

"SELL WISELY— SELL WOLSELEY" - 1936 SALESMAN'S BOOKLET

*Sell  
Wolseley*



*Sell  
Wisely*



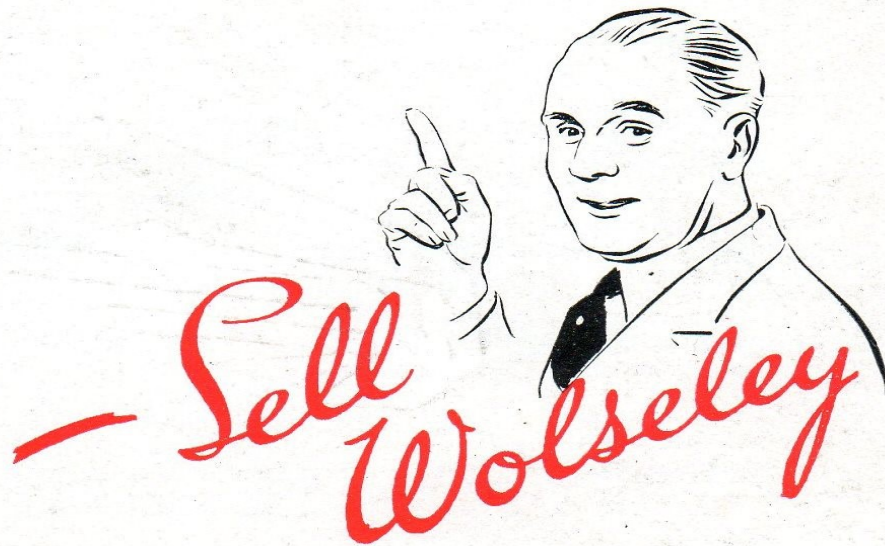


# *Sell Wisely*

## FOREWORD

**B**Y the issue of this brochure we do not attempt to teach the Salesman how to sell.

Our object is briefly to summarise the salient sales features of the new Wolseley Super-Six and 12/48 models in such fashion as to assist those, who by the assimilation of this information, will be able to utilize it as much to their final advantage as to our own.





# Appearance

These new cars possess distinctive typically British lines. They do not slavishly copy fashion, but achieve individuality.

Their lines are not merely beautiful, but practical.

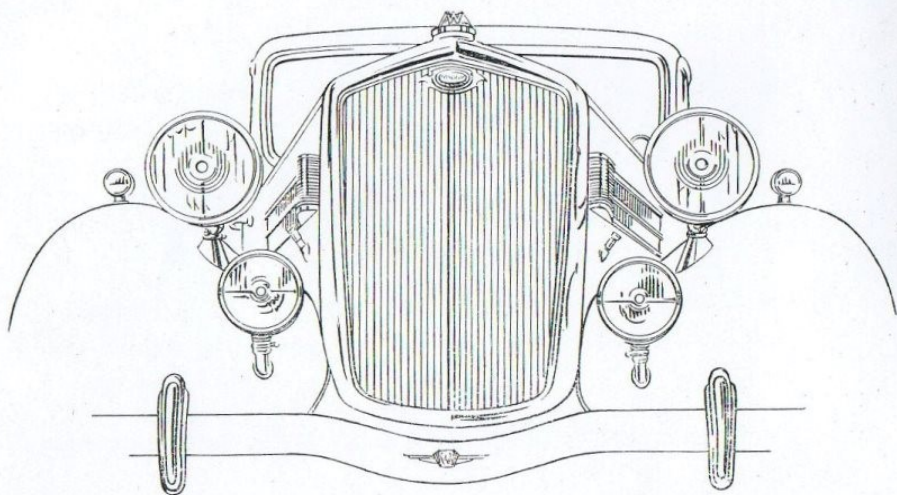
Ample headroom and exceptional width, excellent all-round visibility, and generous air-space within the body are provided.

Smooth contours offer no crevices for the lodgment of dust and dirt.

Deep wings and "Easy-clean" wheels further help to preserve that lasting smartness.

The familiar Wolseley radiator and imposing lamp equipment give a massive boldness to the front.

Even such details as streamlined "anti-tear" door handles reveal the painstaking attention to every item.



*Demonstrations of this nature amply illustrate the generous headroom and the interior width.*



From bare shell to final polish no fewer than 14 separate processes are involved in painting and finishing.

The Wolseley paint control plant is the most up-to-date in the country, ensuring constantly uniform excellence and freedom from blemish.

Every car is inspected under powerful arc lamps to ensure complete absence of any flaw in its finish.

At the rear a built-in and illuminated number plate with stop, tail and automatic reversing lights maintains the unbroken line.

