



Australia's Own Car...

HOLDEN





The first Holden—November, 1948

HOLDEN*

A link in the chain of Australia's progress

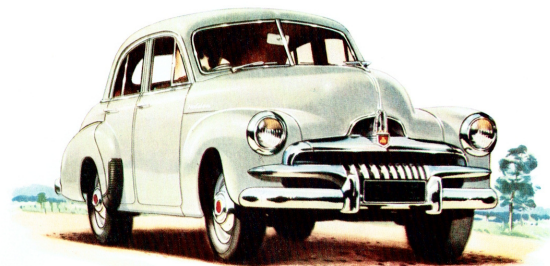
Holden won the immediate approval of Australian motorists when the first model was announced. Quickly, Holden became the most popular car in Australia. With increased production, this sales leadership has become even more pronounced. Holden gained the position of sales leader because it was

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 planned for the future by investing £11,000,000 in plant expansion to lift Holden production to 250 vehicles a day. Today, more than 11,000 Australian men and women are employed by GMH; factory area in mainland States totals 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 you see the climax to nearly five years of progressive improvement—three beautiful Holden Sedans with important styling improvements and some new mechanical ones too—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.

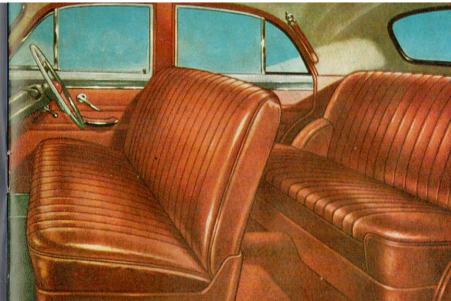
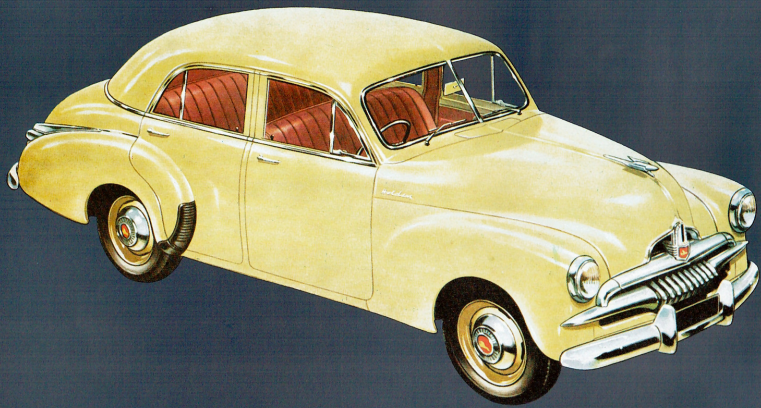
The 100,000th Holden—May, 1953



What's New . . . Holden now gives you the choice of three sedans—the luxurious Special, the efficient Business

model and the handsome Standard. Each model exemplifies the Holden policy of constant improvement . . . with new styling of the radiator grille . . . glamorous new interior appointments . . . new streamlined tail lamp assembly. Even the hub caps have a new look. The Special and Standard have exciting new exterior colours with harmonious interiors and new trim colours. Beautiful new two-tone colour combinations are available on the Special, which is also distinguished by an attractive hood ornament, by gleaming stainless steel mouldings round the windows and windshield, by a belt of stainless steel which encircles the car, by twin reflex markers set in ornamental chrome fins on the rear fenders and by large 5.90 - 15 tyres. In addition to these new styling highlights, there are new and important engineering changes quite apart from the 20 improvements and refinements progressively introduced on Holden since 1949. New engine features include new pistons with stiffened head, new torsional type piston compression rings for increased economy and longer life, new larger diameter cooling fan and new flexible radiator mounting for maximum radiator protection and life. There's a distinct advance in Holden's riding comfort and driving ease through re-designing of front and rear seating and the introduction of a new, 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.

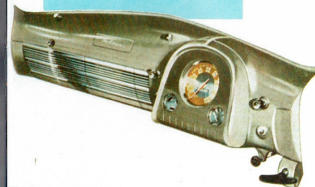
Holden Special



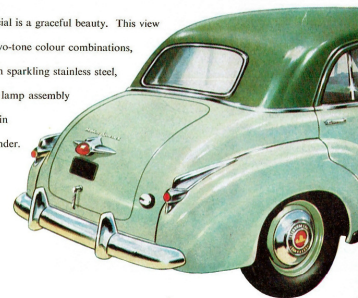
The Interior of Holden Special.

