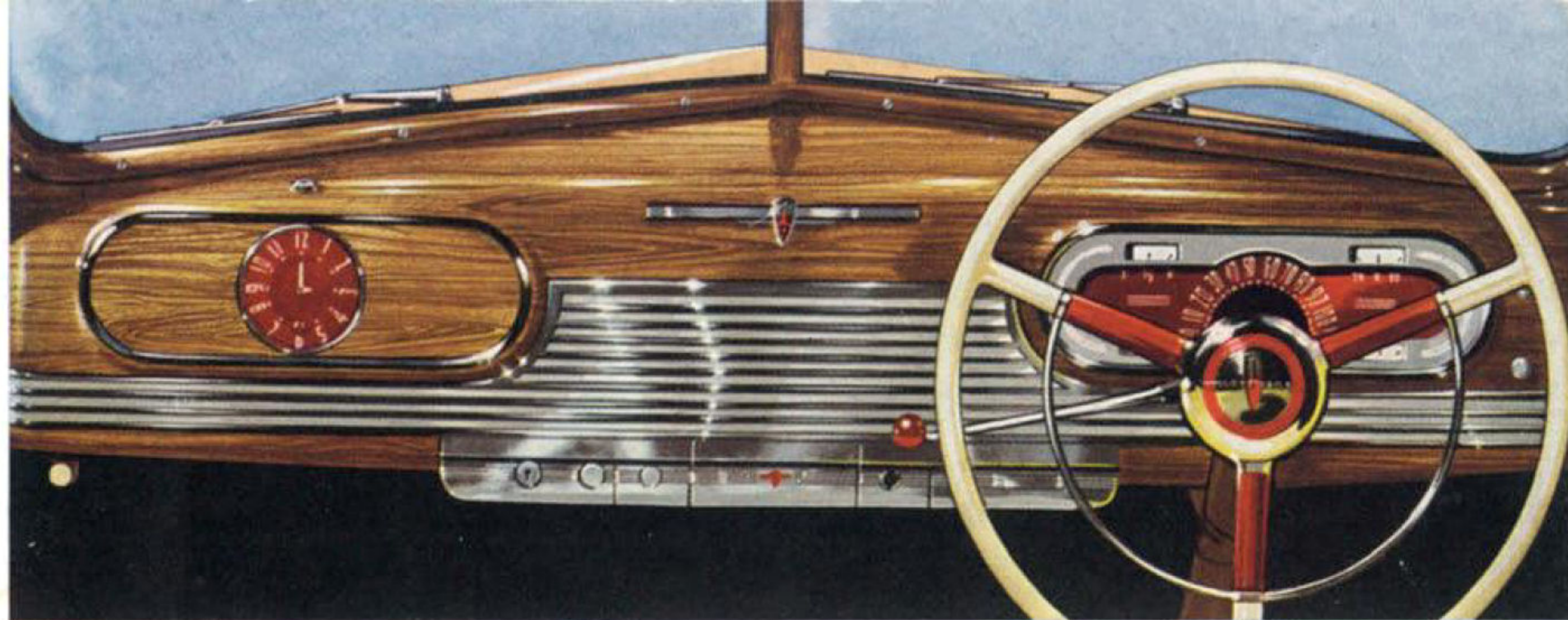
OLDSMOBILE'S *differences* are famous among Oldsmobile owners, who have full cause to realise their value. These differences assure you of deeper, more abiding pride of ownership — and have a money meaning too, an investment meaning. They ensure that, in the long run, Oldsmobile is more economical to own than many cars which make no claim to equivalent quality.

THE Oldsmobile interior, Holden's great contribution to the pleasure of Australian travel, is about the most comfortable place of its size in the world. Two inches longer and wider than previous models, it seats six spaciouly. The springing conforms most restfully to your posture, and the front seat adjusts, backwards, forwards, and for tilt. Holden's All-Steel Turret-Top construction, so rigid that no normal wear affects body alignment, surrounds you with armoured protection on all sides, above, and below. Windscreen and side windows, of safety glass, give exceptional field of vision. Insulation against sound and heat, sealing against fumes and dust, are unusually complete. The gear-controlled No-Draught ventilation is accurately adjustable always. The handles "free-wheel" inside and out when doors are locked — cannot be accidentally opened by children, or be forced from outside. Body details include twin sun visors (with vanity mirror on passenger's side), twin electrical windscreen wipers — arm rests — ash receivers accessible to all passengers.



WITH SAFETY, ENDURING ECONOMY

FIRST thing to impress you is the enduring dignity of Oldsmobile's beauty — which is only one of many features that increase Oldsmobile's investment value. Its Econo-Master engine — QuadriCoil suspension — sureness of easeful control — extra road-holding weight — safety construction — all in their separate ways put extra investment value into Oldsmobile.



