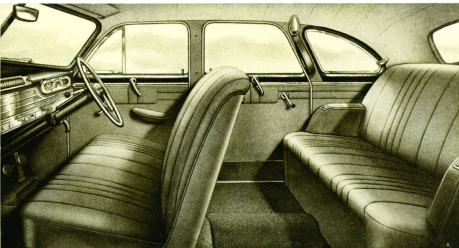


THE GOLDEN ANNIVERSARY

Oldsmobile



IT IS 50 YEARS since the first tiller-steered "Curved Dash Runabout" by Oldsmobile created a sensation, bringing people to the sidewalks to see this new-fangled contraption. Ever since then, Oldsmobile has introduced the newest ideas of the time and has been famous for combining new ideas with proved features . . . in the right proportion to create fine automobiles. Now they celebrate their 50 years of Fine Car Construction with the Golden Anniversary model.

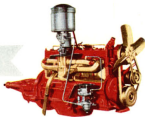


Beauty that's practical

Here's the interior you feel you'd like to live in; roomy, deep sprung seats give armchair comfort . . . specially designed door handles 'free wheel' when locked so that they cannot accidentally be opened by children . . . no hinges project . . . and every detail has been planned to make this Golden Anniversary model the most comfortable and most beautiful Oldsmobile in 50 years.

Instrument Panel: Like everything else in this Oldsmobile, the instrument panel has been planned with an eye to beauty and practical use. The instruments and controls are grouped for easy reading and handling. The lighting is controlled by a rheostat and can be dimmed or brightened with the turn of a switch. The radio grille is an integral part of the instrument panel design, with provision for all controls.

OLDSMOBILE CELE



There's Flashing Action and economy in Oldsmobile's 6-cyl. L-Head 'Firepower' engine

There's over 50 years' fine engineering behind this power plant. No other similarly powered engine gives such brilliant pick up, superabundance of pep, and flashing action, with such economy. Oldsmobile's 4 piston rings on the long-life oval-ground pistons save petrol, oil and power. Oldsmobile's 'Firepower' is your guarantee of trouble-free performance.

Dual Centre Control Steering.

Permits finger-touch control. Steering shock, and wheel fight are eliminated by this advanced steering mechanism. Wheels retain correct alignment. Steering is easier. Tyre wear is reduced.

4-Way Stabilization.

The front ride stabilizer and rear lateral stabilizer bar make possible positive control of the car on curves and reduce side sway and rolling.

Big Super-Hydraulic Brakes.

Bendix Duo-Servo Hydraulic Brakes are on all four wheels. Larger brake linings ensure even longer life and better braking action. Brakes are self-energizing.

Independent Front Wheel Springing.

The front axle is eliminated, and each wheel acts independently of the other, stepping over bumps and smoothing out ruts and holes. Quadricoil Suspension on all 4 wheels gives Oldsmobile's 'gliding ride.'

50 years of pioneering behind this Oldsmobile . . . and it's 'way ahead in engineering and style.

B R A T E S I T S 5 0 ^{T H} A N N I V E R S A R Y W I T H T H I S

Golden Anniversary Olds!

It's the newest, most exciting Oldsmobile yet—and it's certainly going places this year. . . with all the assurance that 50 years of pioneering leadership and fine engineering can give you.

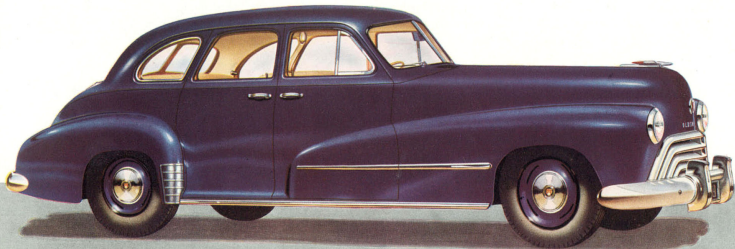
'Going Places' in the flowing, streamlined, turret-top body by Holden, with its safety glass all round, its no-draught ventilation, and its superbly appointed and luxuriously comfortable interior.

'Going Places' with the torrent of smooth power that Oldsmobile's 6-cylinder L-head 'Firepower' engine gives, and with the economy and flashing action for which this engineering masterpiece is noted.

'Going Places' with all the comfort, safety and driving ease produced by such Oldsmobile features as: 4-way stabilization, quadricoil suspension, independent front wheel springing, dual centre control steering, and self-energizing super-hydraulic brakes.