Every inch of this Special interior speaks luxury. Artistic colour treatment harmonises with your choice of exterior paints. The patterned door trims are set off with chrome strips. The wide, deep-cushioned seats and squabs are richly upholstered in high-grade leather. Arm rests in front and assist grips in the rear are standard equipment. Wide-opening doors, low-built floors and the automatic dome light make for quick, convenient entry. Excellent vision heightens your motoring pleasure and contributes to driving ease and safety.

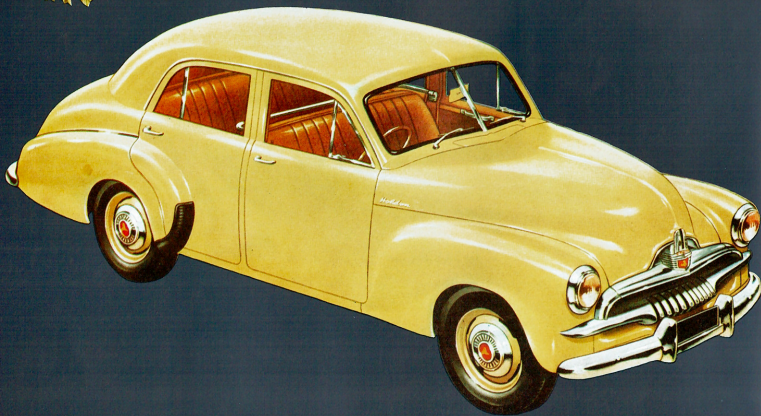
The Special Instrument Panel.
The rich gleam of chrome sets off the beauty of this instrument panel. De-luxe details include built-in cigarette lighter, radio grille extended over glove box door and chrome trim rings set into the instrument panel dial. A new note in styling is provided by black plastic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



From every angle, Holden Special is a graceful beauty. This view illustrates one of the striking two-tone colour combinations, the wide rear window framed in sparkling stainless steel, the handsome, streamlined tail lamp assembly and the twin reflex markers set in ornamental fins on each rear fender.



Holden Business Sedan



12 Special Features of the Business Sedan

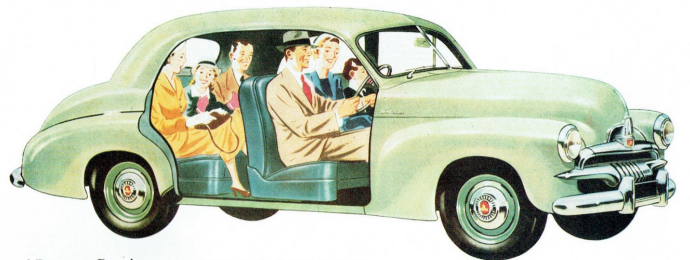
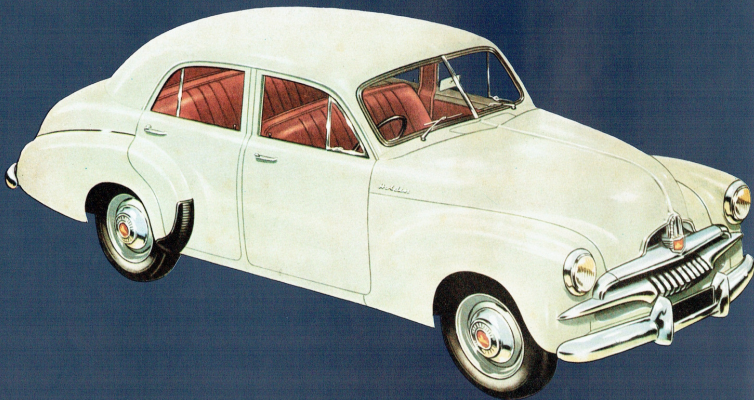
With 12 carefully planned additional features, Holden Business Sedan is the only passenger car in Australia specially equipped to meet the particular needs of business and country users whose vehicles are engaged in heavy work or are located in arduous country. It is particularly suitable for Municipal 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 Truro Brown P.V.C., specially selected for its durability.