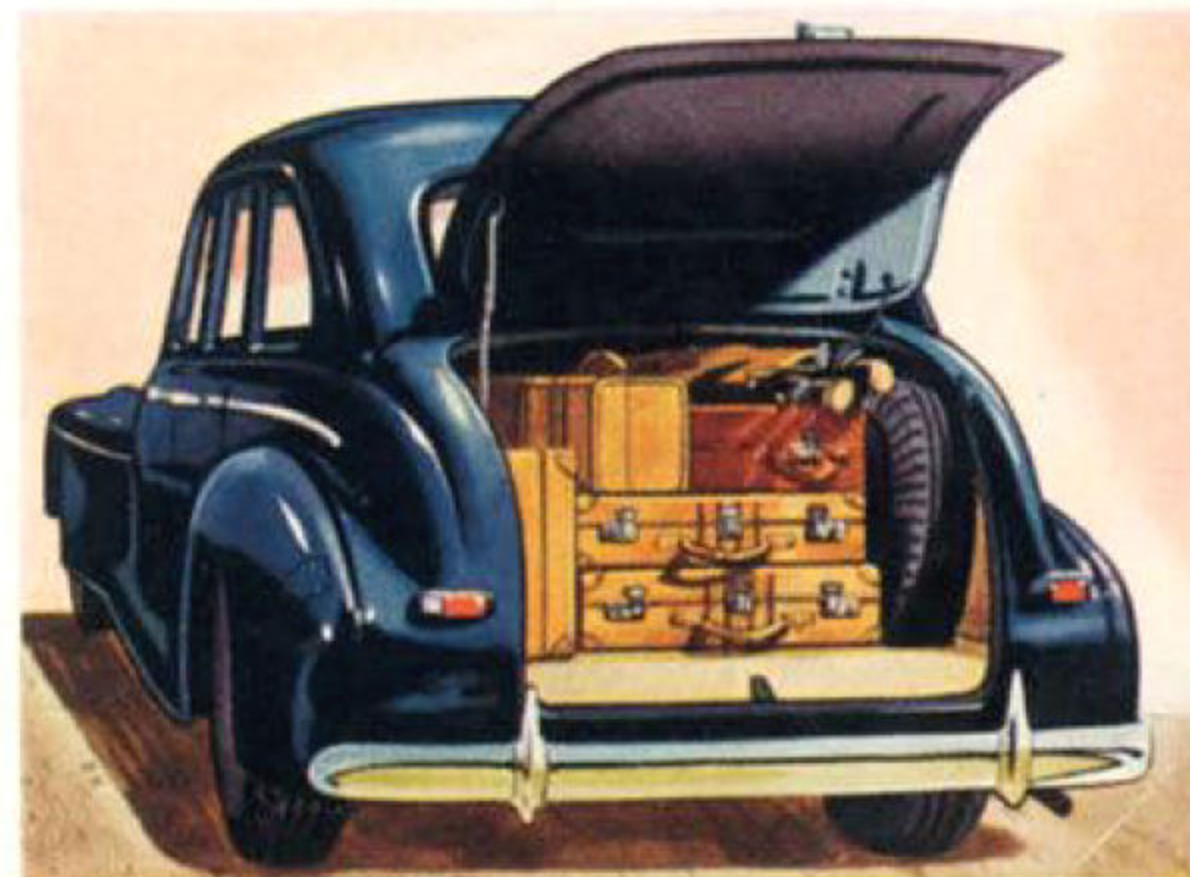
The instruments are so designed and clustered that you can read any dial or gauge in the twinkling of an eye. De Luxe Steering Wheel, with ring-type horn control, and Electric Clock, are standard fittings. Large glove box. Ash receiver. The control at extreme left below the dash is the alligator-bonnet latch — when car is locked, bonnet is sealed.



The running boards are enclosed within the body structure. This greatly increases the fluent beauty of the car's lines, and is a safety feature too. The rubber-covered step remains dry, clean, non-slippery, in all weather.

AS a Division of General Motors, whose Research Department maintains contact with hundreds of thousands of owners to find what they most wish for in a car — and as 43-year-old pioneer of successful car production in America — Oldsmobile knows what you want, and just how to provide it for you. On the mechanical side, Oldsmobile gives "the level best ride of your life," because it possesses the luxury feature of QuadriCoil springing (massive coil springs at all four wheels), with 4-way stabilization to minimise fore-and-aft pitching, side-to-side rolling and swaying, and up-and-down motion. Its perfectly balanced dual centre-control steering requires no effort on the worst surfaces. Its gears, handily controlled from the steering column, cannot be clashed. Its self-energising, super-hydraulic brakes exert giant strength at a gentle touch. Its Econo-Master engine out-economises most engines of its power, and being remarkably protected against wear, *remains economical.*

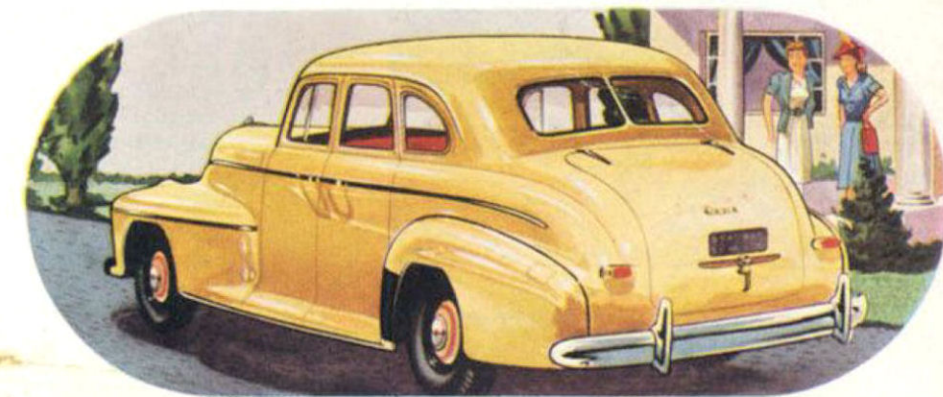
At right: The graceful flowing rear lines conceal a luggage trunk of great capacity, with a high-lift lid for unusual ease of access. The spare tyre stands vertically, instantly accessible.