Full width bumpers are fitted fore and aft, the front one being of the stabilising type.



# Chassis Improvements

Tremendous advances have been made in chassis design, making for higher performance with greater safety, comfort and controlability.

Among these advances are :

An entirely new frame with dropped cruciform bracing to provide immense vertical as well as lateral strength.

A highly scientific system of lateral cross bracings, with box sectioning of the side members toward the front and rear.

On the Super Sixes a front torsion bar further prevents roll and sway.

The new frame is of immense strength without undue weight.

It is free from weaving or lozengeing, and forms a stable base on which to plan the geometry of springs and steering.

The new "Phased Suspension" (see page 19) is the last word in perfect ride control.

The latest Bishop cam steering is geared to give light yet positive control, making for accuracy and for ease in manipulation.

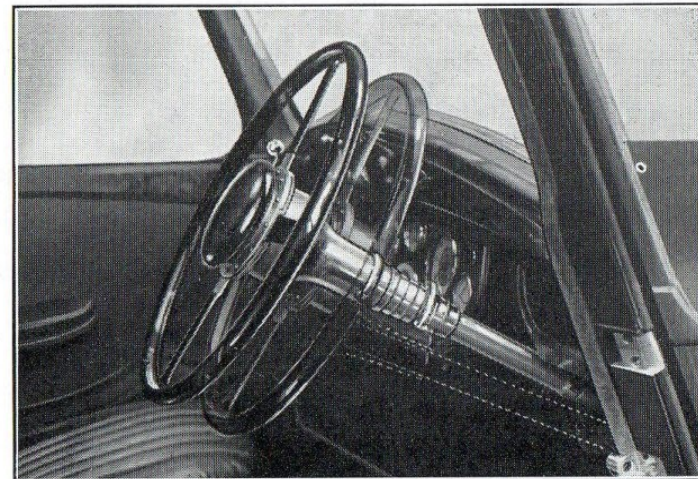
Just the right degree of castor action is provided.

## BRAKES

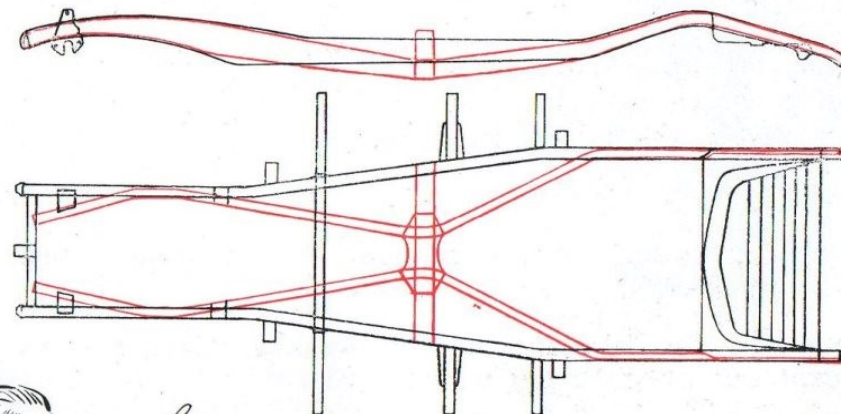
Brakes, of course, are Lockheed, but now with the latest slotted shoe assembly. These reduce wear, keep the brakes cool, render even longer the periods necessary between adjustment, and by more even distribution of stresses make for even greater safety.

Drum diameters on the Super Sixes are 12in., and on the Twelve 10in.

The steering column is adjustable for rake, and the wheel itself is telescopically mounted: variable at will to suit the individual driver.



Study these features of chassis design carefully. They represent some of the "hidden values" built into the Wolseley car.



Do not fail to convince the prospect of the stability of the new cantilever frame.



## ENGINE

The well-tried and proven Wolseley o.h.v. unit is very sensibly retained.

A new method of four-point flexible mounting provides yet greater freedom from vibration.

Induction and exhaust systems are the subjects of great advances, resulting in even higher power output.

Throughout the Super Six range, twin down-draught thermostatically controlled carburettors are standardised.

Choke and hand throttle are eliminated.

Warming up is automatic, and the mixture is always at the correct strength.

The engine cannot race or fade.

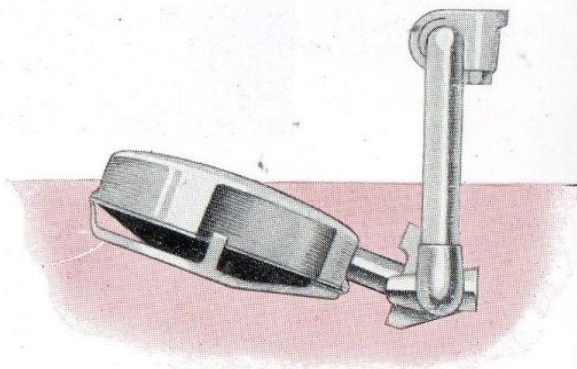
Petrol cannot sluice the cylinder walls to cause bore wear and oil dilution.