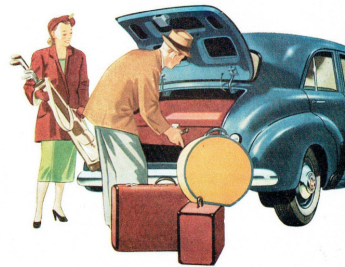
1. Larger battery and stronger mounting to suit.
2. Special pocket for driver's log or business papers in right hand cowl trim.
3. Headlining in imitation leather.
4. Door pull handles on all doors.
5. Dome lamp switch located on right hand side of the centre pillar.
6. Windhose covered with P.V.C. and 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



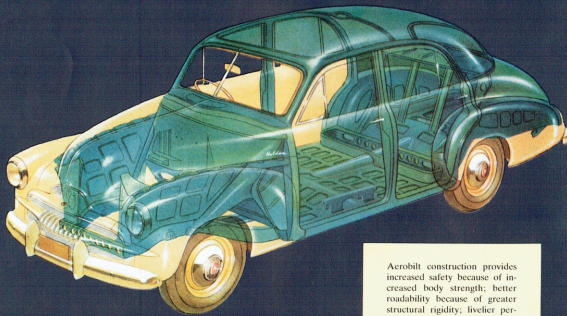
6 Passenger Roominess. There's roomy comfort here for a full-sized family—the actual dimensions being: Leg room: front 42-5/16 in., rear 40-3/8 in.; seat width: front 54 in., rear 55 1/2 in.; head room: front 35 1/2 in., rear 36 1/2 in. To appreciate how roomy Holden really is, compare these dimensions with those of your present car. On all three Holden models improved seat springing has been introduced to bring you a more cushioned ride. Driving is made easier, particularly for petite lady drivers, because the front seat is an inch higher and because the rake back of the front seat is reduced by one inch giving wider road vision. A new 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 on the Special and Standard is covered with P.V.C. coated jute and the Business Sedan with a rubber mat. When opened, the lid is automatically supported by counter-balanced springs. Loading level from the ground to the floor of the luggage compartment is less than knee height—only 16 inches.



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.



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



Holden front and rear seating has been improved to give a softer, more comfortable ride. The proven Z type, non-leaf seat springs have been retained.



Holden's long, wide rear springs, spring mounts and telescopic shock absorbers bring you a smooth ride. The springs are slanted upwards towards the rear and attached to the axle off centre. This design makes Holden safe, stable and easy to control at all road speeds.

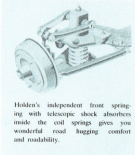
On the highways and byways of Australia, Holden has won unstinted praise with its "air cushion ride". Engineering highlights which contribute to the smooth, stable comfort of this ride are independent front wheel springing, telescopic shock absorbers and long, wide rear springs. Not only comfort results 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! The transmission is quiet, sturdy—one feature of note being

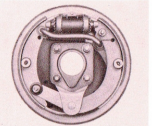
the differential, which is a precision engineered assembly, the components of which are assembled in matching sets to ensure long, silent service.



Holden's independent front springing with telescopic shock absorbers inside the coil springs gives you wonderful road hugging control and stability.

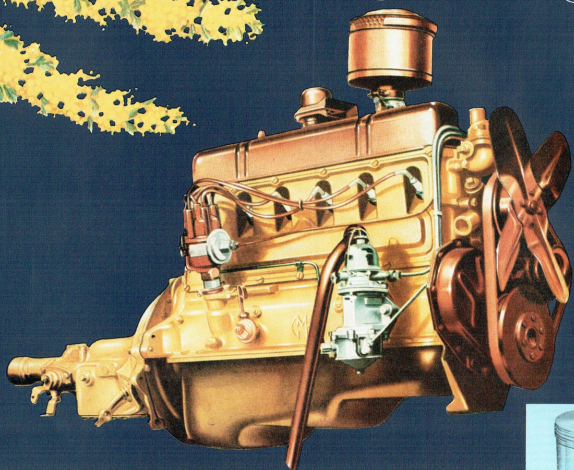


Holden's differential has a specially stiffened carrier to ensure long, trouble-free service. The low pinion engagement of the Hypoid Rear Axle contributes to Holden's low, sleek lines.



The four wheel semi-back type hydraulic braking system exerts slightly greater braking force on front wheels to ensure maximum safe braking power. These powerful hydraulic brakes can be adjusted at each wheel.

Six Cylinder Engine



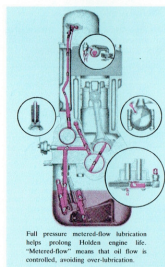
Overlapping bearings give maximum crankshaft rigidity.



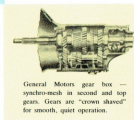
New cooling fan of larger diameter and increased pitch.



New pistons for improved life and operation. New recessed type compression rings.