Years ahead in Style

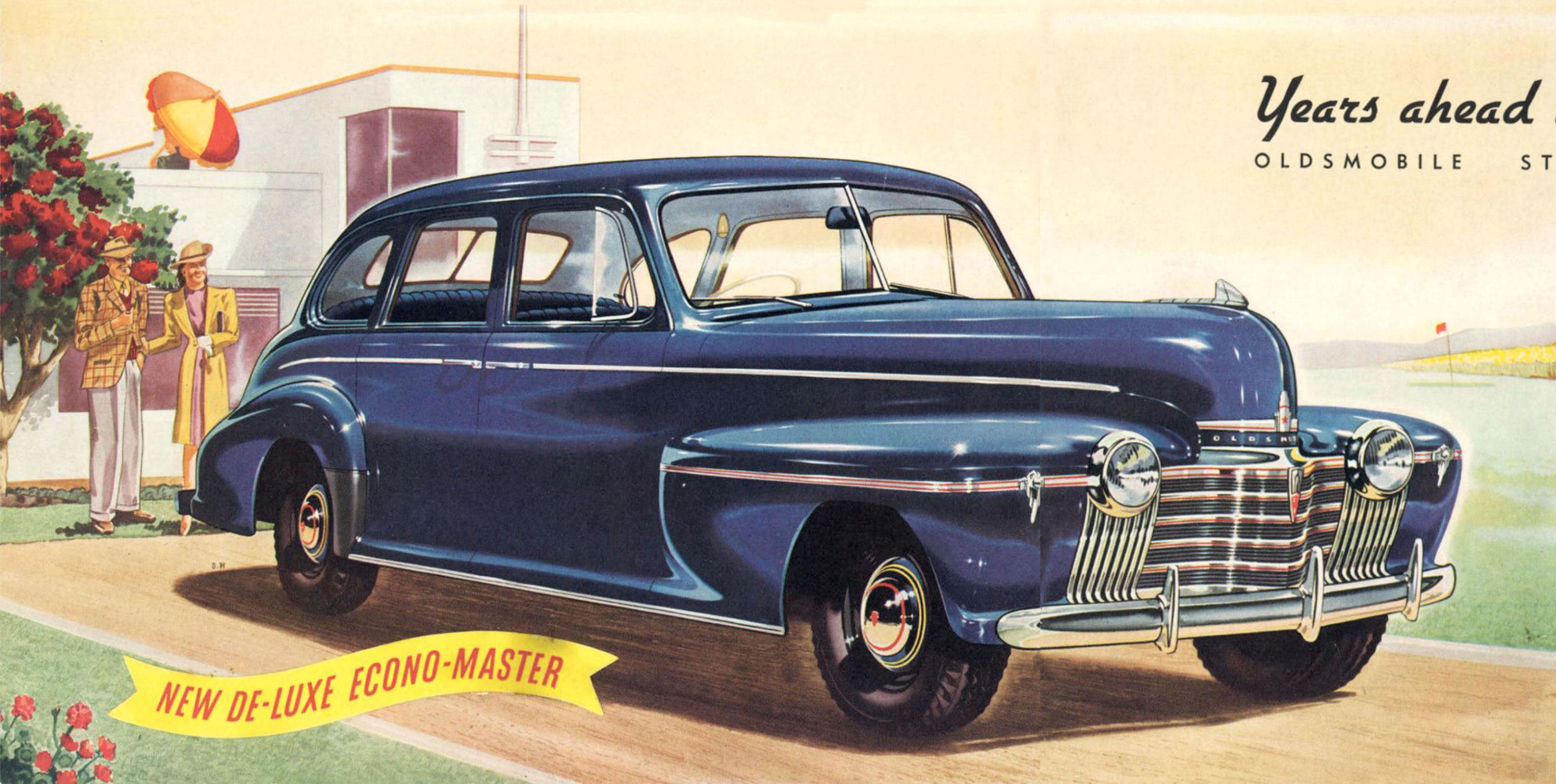
OLDSMOBILE STANDS UNIQUELY ALONE

OLDSMOBILE'S beauty is in keeping with its character. Its whispering power, its evenness of riding, its lightness of control and delightful ease of steering, are things you will never forget. Choice of colours is wide, with harmonising internal decorative scheme. The beautifully designed fittings and appointments are of sturdy construction, to remain beautiful. Notice how greatly beauty is increased by enclosing the running boards. Note too the absence of projections. Third party safety, as well as owner's safety, is carefully studied in Oldsmobile design. The handles are almost flush with the body exterior, and hinges are concealed.



