

It is fitting that this great new Australian product should bear the name HOLDEN. For more than 30 years, the Holden Motos Body Works at Woodsells, South Australia, have been famous to host the volume and equality of their production. In 1931, the Holden Company merged with General Motors (Australia) Proprietary Limited, he new Company merged with grown as General Motors Holden's Limited. The late Sir Edward Holden, R.B., became the Company's first Chairman of Directors, a position which he hold with this death in 1947.

The HOLDEN car will workfuly carry on a great tradition of Australian industrial development.

 \mathbf{T}_{HE} moment you see the new Holden you will be enthusiastic! It looks so $\mathit{right} \ldots \mathit{right}$ in size, right in design \ldots low-slung, smooth, stylish . . . beautiful from every angle. And when you drive it other things will win your thrilling approval: a remarkable road performance combined with quite exceptional economy; ample, comfortable accommodation for five or six; modern, better engineering design to give the utmost roominess for the wheel base; shockproof springing; ample road clearance and tread for any road; an ease of handling that simplifies parking; a new safety due to stronger construction; and a generous allowance in lock-up luggage space.

In these pages is told the story of the Holden car. This is the story of a great Australian enterprise, an enterprise which has the greatest backing of knowledge, skill and resources of any undertaking in Australian industrial history.

For behind Holden stands G.M. . . . General Motors Corporation.

All General Motors resources, all their experience, all their knowledge, all the best available technical skill and equipment were drawn on for the design and manufacture of this car. Such a concentration of human skills has resulted in a car which has a tremendous personality. There is no other car like it. No other car could be like it. For General Motors engineers started with a clean sheet of paper and designed not only the car itself but the plants to produce it. These engineers gave it everything they had, and Holden reflects all that is best in their rich and varied experience in America and England, and on the Continent.

Turn over and read some of this background story . . . highlights which will give you a real appreciation of the unseen value in Holden.

Who and What is Behind Holden

The General Motors Corporation, with its 41 divisions and subsidiaries and with a production record of over 33 million motor vehicles, is behind the new Holden car.

General Motors-Holden's Ltd. is the biggest automotive organisation in Australia and has been completely organised for the manufacture of the new car. American and Australian engineers have been working side by side for over three years, during which time new buildings have been erected and equipped with the world's most modern machine tools. The new Engine Manufacturing Plant at Fishermen's Bend, Melbourne, is as advanced as any in operation anywhere to-day. It tood, including the new mechanised foundry, exceeds £2,100,000. The body-building plant at Woodville, South Australia, has also been re-organised at an additional cost of £1,750,000.

The new Holden joins such a distinguished family of General Motors cars as Cadillac, Buick, Oldsmobile, Pontiac, Chevrolet and Vauxhall.

as Cadillae, Buick, Oldsmobile, Pontiae, Chevrolet and Vauxball.

General Motors tests all its cats and all its equipment at the General Motors Proving Ground—the most complete outdoor laboratory in the world. Since its inception in 1924, the General Motors Proving Ground has conducted tests extending over 100,000,000 miles. The Holden car went through its preliminary tests at this Proving Ground.

The General Motors Research Laboratories have originated or developed nany of the most important automotive improvements—butter gines, the effects of the state of the control of the control

How the Holden Car was Designed and Built

The Holden car was designed specially for Australian requirements. A survey conducted in Australia established that the outstanding characteristic squired for an Australian car were dependability. Jow first cost. In which consumption..., roominess without unnecessary bulk..., good performance on all roads..., modern syping..., nation-wide service and spare parts availability. All these characteristics were designed into Holden.

Using these basic requirements, the Holden car was then designed by the Central Engineering Department of General Motors Corporation. The first car was put through a complete series of tests at the Research Laboratories, the Proving Ground, and at the Fisher Body Division. Only after all test had shown that the design was fundamentally right were the entire design team and their families brought to Australia to carry on further operations.

How Holden has been Tested and Proved

A test route was selected near Melbourne having a great diversity of road surfaces. This test route closely parallels the General Motors Proving Ground in the number of miles of each different type of road surface; if anything, the Australian route may be more severe.

the Australian Fourer may be more severe.

Each test car was driven every day over this test route under all weather conditions for at least 50,000 miles.

50,000 miles of durability testing is so severe that it is estimated to be equal

to 200,000 miles of owner driving. Even a brand-new set of tyres some-times lasted only 3,000 miles, compared to 20,000 or 30,000 miles in nor-mal driving.

After nearly two years of this kind of testing, a "pilot run" on the new plant at Fishermen's Bend was made. The cars produced in the pilot run were again turned back to the Engineering Department for inspection and further less before the O.K. was given to sure full-scale production.