This Golden Anniversary Oldsmobile is the newest product of America's oldest car manufacturer—certainly a worthy climax to 50 years of fine engineering—the first Golden Anniversary ever to be celebrated by any motor car manufacturer. Now, more than ever, you can look to Olds for all that's good and new.

LOOK TO OLDS FOR ALL THAT'S NEW!





Attractive Accessories available for this new Oldsmobile

★ Air Chief Car Radio

This modern car radio is especially designed for your Oldsmobile, having controls to harmonise with the instrument panel. Air Chief is a 6-valve set with an 8-in. Rola Speaker giving faithful tone, clarity and long-range reception.

★ Seat Covers:

Available in two attractive colours—London Tan and Sorrento Sand. The covers are "custom-made," allowing the use of the centre arm rests, robe rail and the pocket in the rear of the front seat.

★ Number Plate Frames:

They give a distinctive look to number plates which enhances the car's appearance.

★ Coolairide Cushions:

Deep interlaced springs allow a free flow of air through the cushion giving extra comfort and reducing driving fatigue.

★ Fog Lamp

Almost indispensable in heavy mist or fog. Throws a beam low along the road, providing visibility not obtainable with headlamps under similar conditions.

★ Car Heater and De-Mister

Winter driving is much more comfortable with a car heater to warm the interior with clean, warm air. The de-mister clears the windscreen of mist, giving perfect vision.

★ Petrol Tank Locking Cap

A handsome chrome-plated locking cap which protects the petrol in your tank.

★ Exhaust Extension

Deflects exhaust gas downward eliminating discoloration of the rear bumper and car body.

GENERAL MOTORS-HOLDEN'S LIMITED

BRISBANE - SYDNEY - MELBOURNE - ADELAIDE - PERTH

CONDENSED SPECIFICATIONS OLDSMOBILE "66" ACE

WHEELBASE: 118½ in.

ENGINE:

Type: 6 cyl. L-head.

Bore and stroke: 3½ in. x 4 1/8 in.

Piston Displacement: 238.1 cu. ins.

Compression Ratio: 6.5 to 1.

R.A.C. Rating: 29.4 H.P.

Brake Horse Power: 100 at 3,400 R.P.M.

Fuel Tank Capacity: 15½ gal.

Track: F. 58 in.; R. 61½ in.

Turning Circle: 37ft.

Rear Axle Ratio: 4.3 to 1.

LUBRICATION: Pressure feed to all main, con. rod and camshaft bearings and to piston pins. Spray to cylinder walls and valve mechanism.

CLUTCH: 9½ in. Borg and Beck single dry disc.

TRANSMISSION: 3 speed, all Helical gears. Synchromesh second and top.

SPRINGING: Independent front, coil springs rear.

STEERING: Worm and double roller type.

FRAME: "X" type—double drop.

BRAKES: Service—Bendix Duo-Servo Hydraulic all four wheels. Hand—Mechanical rear wheels.

BODY: Holden All-Steel welded Box-section.

ENGINE-PISTONS: Anodised aluminium—oval ground.

CARBURETTION: Carter, single, down draught. Oil bath air cleaner and silencer.

TYRES: 6.00 x 16—4-ply plus a 6-ply option.

SHOCK ABSORBERS: Front—Hydraulic-double acting built into suspension system. Rear—Double-acting Hydraulic parallel cylinder type.

G.M.A.C. Confidential Payment Plan.

Convenient Hire-Purchase Terms are available on your Oldsmobile through General Motors' own finance company. Because General Motors Acceptance Corporation is the largest Hire-Purchase institution in the world, it is able to offer low rental charges, and arrange a payment plan fitted to your individual requirements. Your local dealer can explain the G.M.A.C. plan and arrange payments to suit you.

Protective Owner-Service Policy.

The unusual General Motors-Holden's Ltd. Owner Service Policy protects you against defective workmanship or materials for 90 days or 4,000 miles of operation. You are also entitled to 2 thorough inspections and adjustments of your Oldsmobile without charge. Oldsmobile spare parts and expert service available throughout Australia.