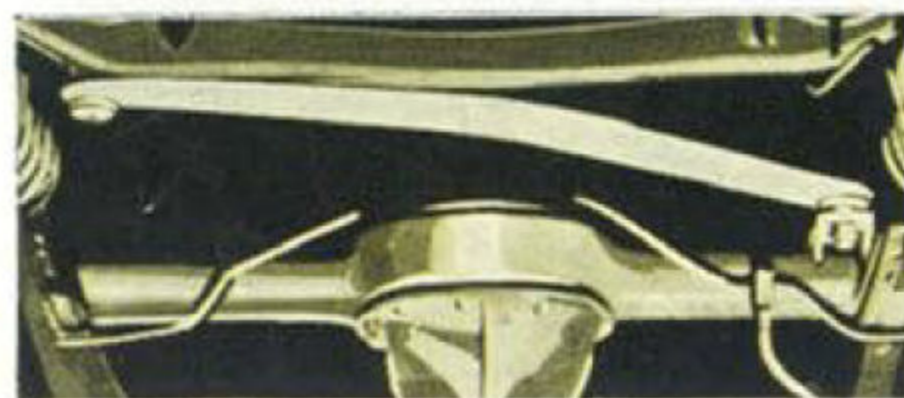
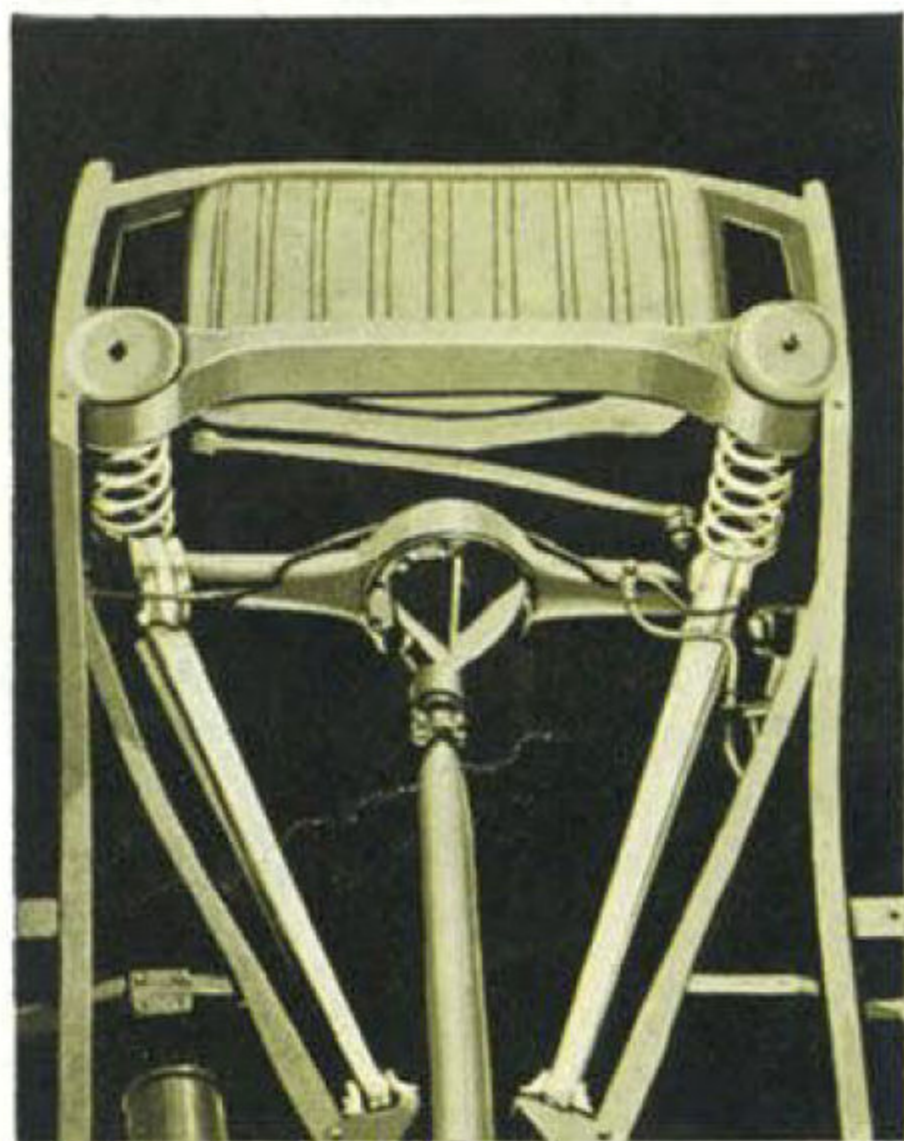
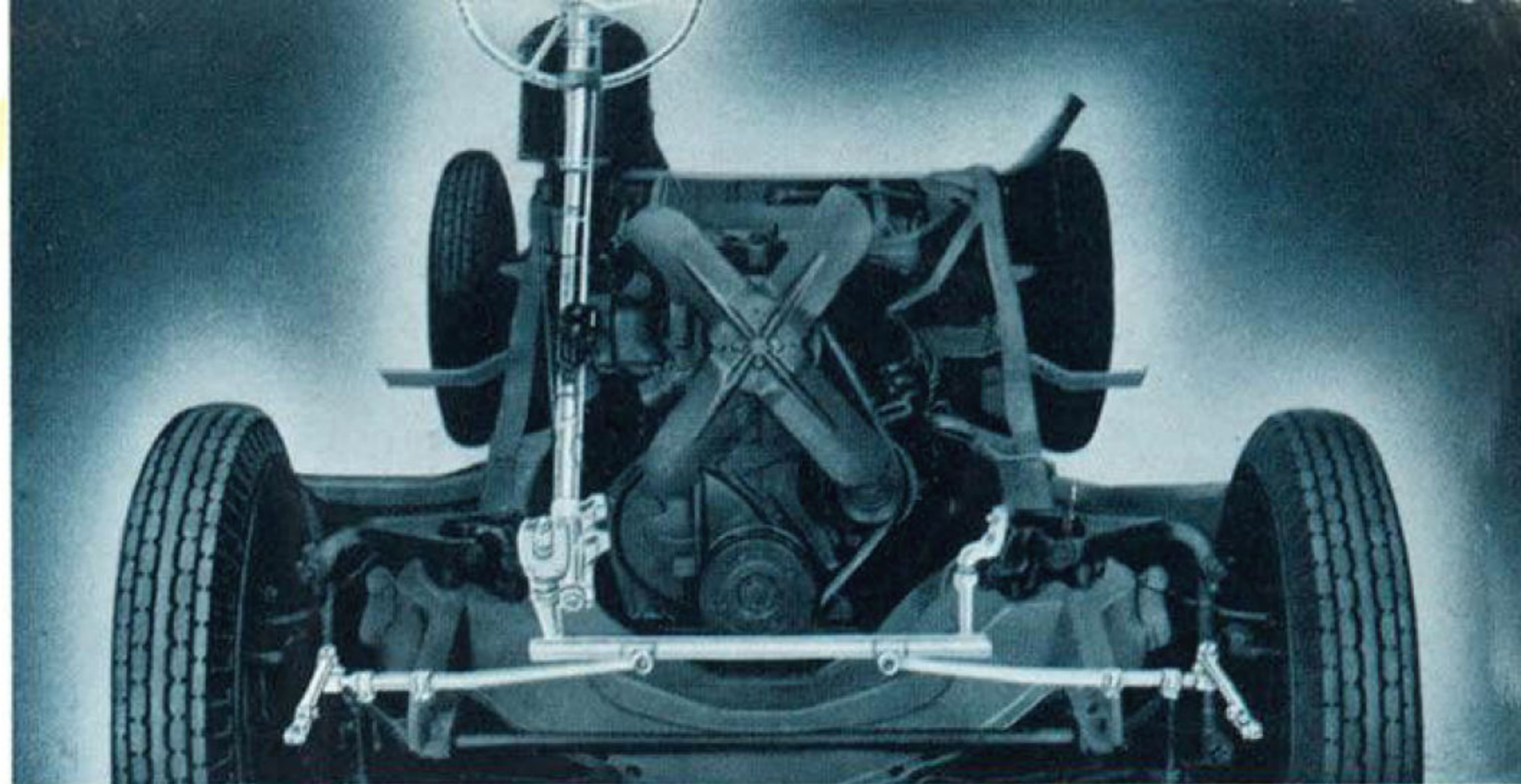
From every angle, the Oldsmobile looks an aristocrat, a thoroughbred. Every line speaks not only of speed—beauty—comfort—but of safety and protection too.