This, very briefly, shows why you can buy a Holden with confidence. This is the background . . . this is the beringe . . . this is the guarantee that Holden is a thoroughbred; designed for the job is has to do by the best brain in the industry, setted with shamed innonceinable homogeness, built with the world's most modern equipment and backed by all the resources of General Motors. This is Australia's own can





It's beautiful, it's modern, it's a car you will be proud to own. And you'll find its practical features more than match its fine appearance. There's performance in the car that will astonish you . . . an acceleration that will challenge anything on the road . . . a sense of security in its handling that makes it a pleasure to drive. Comfort and safety are big features too—due to the Aerobilt single-unit construction of body and chassis. There's ample room for 5 or 6—real room too, with seat width, leg room and head room equal to or better than many bulkier cars. And finally, Holden creates entirely new standards of petrol economy.





also the neat ornament which embraces number-plate, parking and stop lights.



BODY DESIGNEES with world expatations were brought to Australia to work on the Holden body. The result is a body for a low-price car which has almost every attribute of cars costing hundreds of pounds more than the care which has almost every attribute of cars costing hundreds of pounds more than the body show here does less than justice to the actual car. In styling, in dimensions, and in its colour scheme, it unquestionably sets a new standard in Australian body work.

One of the biggest surprises is Holden's wheel base. This favourable mominess to efficient basic despin, if becomes more apparent when you consider actual measurements. Leg room-front 41g in, rear 19g in; seat width: front 54g in, rear 195 in, rear 196 in; seat width: front 54g in, rear 195 in, rear 196 in; seat width: front 54g in, rear 196 in; seat width: front so check them against your present car, whatever its size. You will find that Holden compares favourably in leg room, seating width and head room with even the largest scalars.

This regard for passenger comfort is carried even further. Holden is a standard to make the seat of the properties of the properties of the seat and it moves easily—not only backward and forward but in height as well.

The instrument panel of the new Holden is restrained in 4d group of the top the largest scalars with the result of the seat and it moves easily—not only backward and forward but in height as well.

The instrument panel of the new Holden is restrained in 4d group of the west and it moves easily—not only backward and forward but in height as well.

The instruments are all group





lever; you can change gears smoothly and salently up or down with just a finger touch.

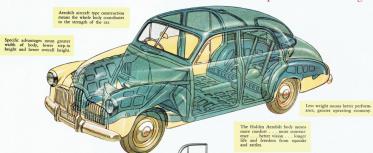
The regulator handles for winding windows and opening the dons are of a new ribbed design and finished in gleaming the dons are of a new ribbed design and finished in gleaming the dons are of a new ribbed design and finished in gleaming the dons are of a new ribbed design and finished in gleaming the dons are fitted with safety glass and of course no-draught ventilator panes are fitted in the front compartment. All metal of the body is specially treated to make it rust-resistant and to form a good basis for printing and lacquer.

Extra roominess is provided in the front compartment panel on the right-hand side of the driver. This is a new design hand-parken the property of the property









One of the biggest single advances in the new Holden is the discarding of the conventional idea of having a body and chassis as two separate units. In the Holden car the body and chassis are all one unit, making for greater strength and comfort as well as better performance and economy.

It is only a few years since bodies were made of wood and steel with slats and fabric across the roof. Then came the all-steel body with the Turter Top. Here's the next big advance—the all-steel turrets 40, arebilit body with chassis and body all in one strong, rigid, solid unit.

Greater strength is achieved because every part of the all-steel body structure contributes to the strength of the car. As an illustration: instead of a thick, heavy side rail as in the conventional chassis, the full depth of the body in the Holden constitutes the

side rail. This not only adds to strength but eliminates that annoy ing characteristic of the conventionally-built car—body squeaks and noises. This principle of engineering is exactly similar to that used in modern aircraft, where the whole of the structure is called on to carry its share of the load.

Another advantage is that by eliminating heavy side rails, the car body can be designed for a low-slung position, giving the whole car a more streamlined appearance without sacrificing road clearance. Side-sway is reduced too, especially at speed.

But in addition to getting a stronger, safer body, weight is cut down too. The result is that the engine is relieved of the job of hauling around unnecessary weight, permitting faster acceleration, better hild-limbing, higher speed and more miles to the gallon. Nowhere will you get a car body better designed or better built.

