

# Wolseley people

Wolseleys attracted conservative, solidly middle-class customers, but the company often had rather higher social aspirations, judging by many of the people depicted in its adverts, says Nick Larkin

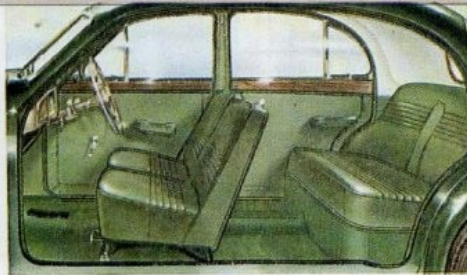
Right, Wolseley 6/80 springs from an old master; possibly to promote the car as a 'gilt-edged' investment. The owner of the posh gaff in the background would almost certainly have gone Bentley rather than Wolseley, however



Twin interior lights, shielded to prevent glare, illuminate the car at night. They are operated automatically when the rear doors are opened. There is plenty of head and leg room for all passengers.



A simple, effective heating and ventilating system adds greatly to the comfort of the driver and passengers. It provides a uniform distribution of warm air throughout the car.



Interior of the Six-Eighty is spacious and luxurious. All trimming is in a colour harmonising with that of the exterior. Seats and back cushions are leather-upholstered. The divided bench-type front seat is adjustable forwards and backwards as well as for height. Hinged ventilator panels are fitted on the front and rear doors.

Easy to handle in town traffic, capable of high average speeds on the open road, the Six-Eighty is exceptionally impressive in appearance and luxury of finish. Smooth, silent power is provided by an overhead-camshaft six-cylinder engine. Front suspension on the Six-Eighty is by long independent torsion bars.



Driver and passengers are seated well within the wheelbase, where the ride is most comfortable. Moreover, the seats are designed to give a relaxed and easy position combined with firm support. On the longest journey driver and passengers feel completely at ease, free from constraint or fatigue.



Above, the comfortable, Dunlopillo-padded seats would have been welcomed by these polo players driving home after a long session in the saddle



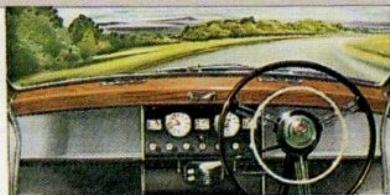
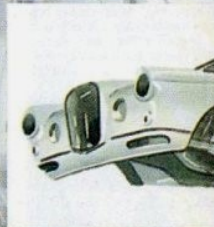
What? We can't have a Wolseley woman wearing trousers, surely. Or is she? This couple definitely haven't headed out in their 6/80 for a night down at the British Legion!

Welcome to the world of Wolseley, a comforting capsule of soft red leather and burr walnut, with his-and-hers favourite magazines adding to the drawing-room-style environment for well-off Mr and Mrs Wolseley





Perhaps the captain of your ship was a more realistic target for Wolseley than the landed gentry, though we do hope he's not working out how many duty-freees could be stored in that cavernous boot



The one-piece curved windshield is draped to give wider, better vision and greater safety. An anti-glare, non-reflective device, means sunlight stays shining - it will not blind. Traction control is located in the centre of the steering wheel hub.

Built with the same generous specification as the Six-Eighty, the delightfully modern yet graceful and dignified Four-Fortyfour brings the pride of Wolseley ownership within the reach of a wider public. Moderately priced, it has irresistible appeal for motorists who want the best but whose budget does not include a car in the luxury class.

#### WOLSELEY WATCHES OVER YOUR SAFETY

Wolseley watches over your safety and that of your family and your passengers by super-strong construction. The whole car is engineered for extra strength, for the greatest safety; it is precision-built by craftsmen to last longer.

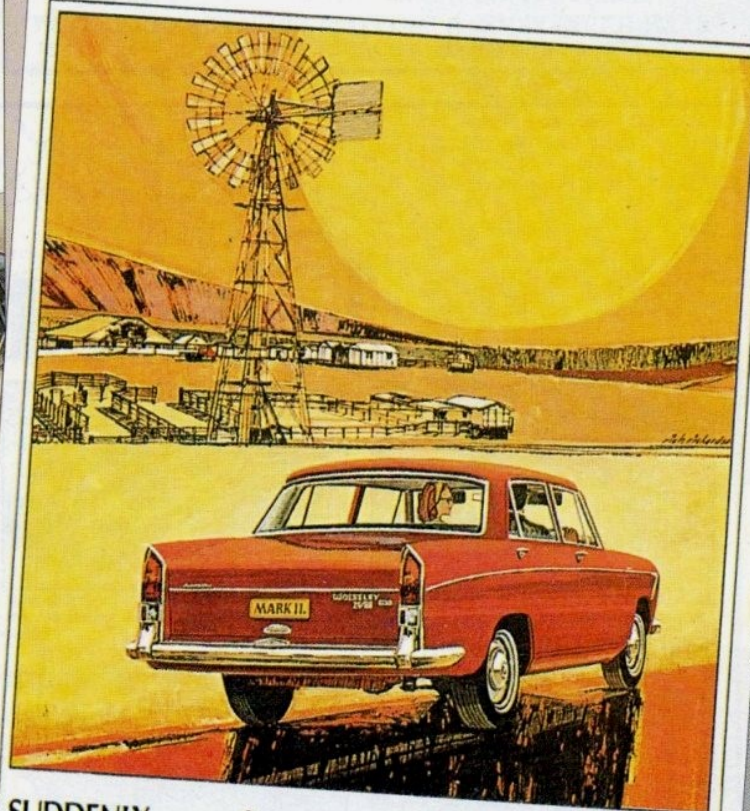
Wolseley design permits a new forward positioning of the engine, an improved weight distribution, and allows a better location of all the seats in the car; you travel between the wheels, where the ride is most comfortable. Power-to-weight ratio is finely balanced and you get the utmost benefit from the independent front suspension. Road-building and emergency capabilities inspire confidence; driving and riding under all conditions are smooth, steady and far more enjoyable.



The lid of the baggage compartment is constructed of extra strength. Space is built in at an angle to provide an extra luggage compartment.



Above, 'Wow, a new Wolseley. I'm proud to be weighed down with luggage which has travelled in that!' this bell-boy appears to be thinking. Would he buy a Wolseley when he'd been promoted to hotel manager?



**SUDDENLY** a new dimension in **SIX** cylinder car comfort



Contrasting sales technique for the Australian-market Wolseley 24/80. A much less prestigious, distinctively Aussie environment and a seemingly younger clientele are the hallmarks here