

The background of the advertisement features several branches of yellow wattle, a native Australian plant, with clusters of bright yellow flowers and green leaves. These branches are positioned in the upper left, upper right, and lower left corners, framing the central text against a dark blue background.

Australia's Own Car...

HOLDEN





The first Holden—November, 1948

HOLDEN*

A LINK IN THE CHAIN OF AUSTRALIA'S PROGRESS

Holden won the immediate approval of Australian motorists when the first model was announced. Quickly, Holden became the most popular car in Australia. With increased production,

this sales leadership has become even more pronounced. Holden gained the position of sales leader because

it was **designed** and **built** for Australia and because in the judgment of most car buyers it offered the best combination of appearance, power, economy, dependability, comfort and safety. But a position of leadership brings responsibility. In the case of General Motors-Holden's

this responsibility has been interpreted in two dramatic ways. First, GMH has invested £11,000,000 in plant expansion

to lift Holden production to 250 vehicles a day. Today, more than 12,000 men and women are employed by GMH; factory areas

total over 81 acres. Second, GMH has developed Australia's most outstanding automotive engineering organisation—an

organisation staffed and equipped to keep Holden always in the forefront of engineering progress; worthy of its slogan, Australia's Own Car!

Now, in this catalogue, GMH presents Holden's greatest improvements yet—three beautiful Holden Sedans

with important styling and mechanical improvements—establishing beyond

doubt that Holden is not only the most graceful and attractive car in Australia today, but,

in addition, outstandingly the best value for money.

* Registered trade mark.

The 100,000th Holden—May, 1953



Holden gives you the choice of three beautiful sedans—the de-luxe Special, the Business Sedan

and the economy model, Holden Standard. There's a Holden Sedan to suit every purpose, every family, every taste.

All three Holden Sedans incorporate more than 30 improvements made progressively since 1949 as a result of the Holden policy

of constant improvement. Styling improvements include the new radiator grille, new streamlined tail lamp assembly, new hub caps

and new appointments inside. Outstanding mechanical improvements are new pistons, new torsional type piston compression rings,

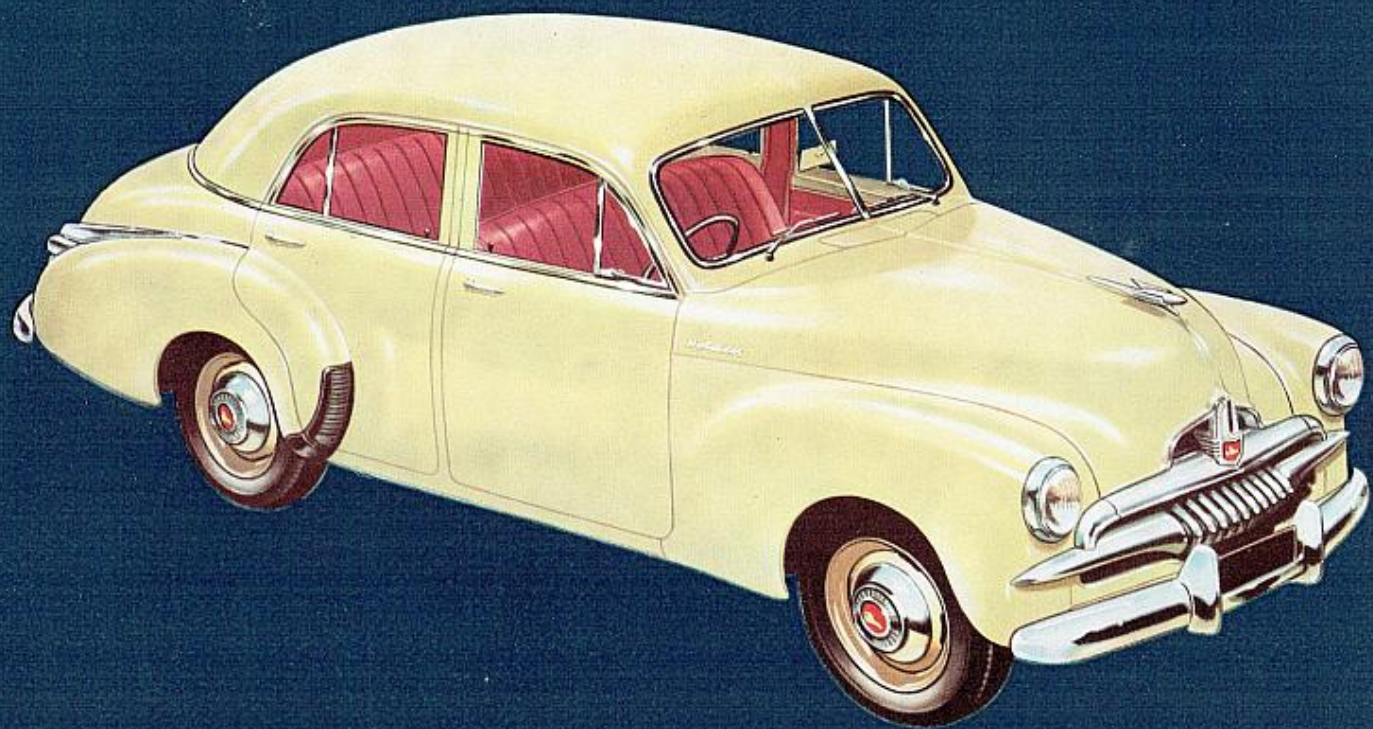
new flexible radiator mounting, new rear axle assembly including new rear wheel bearings and new increased

hand brake leverage. Riding comfort and driving ease have been improved by re-designing of front and rear seating and the

introduction of a ball-bearing type seat adjuster. Right down to the last detail, the three Holden models

are fresh, sparkling, graceful—they represent all that's best in modern car engineering and styling.