Specifications and Equipment subject to change without notice.
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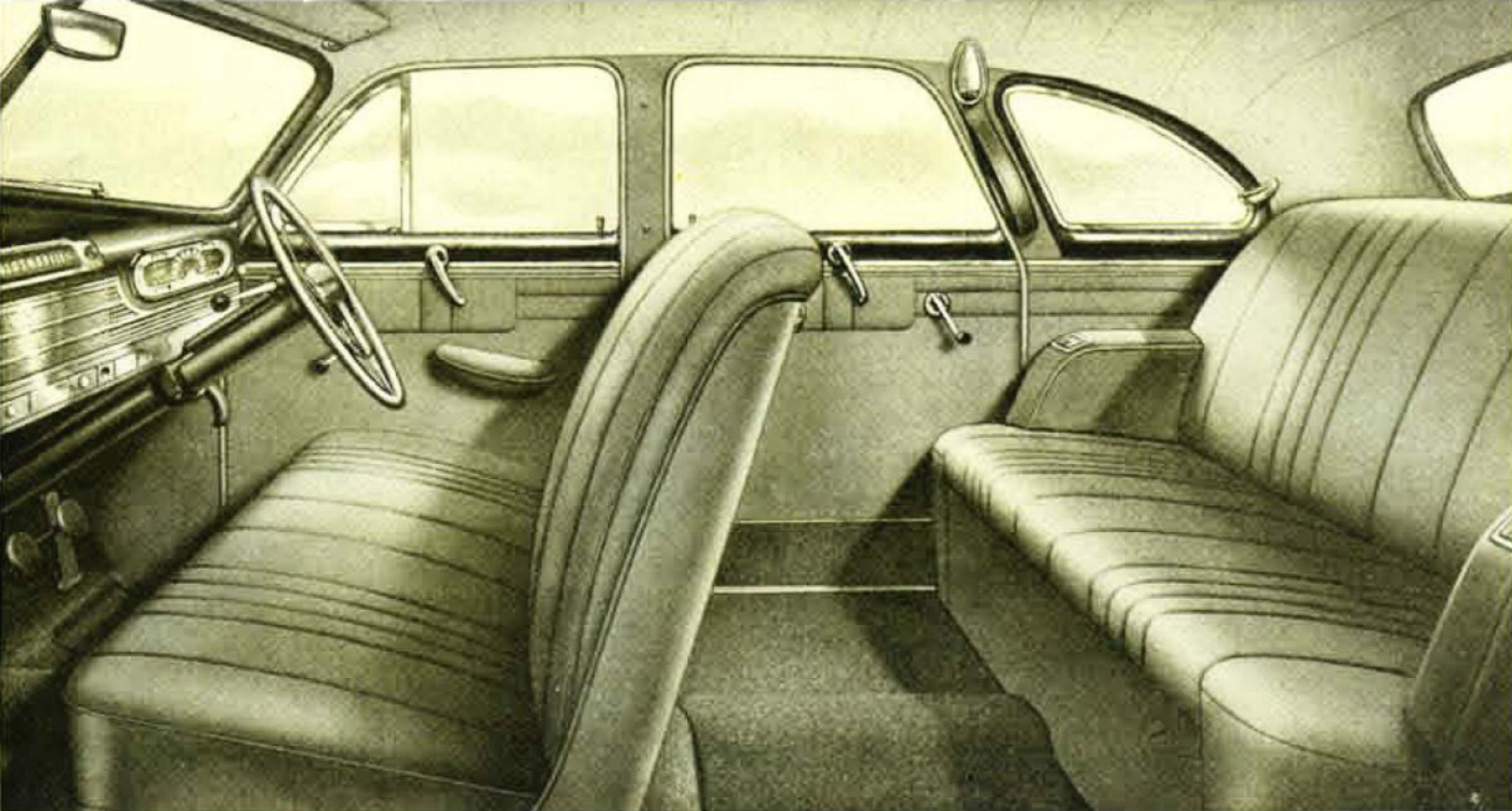
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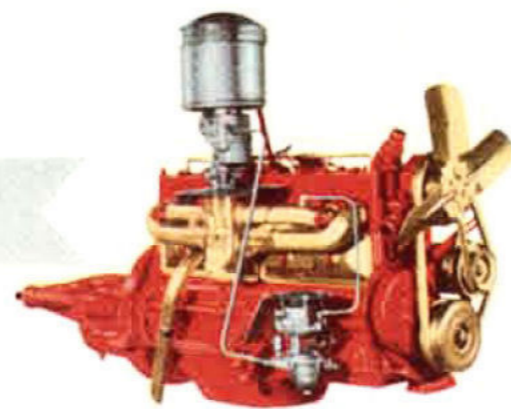


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