NEW DE-LUXE ECONO-MASTER

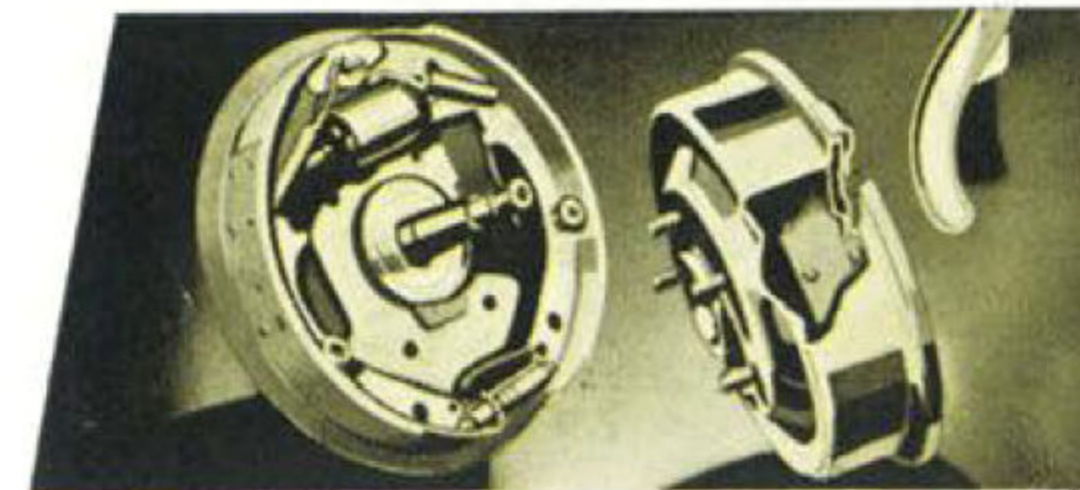
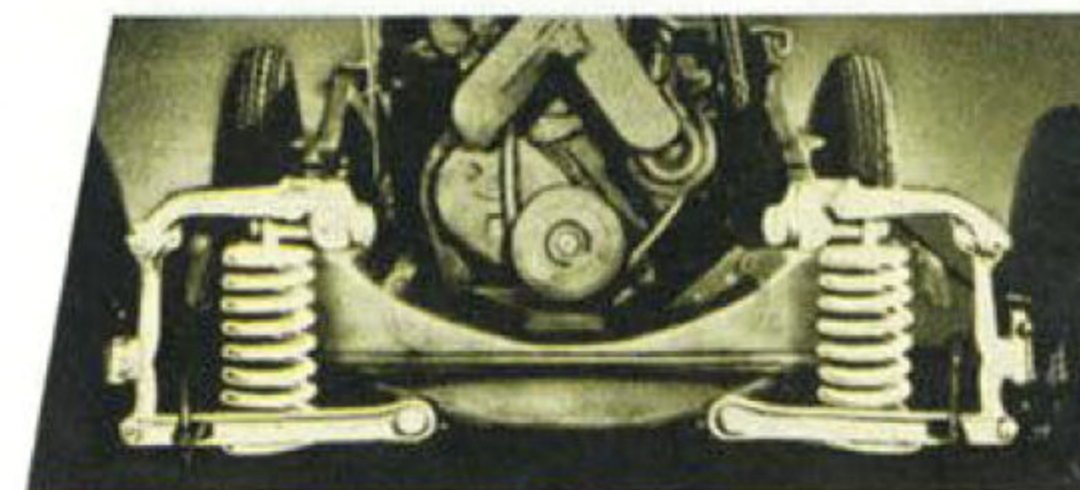