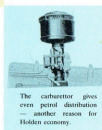
Full pressure misted-flow lubrication helps prolong Holden engine life. "Misted-flow" means that oil flow is controlled, avoiding over-lubrication.



General Motors gear box — synchromesh in second and top gears. Gears are "cross shaved" for smooth, quiet operation.



Clutch with diaphragm main spring exclusive to General Motors.

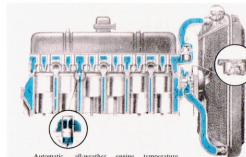


The carburetor gives even petrol distribution — another reason for Holden economy.

Holden is powered by the six cylinder 21 h.p. overhead valve engine

already proved by more than a hundred thousand owners. The layman never ceases to wonder how the Holden engine offers brilliant all-round performance with 30 m.p.g. petrol economy 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 (3 1/4") 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 overall performance and economy are highlighted on these pages.



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. M.G.W. flexible mounting of the radiator on rubber bonded studs insulates the radiator from road shocks ensuring longer radiator life. M.G.W. — a one piece radiator hose is now 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. COLLINS,
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 most surely contain some of the worst "roads" in Australia. Holden has proved itself the ideal car for my work. Despite the bashing 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,
Tweed 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. FIDMANN,
Dulwich 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 relines, 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. F. HOBSON, Manager,
Embassy Private Hire Service Ltd.,
Adelaide, C.S.A., 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 Woods 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. JOHNSTON,
W.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 muffer and a set of spark plugs, only totalling £15-10.

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 over 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.,
Essendon, Vic.

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 3 1/2 in. Displacement 132.5 cu. in. S.A.E. or R.A.C. rating 21.6 h.p. Max. brake h.p. 60 at 3800 R.P.M. Max. brake torque, 100 ft. lbs. at 2000 R.P.M.

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.

CONNECTIONS: Length, 5 1/2 in. Piston pin, 1 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, 3/4 Imp. gal. capacity tank. Fuel mixture heated (thermostatic control) in 3 port intake manifold heat chamber. Exhaust muffer flexibly mounted L.H. side. A.C. air cleaner and muffer provision made for Oil Bath Air Cleaner.

ELECTRICAL—IGNITION: Distributor fully automatic—centrifugal and vacuum type advance control—oil mounted on dash—6 volt starting motor, solenoid operated by dash push button. Generator—6 volt, 23 amps.—drive ratio, 1.71 current regulator, 14 mm. spark plugs.

BATTERY: Special and Standard 6 volt 11 plate—Business Model 6 volt 11 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" incorporated 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 Synchronism 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 Mechanics' needle bearing universal joints at front and rear.

WHEELBASE: 103 ins. Overall length, 173 1/2 ins.; overall width, 66 1/2 ins.

CLUTCH: Single plate, dry disc, diaphragm type spring, driven plate bolted 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 spiral level hypoid drive. Gear ratio, 3.888 to 1.

BRAKES: Four wheel hydraulic semi-hub type integral 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 4.00. Stainless steel hub caps.

TYRES: Low pressure hollow, 5.50—15 x 4 ply on Business Sedan and Standard; 5.00—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, 16 1/2 in. dia., with horn button at centre. Gear ratio, 14 to 1.

TURNING CIRCLE: 27 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, 2 1/2 in. wide, 4 leaves—Special and Standard; 5 leaves—Business Sedan. Tension shackles with rubber bushings. Rear springs shot peened for increased 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 "Aeroboh" 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 junction lock switch; lighting switch. Glove box with lid. Provision

for radio installation. Windshield wiper control. Control knob for unlocking engine hood. Cool ventilator control knob. Instrument panel trim rings and cigarette lighter on Special.

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

EQUIPMENT—NOVY: 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 and Standard. Rubber mat in front—carpet in rear on Special and Standard; rubber mat front and rear on Business Sedan. Cool ventilator, no draught ventilation. Front and rear seats fitted with "Z" type springs. Front seat adjustable fore and aft. Convenient parcel shelf behind rear seat. Scuff plates. Luggage compartment with provision for storage of tools. P.V.C. coated jupe trunk floor covering—Special and Standard—Rubber on Business Sedan. Rubber back on pods. 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 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 excitation for glove box push button. Additional body equipment on Business Sedan is detailed on Page 7 of this catalogue.

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 or 40,000 miles, whichever is the shorter.

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.

GENERAL MOTORS—HOLDEN'S LIMITED

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