Similarly, the avoidance of too weak a mixture saves burnt out or distorted valves.

Fuel economy is also a marked advantage.

Air cleaners and silencers prevent the intrusion of foreign matter and eliminate "power roar."

On the Twelve the manually controlled single carburetter is the latest S.U. pattern down-draught type, simple, efficient, economical with air cleaner and silencer fitted.



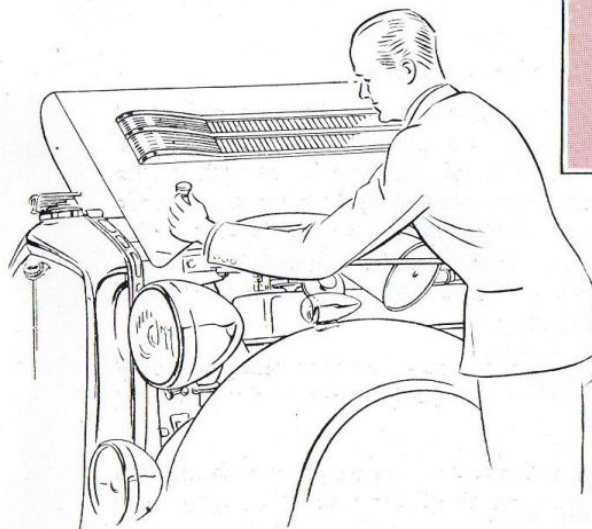
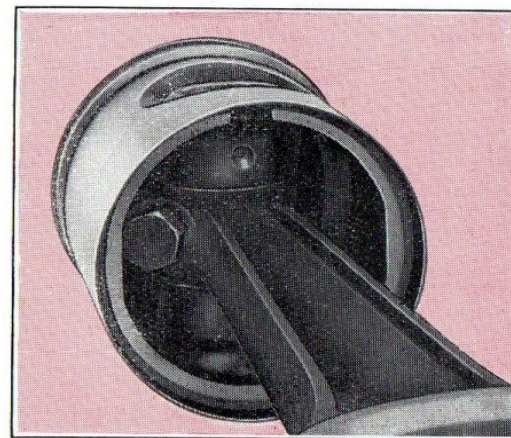
*The Wolseley constant level oil intake.*

A point should be made of the overhead valve disposition. This permits of a head design which allows the highest thermal efficiency, and consequently tremendous power.

The o.h.v. layout also simplifies tappet adjustment and decarbonising. Note also the accessibly placed electrical components and oil filler.

The oil (fed by pressure pump) is always clean owing to the constant-level oil pick-up in the sump, which is supplemented also by a Tecalemit filter.

*The composite Flower pistons with aluminium crown and inner body and steel skirt, exclusive to Wolseley are retained. Their close fit and controlled even expansion have enabled Wolseley largely to solve the problem of cylinder bore wear.*



*The new exhaust system and twin silencers give smoother gas passage, reduce back pressure to the minimum, and permit of greater power with exceptional silence.*



## TRANSMISSION

Synchromesh is now applied to 2nd, 3rd and top ratios of the new Wolseley 4-speed gearboxes, and much research has been devoted to perfecting a sweet and silent change.

This is facilitated also by a new flexibly-centred clutch which is extremely light in operation.

A Hardy Spicer needle bearing propeller shaft takes the drive to a spiral bevel rear axle of very robust design; the drawn tubular casing gives immense strength, and avoids deflection under the severest loading.



## FRAME

An entirely new type of frame has been evolved.

The cruciform bracing is dropped in the centre with the object of so distributing stresses as not only to provide extreme lateral rigidity, but to confer also an exceptional degree of strength in the vertical plane. The frame is also braced centrally by a transverse bridge piece with additional supporting struts and this is supplemented by adequate cross members fore and aft. By a continuation of the cruciform member, the channel section side members are boxed front and rear over the spring areas.

The whole frame forms a rigid foundation as a basis for the geometry of springing and steering. Excellent road-holding and cornering are derived from the design.

Disc spoked easy-clean wheels of immense strength are shod with "fat" Dunlop E.L.P. tyres, those on the Super Sixes being of the latest toothed tread pattern.