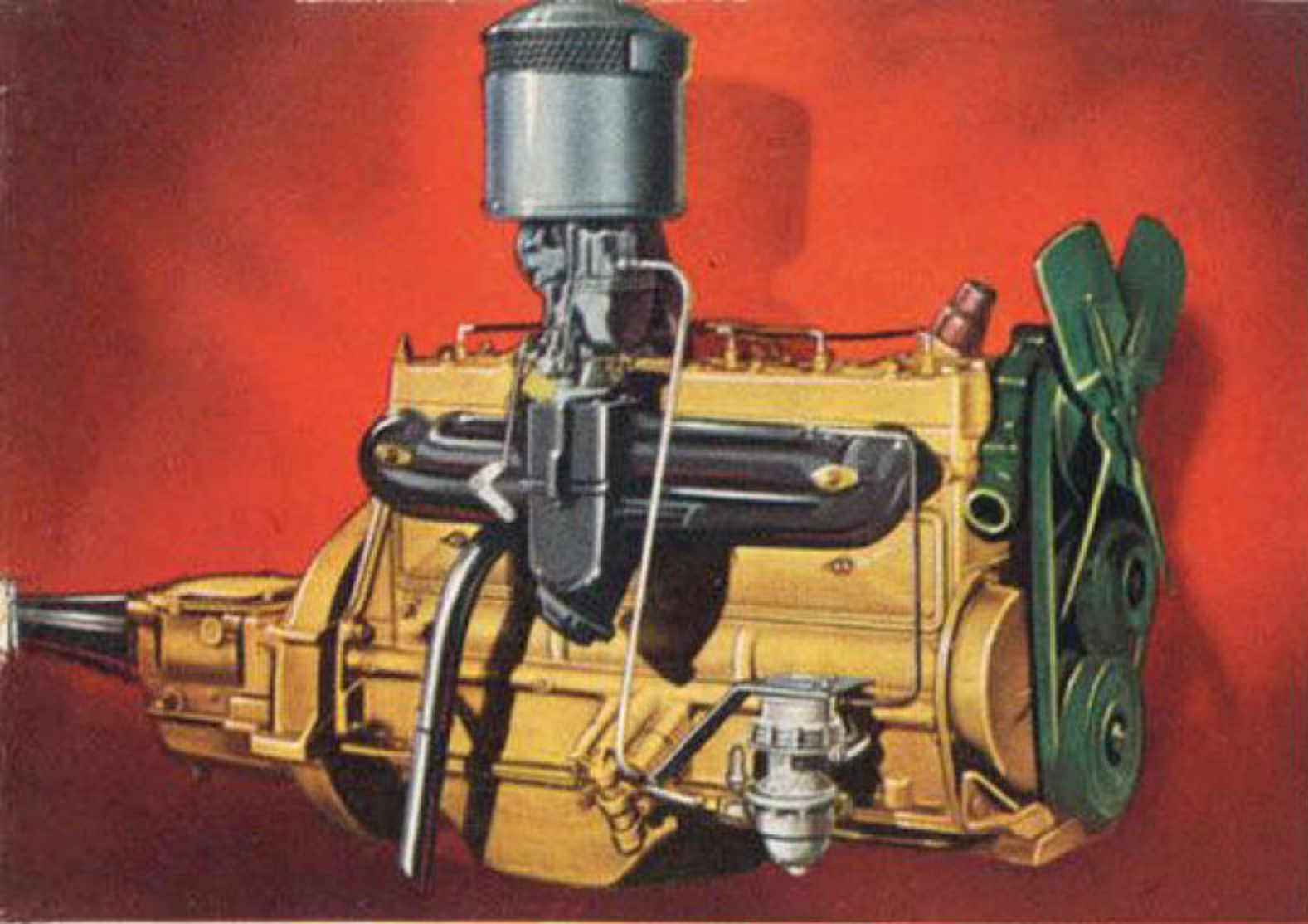
FOR COMFORT AND SAFETY

With QUADRICOIL springs (modern coil springs all around) Oldsmobile gives "the level best ride of your life." Unlike conventional springs, these have nothing to do but cushion the car, and give a new conception of easeful riding. They are not affected by temperature or weather, and never require lubrication. Two sturdy stabilizing arms maintain rear axle alignment.



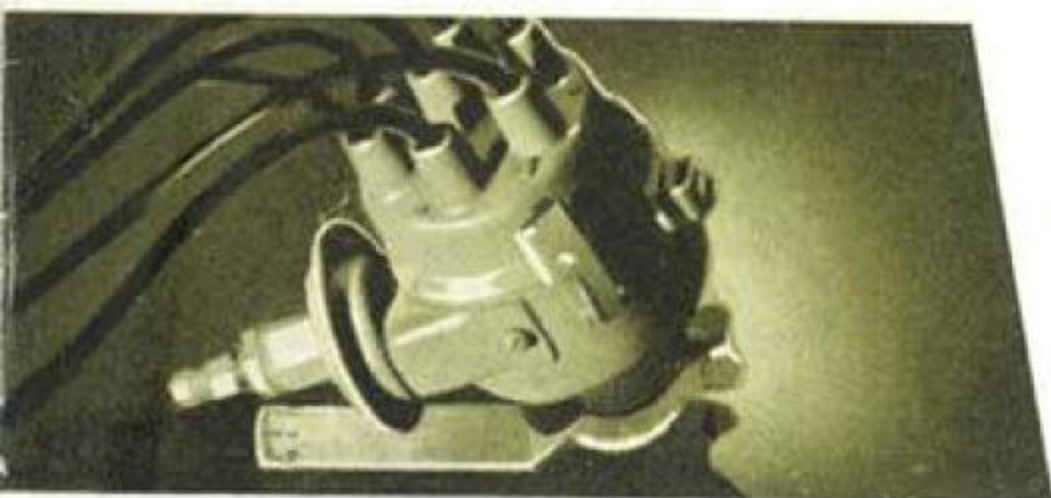
- 1 *View above* — **DUAL CENTRE CONTROL STEERING ASSEMBLY.** Movement of the wheels is not transmitted to the steering column. Steering remains effortless irrespective of road surface.
- 2 *Left* — **STABILIZER ARMS.** Forward and backward body motion is restrained by these two stabilizer arms, extending from the rear axle to the frame. They move in one direction only — up and down.
- 3 *Below left* — **NO PITCHING OR ROLLING.** Side-to-side motion is restrained by rugged front and rear stabilizers, controlling rolling motion and preventing body sway on turns and curves.
- 4 *Top right* — **PERFECT VISION.** Every passenger has unobstructed view in Oldsmobile. Notice the narrow body pillars. From the driver's seat, the road is visible to within a few feet of the radiator grille.
- 5 *Centre right* — **KNEE ACTION WHEELS** move up and down independently, step over ruts, bumps and holes without transferring road shock to the body. Double acting hydraulic shock absorbers absorb shocks, take up rebound.
- 6 *Bottom right* — **OLDSMOBILE SUPER HYDRAULIC BRAKES** are Self-energising, giving smooth, quick, straight-line stops with gentle pedal pressure. A hand brake under the dash provides a secondary mechanical braking system.