Holden Special

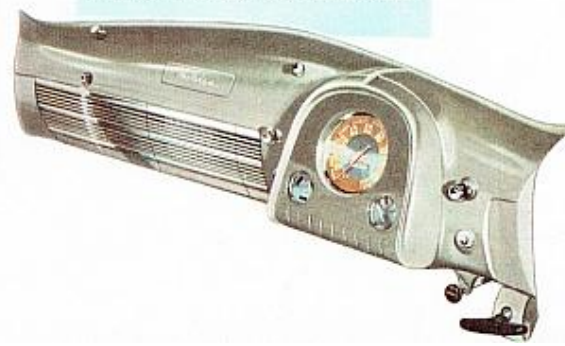


The Interior of Holden Special.

De-luxe appointments include artistic colour treatment harmonising with your choice of exterior paints; patterned door trims set off with chrome strips; wide, deep-cushioned seats and squabs richly upholstered in high-grade leather; arm rests in front; assist grips in the rear and an automatic dome lamp. Wide-opening doors and low-built floors make for quick, convenient entry. Excellent vision heightens your motoring pleasure and contributes to driving ease and safety.

Holden Special Instrument Panel.

The rich gleam of chrome sets off the beauty of this instrument panel. De-luxe details include built-in cigarette lighter, radio grille extended over glove box door and chrome trim rings set into the instrument panel dials. A new note in styling is provided by black plastic control knobs with chrome inserts.



Externally the de-luxe Special is distinguished by an attractive hood ornament, by gleaming stainless steel mouldings round the windows and windshield, by a belt of stainless steel encircling the car, by twin reflex markers set in ornamental chrome fins on the rear fenders and by large 5.90 — 15 tyres. Beautiful two-tone colour combinations are available on the Special.