# Electrical Equipment

## GENERAL

All Wolseley cars are fitted with 12-volt electrical systems. Wiring is neatly disposed and fully protected. Constant voltage control of dynamo output is a valuable feature, and the latest type of ventilated dynamo is fitted. As a result, batteries work under the best conditions. There is always power to spin freely the coldest engine.

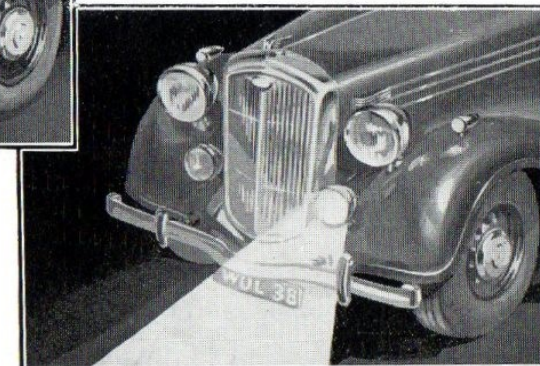
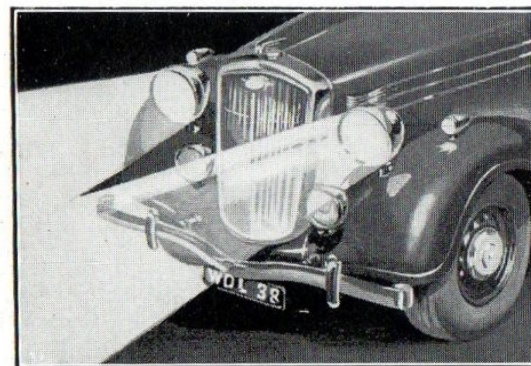
Excellent lighting gives safety on the road at night.

A new departure is the provision of flush-fitting illuminated rear number plate containing stop, tail, and automatic reversing lights.

## SUPER SIX

In particular there is fitted to the Super Six the exclusive Safety Night Pass System.

In addition to the two powerful head lamps, two fog lights are provided. Foot operation of the dipper switch extinguishes both head lights and switches on the nearside flat beam fog





lamp. True non-dazzle light picks out kerb and danger zone. The system conforms fully to Ministry of Transport regulations.

An interesting point is the method by which the interior lights are switched on when either of the rear doors is opened, and extinguished when it is closed, provided that the side lights are also switched on at the time. There is a separate control for reading maps or papers.

Panel light can be graduated from brilliant to dim, and is shaded to avoid back-reflection.

Other features include fully automatic ignition control, insulated petrol pumps, silent, remote wiper motor operating twin blades, self-cancelling trafficators, two twin-tone horns.

An aerial is built into the roof. There is room behind the instrument panel for a radio set.

The large ash-tray is removable to provide mounting space for the radio control head, thus conferring a neat, built-in appearance.

Wolseley do not fit radio sets, but prefer this work to be arranged through the distributor or dealer.

## The 12/48

The same general excellence and high quality of electrical equipment is applied to the 12/48.

In this car a single fog lamp is paired with the electric horn on the bumper.

A foot dip switch is provided, the system being orthodox. There is the same variable panel illumination. Interior lighting is controlled by a handily placed switch.

## Safety

Everything has been done to make these new Wolseleys the safest cars on the road to-day.

In addition to the attributes of cornering and road-holding due to the new cantilever frame, and apart from the exceptional lighting, the following points should be emphasised.



### BRAKES.

The latest Lockheed hydraulic braking system is employed. This gives more even distribution of stresses, assists cooling and relieves wear, thus ensuring that the brakes maintain their full efficiency for long periods, and need little adjustment.

The leverages are such as to render necessary only the lightest pressure, and the phrase "Toe-touch" braking is an apt description.

Brake diameters are, 12 h.p., 10in. Super Six, 12in.

Hydraulic brakes which are always in perfect balance eliminate the use of rods or cable which may rust up.

### VISION

A wide screen, thin pillars, a well-placed mirror and wide back-light afford ample vision all round the car.

*Note : Triplex Toughened Safety Glass is fitted throughout.*



At night the Special Safety Night-Pass system avoids dazzle and picks out the "cyclist" danger zone. Large powerful head lamps give long - range lighting.

In fog or mist the screen opens to a wide angle by means of a central winding handle.



## BUMPERS

Full-width chromium-plated bumpers are fitted front and rear. That in the front is of the stabilising type.

## STEERING

The latest Bishop cam steering in conjunction with the cantilever frame layout affords "hair-line" accuracy. Road-holding and cornering are superb. The whole steering layout is designed for lightness and certainty.

## CONTROLS

Effortlessness of control is a strong feature, making for ease and safety.