No car has been more thoroughly proved in engineering tests

Independent Front Wheel Springing





New Type Seating Construction

New Type Seating Construction is intro-ed for the first time in Holden. Both front and seats have a bubular steel frame and are fitted in special "Z" shaped springs dipped into the ne. The result is a soft, form-fitting, confortable which has been carefully matched with the front terre strains to sive the utmost in confort



On this and the following two pages are a selection of just some of the outstanding mechanical features of the Holden car. Space does not permit explanation in detail of every point, but you can get full information from your Holden dealer. A check on these points is interesting, for many of the techniques used in evolving these mechanical features are completely new to Australia. None of these features is experimental—all have been proved and most have on owner-approval in millions of General Motors vehicles.



Small Turning Circle
You can steer the Holden with a
finger-tip—list response is immediate and positive. What will appeal to all drivers is the small
turning circle of 37 feet. It seems
to "turn on a sixpence" giving
remarkably casy handling in both
city traffic and country lanes.

Hypoid Rear Axle



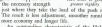
4-Wheel Hydraulic Brakes

It's fast . . . it has terrific acceleration . . . it's quiet . . . and it's economical.

and it's economical.

The heart of the Holden car is the engine. Its astonishing performance is not the result of any one major factor but rather of a group of basic engineering advantages which it was possible to build into the engine because it was made on new equipment in a new plant to the best design suited to Australian conditions.

It is an overhead value 6-cylinder engine with a nominal buncepower of 21.6 the lively, fast-steeping engine has good nonequous or a consideration of the conditions of the con







CARBURETTOR



The double - venturi, down-draught Stromberg Carburettor is extremely simple in design and efficient in operation. The carburettor is fitted with an air cleaner and intake silence and has a hand-checke with a throttle cracker which simplifies starting found. It is fitted with a vacuum operated power flow of the silence of the starting town and pick-up. The societation of Holden is really a revisent on the societation of the companion of the companion of the silence o



100% full pressure metered-flow lubrica-tion is another feature which helps in the splendid performance and general con-omy of the Horn dearning of the spendid performance and general con-composed the spendid performance of the cluding crankshaft, connecting rod, piston pin and characteristic production from the coli of thousand bearings, in-dustriant the connecting rod by devices tion from the connecting rod by devices to the coli of thousand performance of the colin-tical tention of the control of the colin-tical tention of the control of the colin-tical tention of the colinter of the colinter with worn bearings oil flow is controlled and over-lubrication is avoided.



Aluminium Pistons



Completely Balanced Crankshaft

The Crankshaft, with its overlapping bearings, is more rigid and is completely balanced to a fraction of an ounce to give smooth engine performance at speeds up to and over 80 m.p.h. An additional returner with outside the control of the control of the control of the control of the canada of the canada of the canada of the canada of the crankshaft.







Genuine synchro-mesh means abso-lutely silent changing up or down in second and top gears. Gears are pre-cision "crown shaved" to give the utmost in smooth and quiet operation.



Approved NASCO Accessories for your Holden

The range of NASCO Accessories has been designed to satisfy your desire for a little something more to add to the luxury, convenience and style of your new Holden. Make your selection when you order your car.



AIR CHIEF '5' CAR RADIO An entirely new five-valve set with a 6 in. speaker. Developed for Holden with Receiver, Speaker and Controls in one unit, its faithful reproduction, tone and range are unsurpassed. AIR CHEF controls are specially designed to match the Holden instrument small.



Seat Covers
They'll save your original uphol-stery from rips, scratches and stains. NASCO Seat Covers are tailored from smart, durable fabric and slip off easily for cleaning.













Cigarette Lighter
You push the lighter in and, when ready for use, it clicks out automatically. Eliminates the fire and glare risk and allows you to keep one hand on the steering wheel.



Oil Bath Air Cleaner
Anyone who drives consistently in
dusty country should give his
engine the additional protection of
this specially developed Heavy
Duty Oil Bath Air Cleaner.



Fog Lamps, when properly mount-ed and aimed, provide better vis-ibility in rain, snow, sleet and fog. Luggage Compartment Light



Light Switches on automatically and saves you groping in the dark for the tool kit or odd bits of luggage.



Dual Matched Horns They sound a loud, long-range, pleasant warning.

Fog Lamps

They sound a loud, long-range, pleasant warming. Car Polish
Easy to apply, casy to shine. It cleans and polishes.
Cloth Upholstery Cleaner
For the quick and effective removal of stains on fabric.
Solidoil
Stainless solid lubricant for door locks, hinges, etc.
Radiator Rust Preventative
Prevents the formation of rust or scale in the cooling
system, thus maintaining its maximum efficiency.