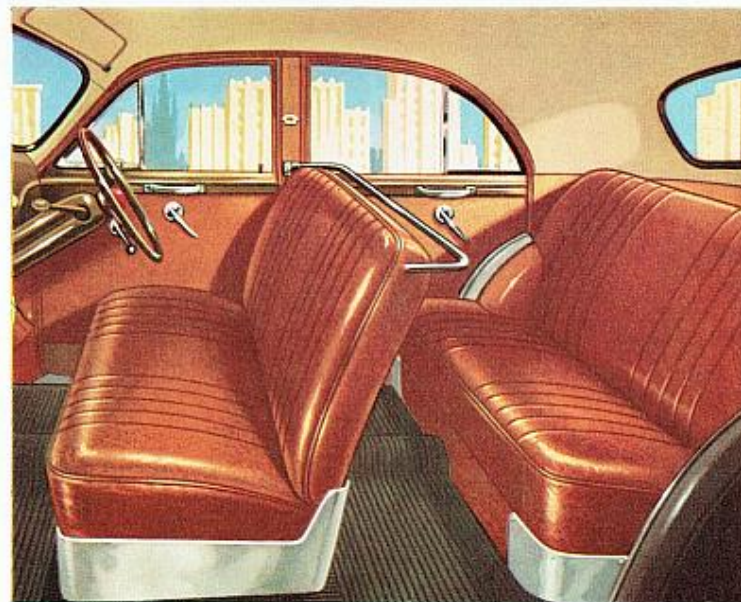
Holden Business Sedan



12 Special Features of the Business Sedan

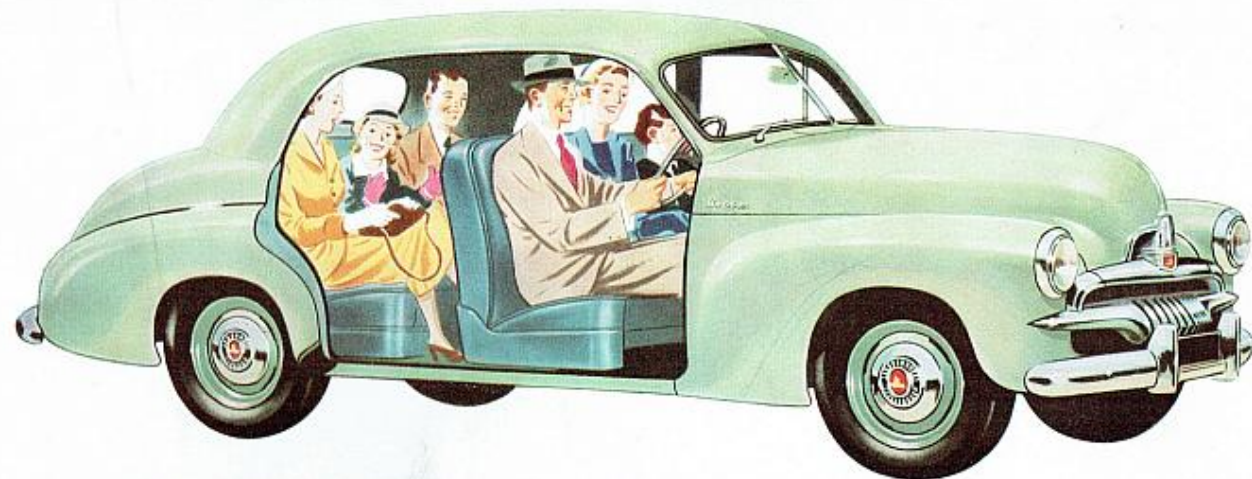
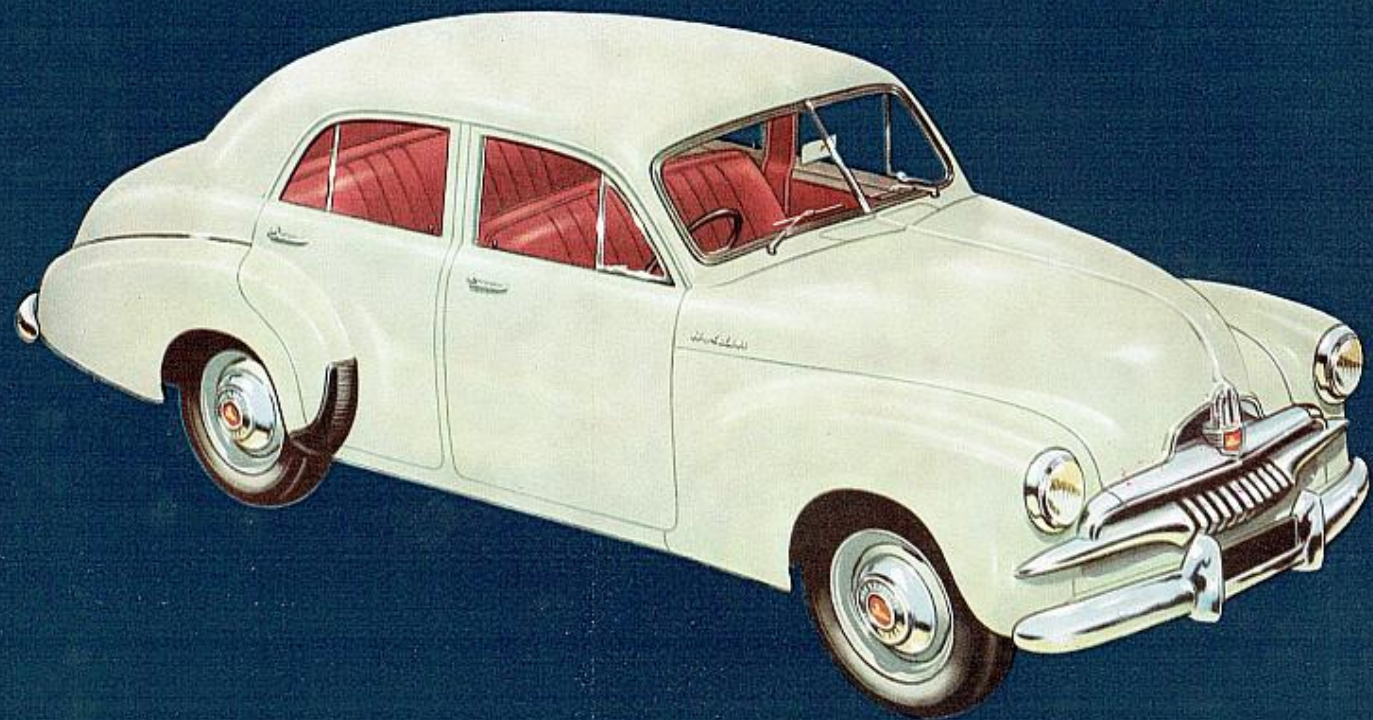
With 12 carefully planned additional features, Holden Business Sedan is the only passenger car in Australia specially equipped to meet the particular needs of business and country users located in arduous country or whose vehicles are engaged in heavy work. It is particularly suitable for Municipal and Shire work ; for Government, Defence, Police and other public authorities' operations ;

for fleet usage ; hire car and taxi services ; for farmers ; real estate and stock and station agents' activities ; and for commercial travelling. In the Business Sedan you get Holden's proved superiority in overall performance, economy and reliability plus the 12 additional features described below. Interior trim is in attractive P.V.C., specially selected for its durability.