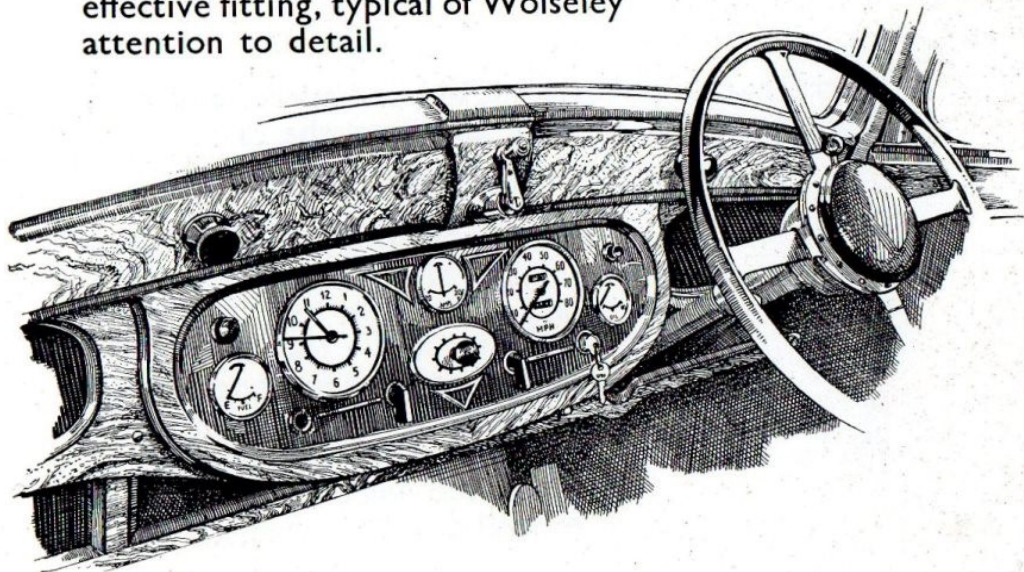
Clutch and brake operation are exceptionally light. The steering wheel is telescopically mounted, and is adjustable for height.

On the Super Sixes the column can be adjusted for rake. Synchromesh is applied to 2nd, 3rd and top gears. A handily placed lever enables swift certainty in gear-changing.

Large-dial separately mounted instruments are read at a glance.

At night a graduated system of panel lighting gives any desired illumination from brilliant to dim, and is shaded against back-reflection.

An "over-centre" rear blind control is a neat and effective fitting, typical of Wolseley attention to detail.



# Comfort and Capacity

## The TWELVE

Here, in the new Wolseley Twelve, is a full **five-seater**. Its exceptional room is one of the salient sales features of the car.

Study these dimensions and see what they mean :—

Wheelbase . . . . .	8ft. 2in.
Track—Front . . . . .	4ft. 6in.
Track—Rear . . . . .	4ft. 8in.
Overall length . . . . .	13ft. 9½in.
Overall width . . . . .	5ft. 7in.
Width over front seats at elbow	48½in.
Width over rear seats at elbow	56in.
Leg room front—Maximum	45½in.
Leg room front—Minimum	39½in.
Leg room rear—Maximum .	48½in.
Leg room rear—Minimum .	42½in.
Floor to roof . . . . .	49in.

The Twelve has all the room usually associated with the larger ratings only.

It is an individually built car of great distinctiveness in its appearance, appointments, and performance, with many of the attributes of the famous Super Six.





The New Wolseley  
12/48 "compels its  
public."

From broad outline to  
minute detail it is, for  
the man of sound

judgment, the family car *par excellence*.

Three can sit, and move, in the rear seats at perfect ease,  
with space to spare.

Between driver and passenger is plenty of elbow room.

Change of posture, freedom to move, are as essential in  
a car as in a drawing-room. They are made possible in  
this capacious car. Front seats are adjustable.

In any position there is generous leg room at front and  
rear, and foot room too.

Seating is anatomically correct; full support being given  
to shoulders, back and thighs, and the correct lumbar  
curvature maintained.

Study this imposing list of interior equipment. Every  
item is a sales point.

#### DRIVER

Adjustable seat, steering column adjustable for length and rake.  
Steering wheel of "sprung" type. Large diameter; thin rim.  
Light operation of clutch, brake, accelerator. Synchromesh  
to 2nd, 3rd and top gears. Sealed pedal slots.

Large-dial separate instruments in handsome fascia. Panel has  
graduated illumination.

Independently controlled silent twin wipers. Remote motor.  
Door pocket.

Full width parcel tray.

Wide screen. Central opening.

Thin pillars. Excellent visibility.

Clear view of road at back through mirror.