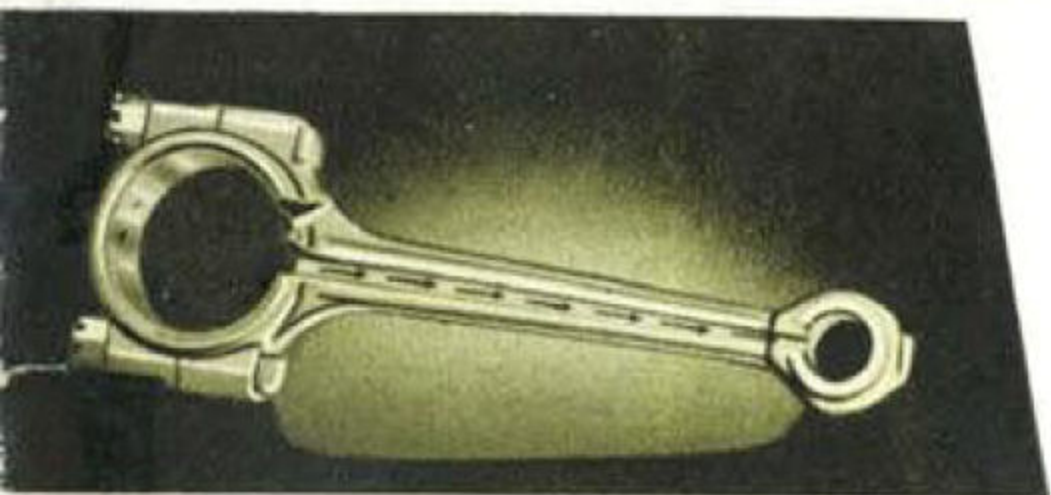


-FOR LONGER-RANGE ECONOMY

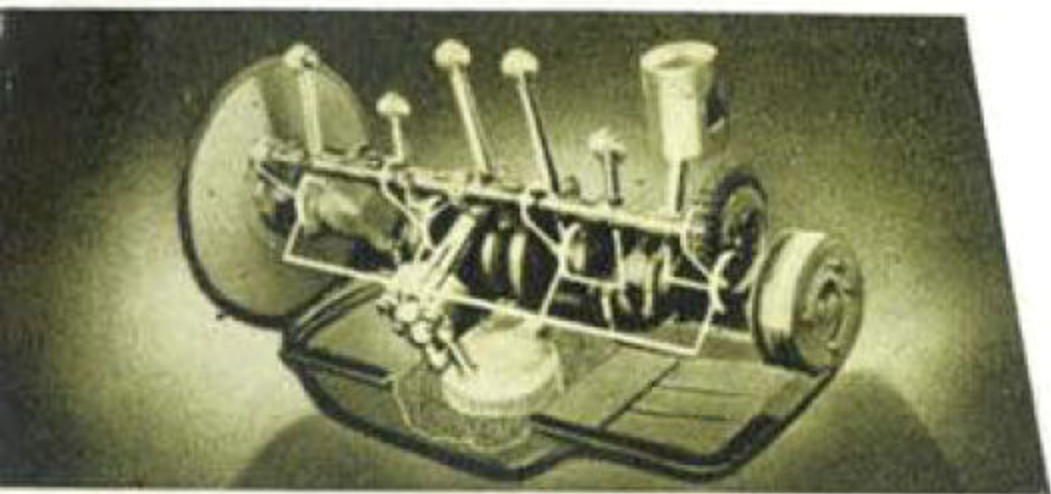
In operating costs, the Econo-Master engine compares more than favourably with any other engine which can even approach it in power, flexibility or performance. Features include four-ring electro-hardened pistons, full-length water jackets, pressure cooled valve seats, down-draught carburetion with automatic choke control. Its bigger, heavier crankshaft is balanced statically (at rest) and dynamically (in motion) ensuring freedom from vibration points throughout the entire power range.



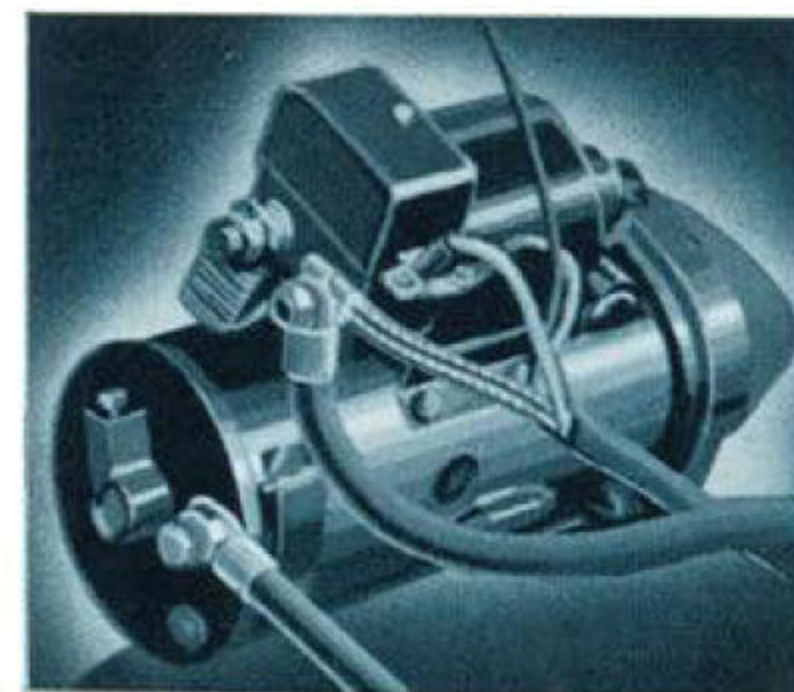
① *Top left* — **THE VACUUM FUEL SAVER** ensures maximum fuel economy by automatically regulating spark advance in relation to driving speed. The calibrated Octane Selector can be readily adjusted for maximum engine efficiency and economy.



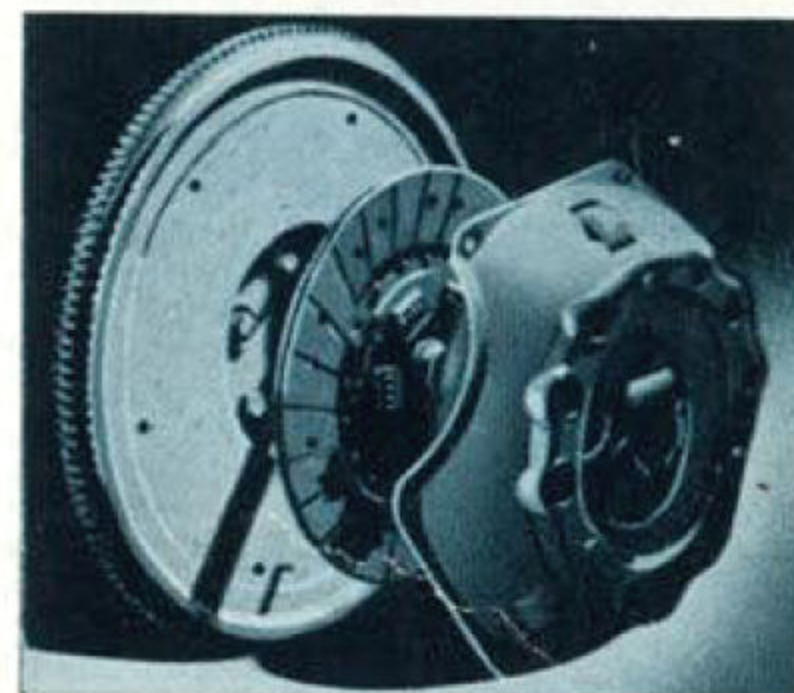
② *Centre left* — **CONNECTING RODS** are rifle-drilled throughout, carrying oil under pressure to the piston pins, and to lubricate the cylinder walls, adding to the life of pistons and rings.