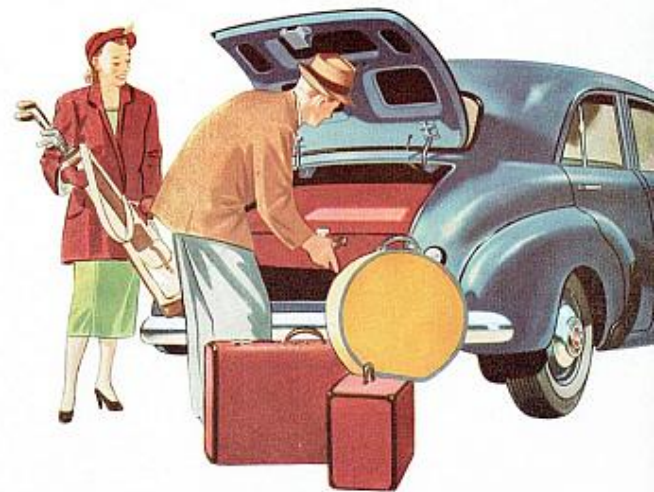
1. Larger battery and stronger mounting to suit.
2. Special pocket for driver's log or business papers in right hand side cowl trim.
3. Headlining in imitation leather.
4. Door pull handles on all doors.
5. Dome lamp switch located on right hand side centre pillar.
6. Windhose covered with P.V.C. and protection plates fitted to the wheel arch pillars.
7. Boot lid handle latch, operable without leaving key in lock.
8. Cushions and seat backs are reinforced. Sponge rubber pad on rear seat cushion.
9. Rubber mats on front and rear compartment floors and on trunk compartment floor.
10. Steel kick plates round bottom of front seat and corners of rear seat risers.
11. Handrail above front seat back.
12. Heavy-duty rear springs.

Holden Standard



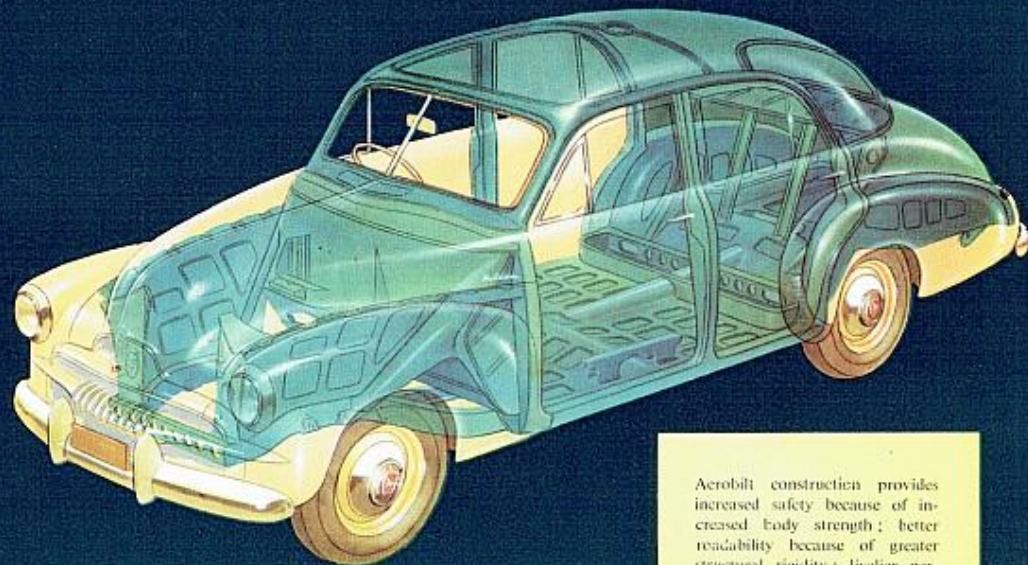
6 Passenger Roominess. There's roomy comfort here for a full-sized family—the actual dimensions being : Leg room : front 42-5 16 in., rear 40-3 8 in.; seat width : front 54 in., rear 55 1/2 in.; head room : front 35 1/2 in., rear 36 1/2 in. To appreciate how roomy Holden really is, compare these dimensions with those of your present car. On all three Holden sedans, progressive improvements to seat springing have resulted in a more cushioned ride. Excellent driving vision is provided—particularly for petite lady drivers—by careful positioning of the front seat. A ball-bearing type seat adjuster helps you adjust the front seat quickly and easily to a comfortable driving position. The upholstery of seats and squabs in the Standard is P.V.C.—a recently developed plastic coated material with exceptional durability and a finish simulating antique leather. A variety of attractive colours is available to harmonize with the range of exterior finishes.

Family-sized luggage compartment. The three Holden models offer you substantial luggage space. To protect your travel cases, the compartment floor is covered with a rubber mat on the Business Model and P.V.C. coated jute in the Special and Standard Sedans. Loading level from the ground to the floor is only 16 inches. A seal is fitted between the rear bumper and the stone shield to prevent mud and gravel being thrown up on to rear body paint.



The famous Aerobilt body

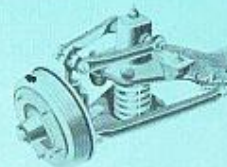
In Holden, the body and chassis are designed and built as one strong, rigid unit. Millions of miles of owner driving have proved the advantages of Holden's all-steel Aerobilt body.



Holden's front and rear seating, with proven Z type, non-sag seat springs, gives a soft, comfortable ride. The front seat is designed to give excellent vision.

Aerobilt construction provides increased safety because of increased body strength; better readability because of greater structural rigidity; livelier performance and greater operating economy because unnecessary weight is eliminated.