Easy operation of sunshine roof and rear blind.

Ash-trays.

Accessible dimmer switch, horn and trafficator controls.

#### FRONT PASSENGER

Adjustable seat.

Ample leg and elbow room.

Door pocket, cubby hole, parcel shelf  
for small packages, maps, etc.

Ash-tray.

Clear vision all round.

#### REAR SEAT PASSENGERS

Generous leg and head room.

Width to accommodate three persons  
at ease. 56 inches over rear seat at  
elbow.

Deep padded arm-rests.

Folding flush-fitting centre rest.

Arm-slings.

Ash-trays.

Wide field of vision.

Deep comfortable anatomical seating.

Door pockets.





# Comfort and Capacity

## THE SUPER SIX

### COMFORT AND CAPACITY

Typically British lines not only confer dignity to the car as a whole, but make possible an interior remarkable for its roominess, air-space, ease of entry and exit, head room, leg room, and width.

Study these details of the interior equipment.

#### DRIVER

Adjustable seat and steering wheel. Column also can be set to the angle best suited to the individual driver.

Large spring-spoke thin-rim steering wheel.

Central boss controls twin-tone horns, loud for country, subdued for town.

Handsome facia with easily read large dial separate instruments. Graduated lighting.

Light operation of clutch, brake and accelerator.

Synchromesh on second, third and top gears. Sealed pedal slots.

Foot operation of Safety Night Pass lighting system.

Independently controlled twin wipers with remote motor.

Arm-rest on door.

Door pocket.

Cubby hole. Parcel tray.

Wide screen. Central opening.

Thin pillars. Excellent visibility.

Clear view of road at back through mirror.

Easy operation of sunshine roof and rear blind.

Natural fatigue-free driving position.

#### RADIO

An aerial is built into the roof. There is space behind the panel to take a set of normal size, thus preserving the "built-in" appearance. The large central ash-tray is removable, leaving space for the radio control head.

*NOTE. We do not fit radio. This work we consider the privilege of our dealers, any of whom are pleased to advise.*

#### FRONT PASSENGER

Ample leg and elbow room.

Arm-rest.

Adjustable seat.

Door pocket, cubby hole, parcel tray for small packages, maps, etc.

Clear vision all round.



*Best leather upholstery denotes quality and is essentially durable.*



*Comfort and dignity are expressed in this distinguished interior.*



## REAR SEAT PASSENGER

Wide doors give ease of entry and exit.  
Generous leg and head room.  
Full width for three passengers.  
Deep padded arm-rests.  
Folding flush-fitting centre rest.  
Padded arm-slings.  
Ash-trays.  
Sliding ventilating quarter lights.  
Folding foot-rests.

Folding picnic tables.  
Automatic interior lighting.  
With side lamps on, interior lights switch on when either rear door is opened; switch off when shut.  
For reading, a manual switch is also incorporated.



## THE INTERIOR

Softest leather upholstery.  
All seating anatomically correct.  
Deep pile carpets.  
Tasteful trim.  
The whole interior is extremely dignified and tasteful.  
Rubber sealed doors.  
Flared pillars.

# Springing

The new "Phased Suspension." Wolseley engineers have evolved the most perfect suspension system of modern times.

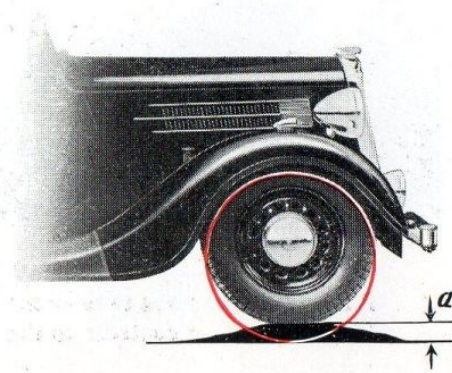
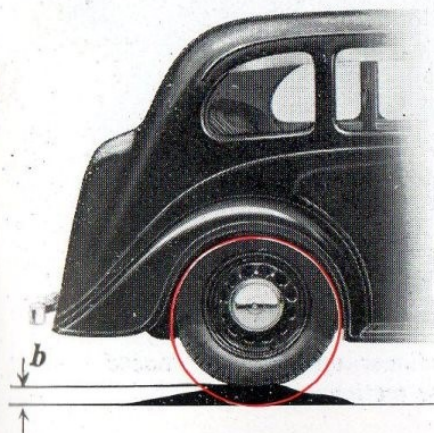
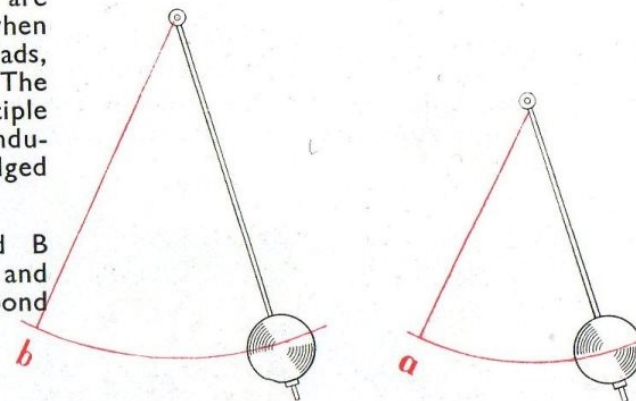
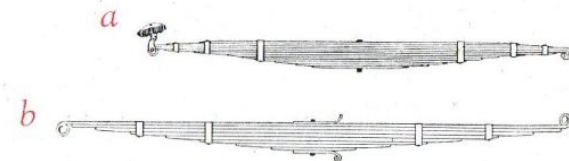
The well tried semi-elliptic system is developed through "phasing" to a point where comfortable and even riding is assured, even under the roughest conditions.

The keynote of this suspension is simplicity.

There is no undue multiplication of points of wear, and there is nothing by nature experimental.

The periodicities of the front and rear springs are at a pre-determined variance, and are so arranged that the car, when travelling over rough roads, is quite free from pitch. The system employs the principle of the long and short pendulums which have acknowledged variance and periodicity.

The axle shocks A and B are similar, yet the front and rear springs A and B respond





differently. The resultant influence is a stabilising effect on the car as a whole.

The all-too-familiar see-saw motion is entirely eliminated since the front and rear springs cannot react together in unison.

In the ordinary chassis the front end will bounce in a number of spring surges before regaining stability.

Wolseley "Phased Suspension" compels stability. Axle shocks are damped out as they arrive.

Remember that the car's performance is often limited by the comfort of the rear seat ride.

"Phased Suspension" gives extreme comfort and cuts out this limiting factor.

The system is used in conjunction with the new dropped cantilever chassis frame providing not only stability but excellent cornering properties.

Hydraulic shock absorbers and large section tyres contribute still further to the exceptional comfort of the car. Demonstrate this suspension by a trial run and observe the up and down movement of the radiator cap in relation to a fixed point ahead.



*A trial run will serve to show the inherent steadiness conferred by "Phased Suspension"—a contrast to the usual see-saw motion.*

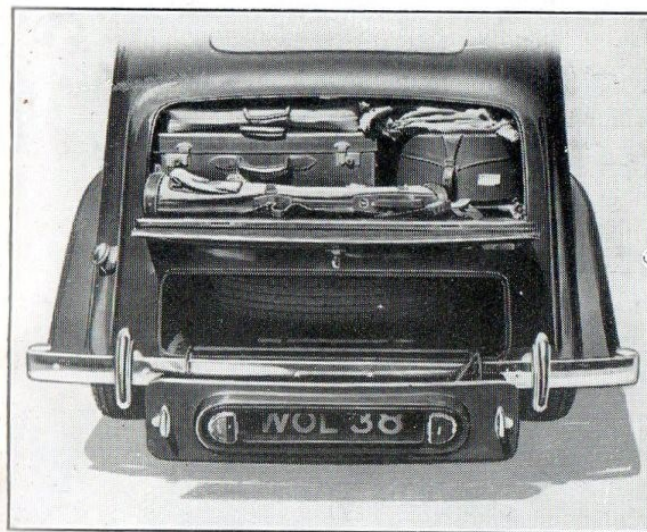
## Luggage

A full five-seater car demands full luggage accommodation for that number. Wolseleys provide exceptional luggage accommodation.

A large boot is provided in the tail of the car. A flush-fitting lid can be let down to form an unrestricted platform capable of taking a large cabin trunk.

There is room in the boot for golf bags, guns, fishing tackle, or several suit-cases.

An idea of the luggage that can be accommodated can be gained from the illustrations. Demonstrate this in practical fashion by having assorted luggage handy.



*Show the prospect exactly what this carrying capacity means.*

The lid of the boot locks and a rubber beading effectively seals the luggage compartment against dirt and water.

The spare wheel is carried horizontally in a separate compartment below. All wheel tools are placed alongside. The jacks operate from inside the car. There is no disturbance of luggage or passengers.



# Sound and Heat Insulation

Wolseley cars are specifically designed to exclude heat, fumes, and noise from the coachwork.

Silent, "fresh air" travel is assured.

## SOUND INSULATION

In the construction of the body, insulating tape is fitted to all timbered joints and to all points where metal and timber are in contact, thus preventing squeaks. The chassis is fitted with strip anti-squeak packing at all essential points.