Service

Service

To ensure that Holden will give you the best and most economical performance, it is supported by the greatest service organisation that has ever been available to the owners of a car in Australia. Holden is represented by nearly 600 Distributors and Dealers throughout Australia. Wherever you live, you can rely on a high standard of specialised service. Distributors and Dealers have installed all the specialised service. Distributors and Dealers have installed all the specialised service. Distributors and Dealers have installed all the specialised tooling necessary for maintenance or repairs. At special service schools conducted by General Motors, mechanics are thoroughly trained in every mechanical detail of Holden. Assisting the Distributors and Dealers in everything pertaining to the service of Holden on the road is the function of General Motors-Holden's Service Department. The Service Department is sengaged constantly in seeking ways to improve the methods and facilities for service and in passing on to Distributors and Dealers the technical knowledge gathered from the workshop, the laboratory and the proving ground.

Use the convenient, confidential G.M.A.C. PLAN

G.M.A.C. PLAN

General Motors Acceptance Corporation is a special financial division of General Motors-Holden's Lod, organized to provide a service widely known as the G.M.A.C. Plan. This plan is offered exclusively through Distributors and Dealers of General Motors products. Its convenient terms and low charges provide a highly satisfactory way to obtain the Holden because you enter into business relations, nor with an outside organisation, but with a Company which is a unit of General Motors, and thus has a direct interest in maintaining your satisfaction in your car.

ABRIDGED SPECIFICATIONS

ENGINE: Six cylinder, overhead valve design, unit power plant type; 3 point rubber suspension, one at the front and one at each side of the flywheel housing. But the side of the flywheel housing. But the side of the flywheel housing. But the flow of the side of the flywheel housing but the flow of the flo

100 ft. lbs.

COMPRESSION RATIO: 6.5 to 1.

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

GANNIART: Drup forgod, heat treated, fully counter halneed, with a Harmonic Balmer.

Parrose: Aluminium alloy "T- slotted type, two compression
partons: Aluminium alloy "T- slotted type, two compression
in banded with Caceland bronch beathings.

CAMSLAYT: Four bearing steel forging with integral cam
and helical gear for distributor and oil pump drev.

CONNECTIVE ROOM: Length, 5½ in. Piston pin, 4 in. distent treated and drilled for pation pin hobication. A jet in
incorporated in councering root to deliver oil positively to the
last treated and drilled for pation pin hobication. A jet in
incorporated in counciting root to deliver oil positively to the
COLING SYNTAN: Full preseure vystem embodying gast rype
pump whence oil is fed through a short pipe to a main
alley drilled lengthwes through the crankcase. Consivier
and connecting root bearings and timing gears. Cank pins
to be a relie-dutiled through the length of the connecting
of to labsciate proton pins under pressure. Indication
of to labsciate proton pins under pressure. Indication
of cylinder block to the valve rocker shaft.

redering part, page-reduces a more performs a more performs and page-reduced by the pa

— STECLETICATION.

JOSEPH ST. 16. LGenor rely incorporated as part of widage and current regulator, 14 mm. park plags the Large regulator, 14 mm. park plags. STETTEY, 5 will 11 plats mounted on R.H. side of plags that under engine local. Headlamps are standard Stelled Guide Tilltay's mounted in four feeders, incorporating parking lights. Dimmer Switch located on the board. Dome light with integral work, combined single tail, atop and licente with integral work, combined single tail, atop and licente and grille. The same three sizes of the same parties of the s

lights. Dimmer Switch leared on the board. Done light pages illumination lump, single herm mounted between radiation and grille.

Transassmouse: Three speed type with Helical gaze all minimates in the property of the prope

Bony Flaasts: Completely new style—all steel construction integral type. A thort detectable sub-frame is attached to front end of body for carrying the power unit, front superior to the control of the

sands for subscking engine hood. Gowl ventilator counts income. The control bad windshield wipers with vacuum guards from an enderstand bade parking feature. Bungers with guards from and enderstand bade parking feature. Bungers with control bade parking feature. Bungers with guards from a fact with a feature of the control bade parking feature. Bungers and the control bade parking feature from a feature parking feature from the control bade parking feature from the control bade parking feature from a fact great fined with new type. To prince from the control bade parking feature from a fact great fined with new type. To prince from a fact great fined with new type. To prince from the control feature fined with new type. To prince from the great fined with new type. To prince from the great fined with new type. To prince from the great fined with new type. To prince from the great fined with new type fined the great fined with new type fined the great fined with the great fined with

Prices and Specifications subject to change without notice

PROTECTIVE OWNER-SERVICE POLICY

The unusual General Motors-Holden's Ltd. Owner Service Policy protects you against defective work manship or materials for 90 days or 40000 miles of operation. You are also entitled to two thorough inspections and adjustments of your Holden with-out charge. Holden spare parts and expert service available throughout Australia.

GENERAL MOTORS-HOLDEN'S LIMITED
BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH