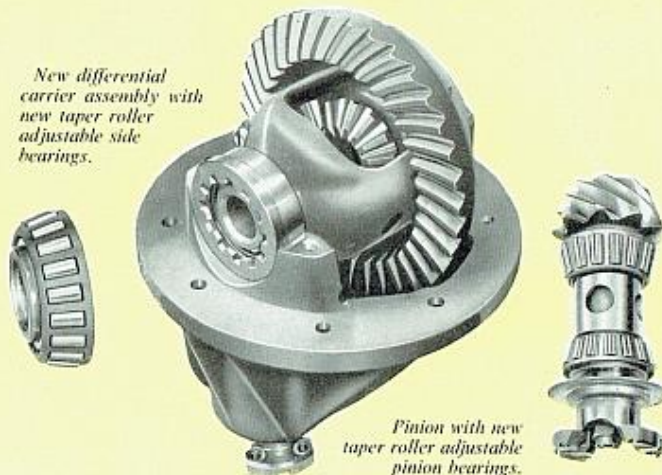
On the highways and byways of Australia, Holden has won unstinted praise with its "air cushion ride". Engineering highlights which contribute to the smooth, stable comfort of this ride are independent front wheel springing, telescopic shock absorbers and long, wide rear springs. Not only comfort results from these suspension features. Steering, cornering and braking are also improved. Silent, safe and strong, Holden is a joy to drive on long trips. The Z shaped seat springs give perfect body conformity and support, keeping you free from stiffness and weariness even after hours of driving. Aerobilt body construction ensures lasting freedom from squeaks and rattles; thorough insulation absorbs road noises!



Holden's independent front springing, with telescopic shock absorbers inside the coil springs, gives you road hugging comfort and roadability. The rear springs are slanted upwards towards the rear and attached to the axle off centre. This design adds to Holden's safety and stability.



Holden's hydraulic brakes have one piece brake backing plates. Slightly greater braking force is exerted on front wheels to ensure maximum safe braking power. Leverage of the hand brake has been increased 60% by re-positioning of the new actuating lever strut.



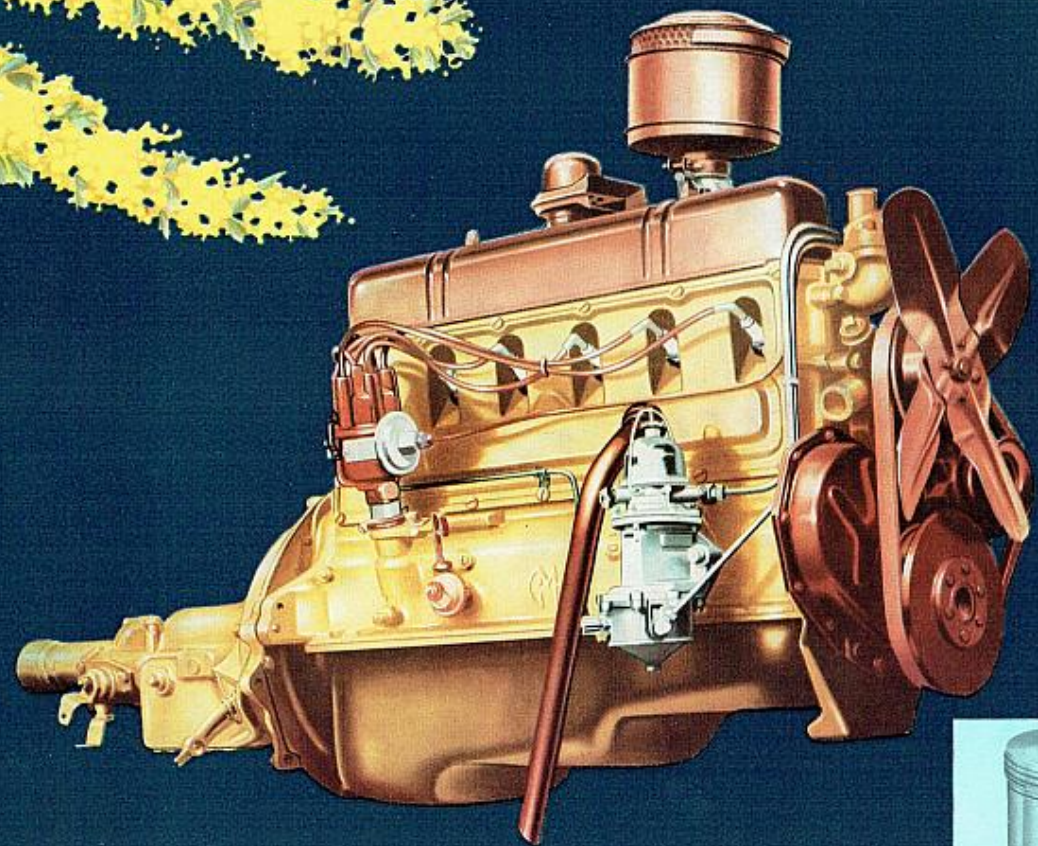
New differential carrier assembly with new taper roller adjustable side bearings.

Pinion with new taper roller adjustable pinion bearings.

NEW REAR AXLE ASSEMBLY

Holden's new rear axle assembly is easily serviced. It is engineered for long, trouble-free life. Improvements include—heavier gauge banjo housing for greater strength, taper roller pinion bearings lubricated through oil passages cast in the pinion housing, and taper roller differential side bearings with screw type adjustments for easier servicing. The ring gear has a heavier cross section for increased strength. The differential carrier and case are stiffer, stronger cast iron construction. Dust sealing of the drive pinion housing is improved. Larger rear axle wheel bearings with enlarged bore have longer life and increased load-carrying capacity.

Six Cylinder Engine



Overlapping bearings give maximum crankshaft rigidity.



Large cooling fan ensures maximum cooling efficiency.



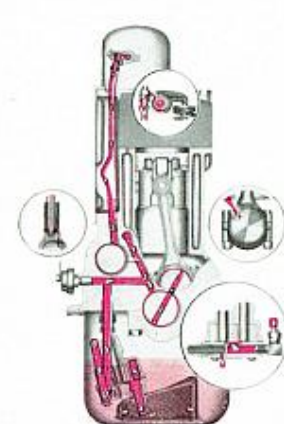
Aluminum pistons for engine flexibility. Torsional type piston rings for economy.

Holden is powered by the six cylinder 21 h.p. overhead valve engine already proved by more than a hundred and twenty thousand owners.

The layman never ceases to wonder how the Holden engine offers brilliant all-round performance with 30 m.p.g. petrol economy (as reported by owners) and dependability that has become a by-word.

Engineers point out that many factors contribute including high power-to-weight-ratio, the specially shaped cylinder head combustion chamber and 'square' engine design. This square engine design, with bore (3") and stroke (3½") of almost equal dimension, results in these advantages: less engine weight, more rigid crankshaft, stronger big ends, lower piston speed (therefore less relative bore wear) and smoother engine power. Other factors which play a big part in Holden's over-all performance and economy are highlighted on these pages.

With new pistons, new torsional type piston compression rings, new flexible radiator mounting and new one piece radiator hose, Holden engineers have still further improved the engine that has given millions of miles of satisfying service in the hands of owners.



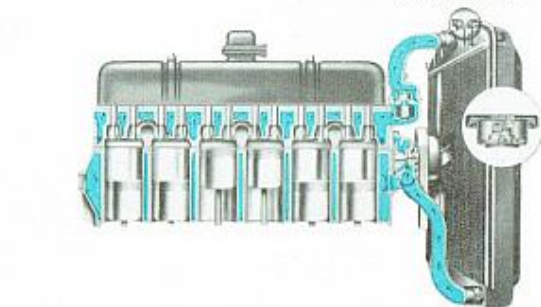
General Motors gear box — synchro-mesh in second and top gears. Gears are "crown shaved" for smooth, quiet operation.



Clutch with diaphragm main spring exclusive to General Motors.



The carburettor gives even petrol distribution — another reason for Holden economy.



Automatic, all-weather engine temperature control, with full length water jackets surrounding each cylinder, contributes to Holden's phenomenal economy and exceptionally long engine life.

Flexible mounting of the radiator on rubber bonded studs insulates the radiator from road shocks ensuring longer radiator life. A one piece radiator hose is fitted, considerably reducing the possibility of leaks.

Owners' Testimonials

From all corners of Australia, owners have written enthusiastic letters about Holden's low-cost operation and outstanding dependability. Many of these reports are based on service more severe than the average family man is ever likely to encounter. The fact that Holden performs so well under arduous conditions speaks volumes for the quality of its engineering and this is your guarantee of years of splendid motoring.

"My greatest asset on the station"

"The Holden Sedan which I purchased from you on 18th November, 1949 is now almost three years old . . . The actual mileage that my car has covered is only 26,000 miles, but I can honestly state that they have been the hardest miles that any car or vehicle, for that matter, could be expected to cover.

My car has been tested in all conditions and is my greatest asset on the station. Petrol consumption has always been 30 to 35 m.p.g. . . ."

ARTHUR D. COLLENS,
Tully, Qld.



"70,000 miles . . . not one major repair . . ."

"I have to be constantly covering the North Coast of New South Wales and Southern Queensland, which takes in the notoriously rugged McPherson Ranges and must surely contain some of the worst "roads" in Australia. Holden has proved itself the ideal car for my work. Despite the bashings which it has taken during its 70,000 mile career it has not yet had one major repair job done to it and upkeep costs have been astonishingly light. It isn't any surprise to me whatever that Holden has already become Australia's popular car."

C. LADDS,
Taree Heads, Qld.



1950 Holden Records 210,000 Miles

"I am operating two Holden Sedans as Taxi Cabs in the Sydney Metropolitan area, one of which is a 1950 model, and has run 210,000 miles.

This vehicle still averages 26 to 27 miles to the gallon, and saves me £8-0-0 a week in petrol costs against my previous vehicle . . ."

A. B. PEDEMONT,
Fidmich Hill,
Sydney.

Taxi Company Buys its 100th Holden

"I wish to inform you that this Company . . . recently placed in service its 100th Holden vehicle.

Our vehicles operate under the toughest conditions, have numerous drivers and yet over a period of years have averaged the following figures:—

Petrol consumption 28 to 33 miles per gallon, 30,000 to 40,000 miles per set of tyres and brake refine, also on vehicles which have covered some 80,000 miles major repairs have been negligible.

A big factor also is the speedy and excellent service available, whereby the vehicle, whatever the cause, is back on the road the same day . . ."

A. G. JOHNSON, Manager,
Embassy Private Hire Service Ltd.,
Melbourne, C.I., Vic.

" . . . Unit integrally constructed proves a far cheaper vehicle to maintain . . ."

"After thirty months operating a Holden sedan in this State for our Company, I feel that we should tell you of the wonderful performance this vehicle has given us to date.

The rigid construction of this unit has proved to us that a unit integrally constructed proves a far cheaper vehicle to maintain."

DAVID WOODS,
David Associates Pty. Ltd.,
Adelaide, S.A.

" . . . 109,000 miles, and still gives up to 30 m.p.g. . . ."

"My Holden Taxi was one of the first cars off the assembly line. It has now done 109,000 miles, and still gives me 28 to 30 miles per gallon around the city.

Economy of running and low maintenance costs make Holden the Taxi Driver's ideal car."

W. D. JOHNSTONE,
H.A.



Company Saves £300 in 2 Years

" . . . My Company supplied me with a Holden Sedan just two years ago, and since then I have covered just under 60,000 miles. Maintenance costs apart from greasing, etc., have cost a new muffler and a set of spark plugs, only totalling £7-15-0.

My previous car averaged less than 20 miles per gallon and the Holden has averaged better than 32 miles per gallon.

In operating costs alone a saving of £300 has been effected by my Company over the 2 year period on petrol, oil, tyres and registration.

With the Holden a Traveller can do his work after sustained long periods at the wheel without any feeling of tiredness, due I would say to the seating position, plus the well designed springing and road visibility . . ."

S.P.,
Exmouth, W.A.

Abridged Specifications

ENGINE: Six cylinder, O.H.V. design; 3 point rubber suspension, one at the front and one at each side of the flywheel housing. Bore 3 in. Stroke 3½ in. Displacement 132.5 cu. ins. S.A.E. et R.A.C. rating 21.6 h.p. Max. brake h.p., 60 at 3800 R.P.M. Max. brake torque, 100 lb. ft. at 2000 R.P.M.

COMPRESSION RATIO: 6.5 to 1.

CRANKSHAFT: Drop forged, heat treated, fully counter-balanced, Harmonic Balancer.

PISTONS: Alum. alloy, two torsional type compression rings and one oil control ring, all above piston pin. Small end of connecting rod bronze bushed for piston pin.

CAMSHAFT: Four bearing steel forging with integral cams and helical gear for distributor and oil pump drive.

CONNECTING RODS: Length, 5½ in. Piston pin, ½ in. dia. Steel Backed Babbitt crank pin bearings. Con. rods heat treated. An orifice is incorporated in con. rod to deliver oil positively to the thrust side of the cyl. bore, ensuring adequate lubrication at starting.

OILING SYSTEM: Full pressure system embodying gear type pump whence oil is fed through a short pipe to a main gallery drilled lengthwise through the crankcase. Crosswise passages carry oil from gallery to camshaft bearings, main and con. rod bearings and timing gears. Crank pins are lubricated through holes drilled in the crankshaft and oil jets from con. rod big ends lubricate cyl. bores. Lubrication of rocker gear, tappets, etc., is provided by a pipe from the cyl. block to the valve rocker shaft.

CRANKCASE VENTILATION: Ventilation of the engine crankcase, valve cover, etc., is provided by air intake through gauze filter, integral with the oil filler cap. Engine fumes are drawn through ventilator pipe located externally on R.H. side and communicating with push rod chamber. Pipe is extended downwards with lower end shaped to give extractor effect so as to maintain a constant flow of air through the crankcase.

FUEL SUPPLY: Stromberg double venturi down draught type Carburettor with vacuum controlled power jet and positive action accelerating pump connected to the throttle control linkage. Hand controlled choke with throttle cracker. Octane Selector regulates timing to suit grade of petrol used. A.C. Fuel and Vacuum Booster Pump, with glass filter bowl. 9½ Imp. gal. capacity tank. Fuel mixture heated (thermostatic control) in 3 port intake manifold heat chamber. Exhaust muffler flexibly mounted L.H. side. A.C. air cleaner and silencer (provision made for Oil Bath Air Cleaner).

ELECTRICAL—IGNITION: Distributor fully automatic—centrifugal and vacuum type advance control—coil mounted on dash—6 volt starting motor, solenoid operated by dash push button. Generator—6 volt, 33 amps.—drive ratio, 1.71 to 1. Cut-out relay incorporated as part of voltage and current regulator, 14 mm. spark plugs.

BATTERY: Special and Standard 6 volt 11 plate—Business Model 6 volt 13 plate—mounted on R.H. side of dash under engine hood. Headlamps—incorporating parking lamps. Dimmer Switch. Dome lamp with integral switch, also courtesy switch on "Special" operated by left hand front door and an additional switch on R.H. side centre pillar on Business Sedan, combined single tail, stop and licence plate

illumination lamp, single horn mounted between radiator and grille.

TRANSMISSION: Three speed type with all Helical gears and Synchro-mesh for second and high speeds. Gear shift lever mounted on steering column. Three forward; one reverse. Ratio: 1st, 2.98 to 1; 2nd, 1.59 to 1; 3rd, direct; reverse, 2.98 to 1. Transmission extension with outboard bearing to reduce length of propeller shaft.

PROPELLER SHAFT: Open Propeller Shaft type with Mechanical needle bearing universal joints at front and rear.

WHEELBASE: 103 ins. Overall length, 173½ ins.; overall width, 66½ ins.

CLUTCH: Single plate, dry disc, diaphragm type spring; driven plate cushioned to the hub by four high rate coil springs. Molded facings riveted to plain faced driven plate. Clutch release bearing is sealed ball bearing.