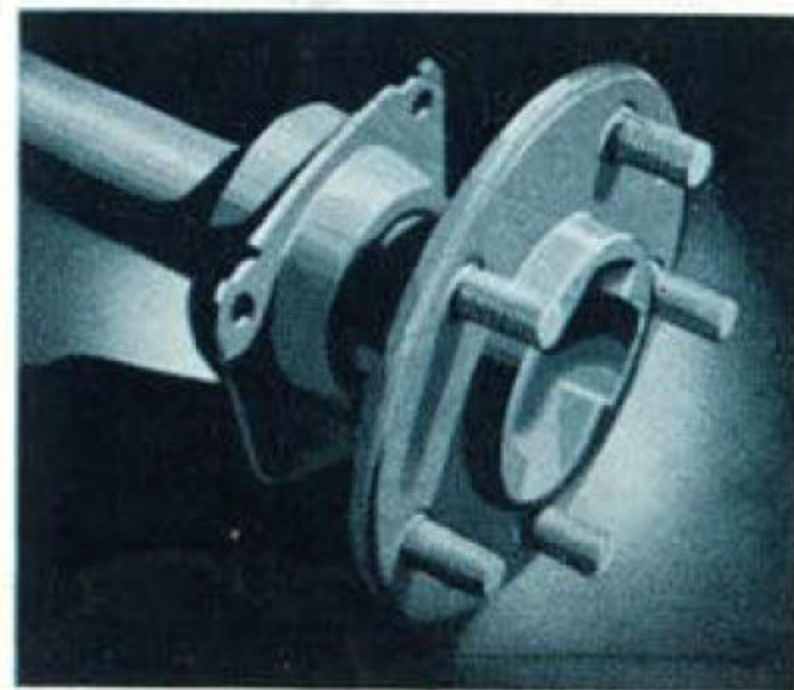
③ *Bottom left* — **LUBRICATION IS POSITIVE** and 100% full pressure to all crankshaft, camshaft and connecting rod bearings as well as piston pins and cylinder walls. Valve mechanism is lubricated by oil thrown off connecting rod bearings — timing chain by pressure spray.



④ *Top right* — **POSITIVE SHIFT STARTER.** The starter gear is positively in mesh with the flywheel gear before the starter begins to turn. No more sticking, jamming or broken ring gears. Switch operates from dash.



⑤ *Centre right* — **OLDSMOBILE CLUTCH** — simple, rugged, single-plate dry disc type giving exceptionally smooth starting and gear shifting. The clutch facing is woven in a continuous spiral, giving a long-lasting surface.



⑥ *Bottom right* — **REAR AXLE HAS GREAT STRENGTH AND SAFETY.** is of integral flange type, the wheel bolting direct to the axle shaft at five points. Oil seal is simple and very efficient.



SPECIFICATIONS

WHEELBASE.—118 $\frac{3}{4}$ inches. Turning circle, 37 ft.

ENGINE.—Displacement, 238.1 cubic inches. Bore 3 $\frac{1}{2}$ inches; stroke, 4 $\frac{1}{8}$ 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, permanently lubricated 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 106 ampere hour capacity. Air-cooled generator with automatic charging control. Positive shift starter. Super-beam headlights with foot selector switch.

EQUIPMENT.—Oldsmobile is complete with the following equipment: Safety Glass Windscreen and all Side Windows; 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; Windshield Wiper Control on Instrument Board; Parcel Compartment and Lock; Cigar Lighter; Adjustable Driving Seat; Arm Rests on Front Doors; Beam Deflector Switch on Toe-Board; Rear Arm Rests; Rear Centre Arm Rest; Foot Rest; No-Draught Ventilation Front Doors and Rear Quarter Windows; Full Width Rear Seats; Dome Lamp; Rear Quarter Lamps; Rubber Mat on Front Floor; Carpet on Rear Floor; Ash Trays in rear arm rests; Full Width Robe Strap; Spare Wheel and Tools conveniently located in Luggage Compartment; Built-in Trunk; Trunk Light; Bumper and Bumper Guards (front and rear); Dual Combination Tail and Stop Lights; separate Licence Plate Lamp; Complete Tool Kit; Parcel Shelf provision at top of rear seat; Assist Loops; Electric Clock; De luxe Steering Wheel; Horn Ring; Courtesy Switch.

SPECIALISED SERVICE WHEREVER YOU TRAVEL. The Oldsmobile Owner Service Policy entitles you to two thorough inspections and adjustments without charge and protects you for 90 days or 4,000 miles, whichever expires the sooner, against defects in workmanship and material.

Near home or far away, you are always close to an authorised Oldsmobile Dealer, with specialised equipment and genuine spare parts, who will be deeply interested in helping you secure greatest trouble-free service from your Oldsmobile.

SUSPENSION.—QuadriCoil springing; independent front suspension; heavy coil springs at rear. Four-way stabilization through dual stabilizing arms, front and rear ride stabilizers, rear lateral stabilizer and double-action, hydraulic shock absorbers, front and rear.

FRAME.—Rigid-girder type, channel 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-energising type. 11-inch drums with cast-iron braking surfaces. All brakes 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 TYPE.—Four-door Touring Sedan with built-in trunk.



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The General Motors Confidential Payment Plan offers you valuable advantages if purchasing out of income, for the General Motors Acceptance Corporation is in a position to offer you the most favorable, convenient and economical terms. Through this Plan, purchasers receive the benefits of moderate initial outlay, low rates, and prompt, courteous treatment. Your Dealer will be happy to make all arrangements for you.

NASCO ACCESSORIES For Your OLDSMOBILE

"NASCO" offers a full range of accessories designed especially for your Oldsmobile, including the "Air Chief" Radio, a truly remarkable set, giving tonal qualities equal to the best home model. Your dealer will demonstrate it for you.

Cleaners, Polishes, etc., are of surest quality if they bear the "NASCO" brand. Use NASCO Duco Cleaner and Polish—NASCO Liquid Wax—NASCO Auto Wax—NASCO Chamois—NASCO Door Ease—NASCO Leather Cleaner and Preservative—NASCO Radiator Rust Preventive.



GENERAL MOTORS—HOLDEN'S LIMITED

Brisbane — Sydney — Melbourne — Adelaide — Perth

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