Further, an insulating adhesive known as Ferrofix is applied to side members, cross members, pedal board supports, battery carrier, and so forth, thus insulating all metal surfaces with movement relative to other parts.

Seapac anti-drumming material is fitted to the interior of the body panelling, doors, wheel arches, back and sides of roof.

Rubberised felt underlays are laid beneath all carpets. All pedal slots are sealed.

Note that the body pillars are slightly flared.

This is an important detail. Wind is deflected away from the sides of the car when travelling at speed and thus roar is reduced to a gentle murmur. This is the new Wolseley "Wind-hush" coachwork, and is the contribution of science to silence.

Note also that in the Super Sixes rain channels are incorporated in the side-front body pillars.

Water from the roof drains away through the pillars and is dispersed beneath the car. Further items of detail lie in the streamlined full loop door handles which have the advantage, too, of not catching in sleeves or pockets.

## HEAT INSULATION

The Wolseley power unit is exceptionally quiet and cool. Even so, no pains have been spared to effect the absolute exclusion from the body of sound and heat.

The stout steel dash cuts off the "engine room" from the body.

In the Super Six models this is supplemented by an additional bulk-head, thus providing an insulating space of still, cool air which also acts as a silencing medium.

Air cleaners and silencers eliminate intake noise.

A fume extractor is also fitted.



## VENTILATION

Wolseley coachwork, insulated from sound and heat, is also very carefully ventilated.

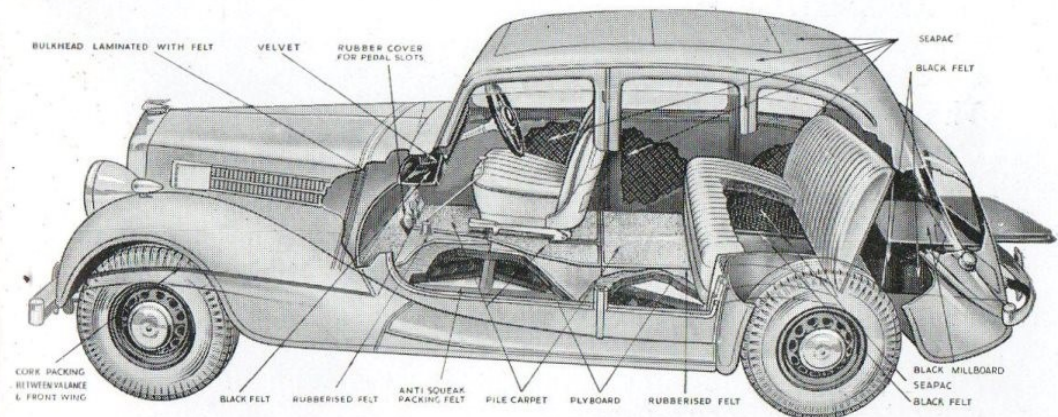
The value of this cannot be over-emphasised as adequate ventilation promotes healthful motoring and reduces tiredness and staleness on long journeys.

The ventilating and sliding quarter lights are an interesting feature of the Super Six Saloon. By means of a neat winder they can be slid back just sufficiently to provide scientific extractor action, without creating draught.

In all the new Wolseleys a centrally opening screen, flush-fitting sunshine roof, and winding windows enable a constant supply of fresh air to be circulated.

The car keeps cool in even the hottest weather.

There are glass louvres over the doors to enable the windows to be dropped slightly for ventilation in wet weather without intrusion of rain.





# Owner Contact

The unique Wolseley Owner-Contact scheme applies in full to the new Super Six range. Briefly, it is a service whereby for the first eighteen months of the life of the car it is periodically inspected by a trained factory engineer at the owner's request and convenience.

Four such inspections take place within the period named and are recommended at three, six, twelve and eighteen months.

Every purchaser of a Wolseley Super Six receives a brochure setting out this scheme in detail and a supply of special postcards upon which to make application for the visit of the engineer.



Not only is the car maintained in the best of condition, which promotes satisfaction, but pride of possession is greatly enhanced.

Such repairs or maintenance as may be advised by the factory engineer are recommended to be carried out through the Wolseley distributor or dealer supplying the car itself.

## SUMMARY

The new Wolseley models are built individually by craftsmen in a factory equipped with the most modern plant and employing the most up-to-date methods.

In the new cars there is nothing of a freakish nature, neither is there anything which has not been fully tested. As the foregoing pages show, there is a wealth of practical detail; points which appeal to the intelligent car purchaser, and at the same time add interest and profit to the salesman's occupation.