COOLING: Cellular type radiator with pressure cap. (Thermostat for control of water temperature—bellows type). Water pump of centrifugal type, 4 blade fan.

REAR AXLE: Banjo construction, semi-floating; final drive hypoid pinion carried in differential housing by two taper roller adjustable pinion bearings; the differential and crown wheel assembly is carried in the axle housing by two taper roller adjustable side bearings.

GEAR RATIO: 3.888 to 1.

BRAKES: Four wheel hydraulic semi-huck type internal expanding, articulated shoe type; brake drums are composite cast iron and steel with cooling ribs for heat dissipation.

HANDBRAKE: Operates mechanically on rear Service Brakes through cable control. Handbrake control located under instrument panel on R.H. side of driver.

WHEELS: Demountable disc wheels, with drop centre type rim integral with wheel—size, 15 x 4.000. Stainless steel hub caps.

TYRES: Low pressure balloon, 5.50—15 x 4 ply on Business Sedan and Standard; 5.90—15 x 4 ply on Special. Spare wheel and tyre located vertically in luggage compartment. Chain clearance provided.

STEERING: Worm and Sector type. Steering wheel, 16½ in. dia., with horn button at centre. Gear ratio, 14 to 1.

TURNING CIRCLE: 37 feet.

FRONT WHEEL SUSPENSION: Independent Coil Spring S.L.A. (short and long arm type) assembled to the front end frame as a complete unit.

REAR SUSPENSION: Hotchkiss Drive with semi-elliptic springs—46 in. long, 2½ in. wide. 4 leaves—Special and Standard; 5 leaves—Business Sedan. Tension shackles with rubber bushings. Rear springs shot peened for durability.

SHOCK ABSORBERS: Direct acting tubular telescopic shock absorbers front and rear; the front being integral with the Independent Front Wheel Suspension Assembly.

BODY STRUCTURE: All steel construction integral type. The all-steel "Acrobilt" turret-top body consists of five major sub-assemblies—all welded together to form a complete assembly. Construction of body includes rear seat foot rest built in as part of floor. No running boards. Alligator type engine hood release operated from driver's compartment. Hinged strut to hold hood open.

INSTRUMENT PANEL: Indirectly lighted with rheostat for dimming instrument lamps, includes starter button, choke, speedometer, petrol gauge, head indicator, oil pressure and

generator charging warning lamps. Key operated ignition lock switch; lighting switch. Glove box with lid. Provision for radio installation. Windshield wiper control. Control knob for unlocking engine hood. Cowl ventilator control knob. Instrument panel trim rings and cigarette lighter on Special.

EQUIPMENT—CHASSIS: Dual windshield wipers with vacuum booster and automatic blade parking feature. Bumpers with guards front and rear.

EQUIPMENT—BODY: Special, Business Sedan, Standard, Fine quality restful upholstery—leather seats and squabs on Special, P.V.C. on Business Sedan and Standard. Two sun visors, rear view mirror. Ash tray in instrument panel grille. Ash tray in rear of front squab (chrome plated on Special). Dome lamp with integral switch, also courtesy switch on Special operated by left hand door and additional switch on R.H. side centre pillar on Business Sedan. Safety glass windows and windshield. Rubber mat in front—carpet in rear on Special and Standard; rubber mat front and rear on Business Sedan. Cowl ventilator, no draught ventilation. Front and rear seats fitted with "Z" type springs. Front seat adjustable fane and aid. Convenient parcel shelf behind rear seat. Scuff plates. Luggage compartment with provision for storage of tools. P.V.C. coated jute trunk floor covering—Special and Standard—rubber on Business Sedan. Rubber pads on pedals. Door locks include anti-rattle and hinges are concealed. External key operated door lock L.H. front door. Hold-open door checks on all doors. Counter-balanced hinged luggage compartment door.

ADDITIONAL BODY EQUIPMENT ON SPECIAL: Exterior—two tone colours; hood ornament; stainless steel belt moulding, window moulding and windshield moulding; twin reflex markers in ornamental chrome fins on rear fenders. Interior—patterned door trims with chrome trim strips; front seat arm rests; assist straps; instrument panel trim rings; cigarette lighter; black plastic knobs with chrome inserts on window regulator handles, choke control and light switch; black plastic knob with chrome ring on gear shift lever; black hand brake handle; black escutcheon for glove box push button. Additional body equipment on Business Sedan is detailed on Page 7 of this catalogue.

Specifications and Equipment subject to change without notice

PROTECTIVE OWNER SERVICE POLICY

The well-known General Motors-Holden's Ltd. warranty protects you against defective workmanship or materials for 90 days or 4,000 miles of operation. Through the new GMH dealer-owner Service Policy you are also entitled to two thorough inspections and adjustments of your Holden without charge. Holden expert service is provided throughout Australia and genuine Holden parts are immediately available.

G.M.A.C.'S Confidential Hire Purchase Plan is available for your CONVENIENCE—and is only available from your GMH dealer. G.M.A.C. is General Motors' own finance company. Every endeavour is made to fit the need of the customer on a sound and equitable basis.

GENERAL MOTORS - HOLDEN'S LIMITED

BRISBANE · SYDNEY · MELBOURNE · ADELAIDE · PERTH

