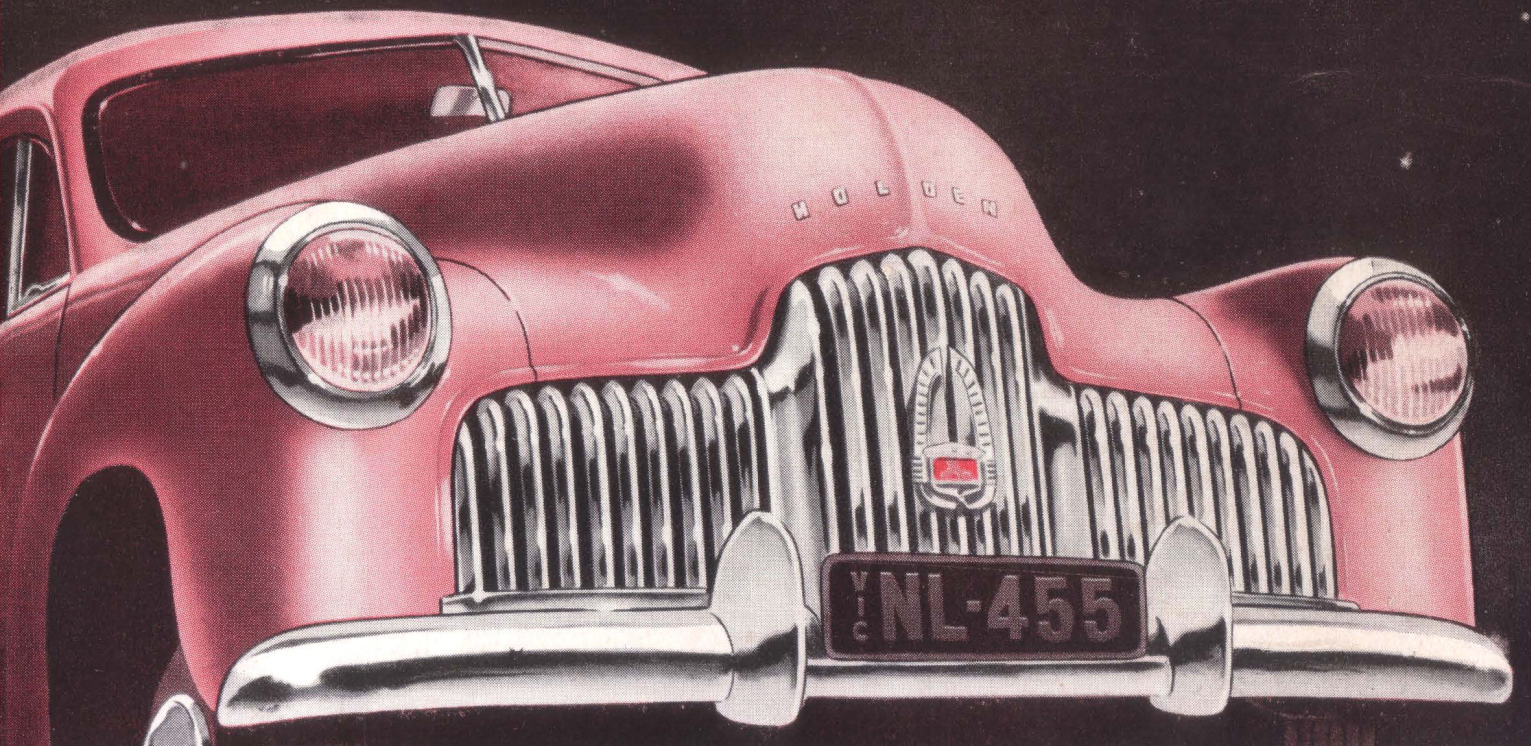
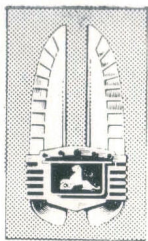


*Australia's Own Car*





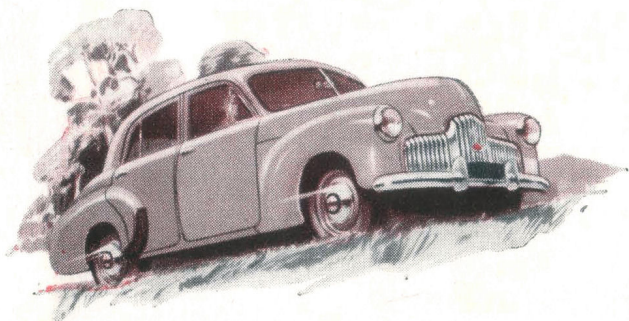
*"I have been driving cars for 21 years, but have never driven a car I like as much as Holden."*

This remark is typical of the enthusiasm for Holden displayed in hundreds of letters from Holden owners in every corner of the country.

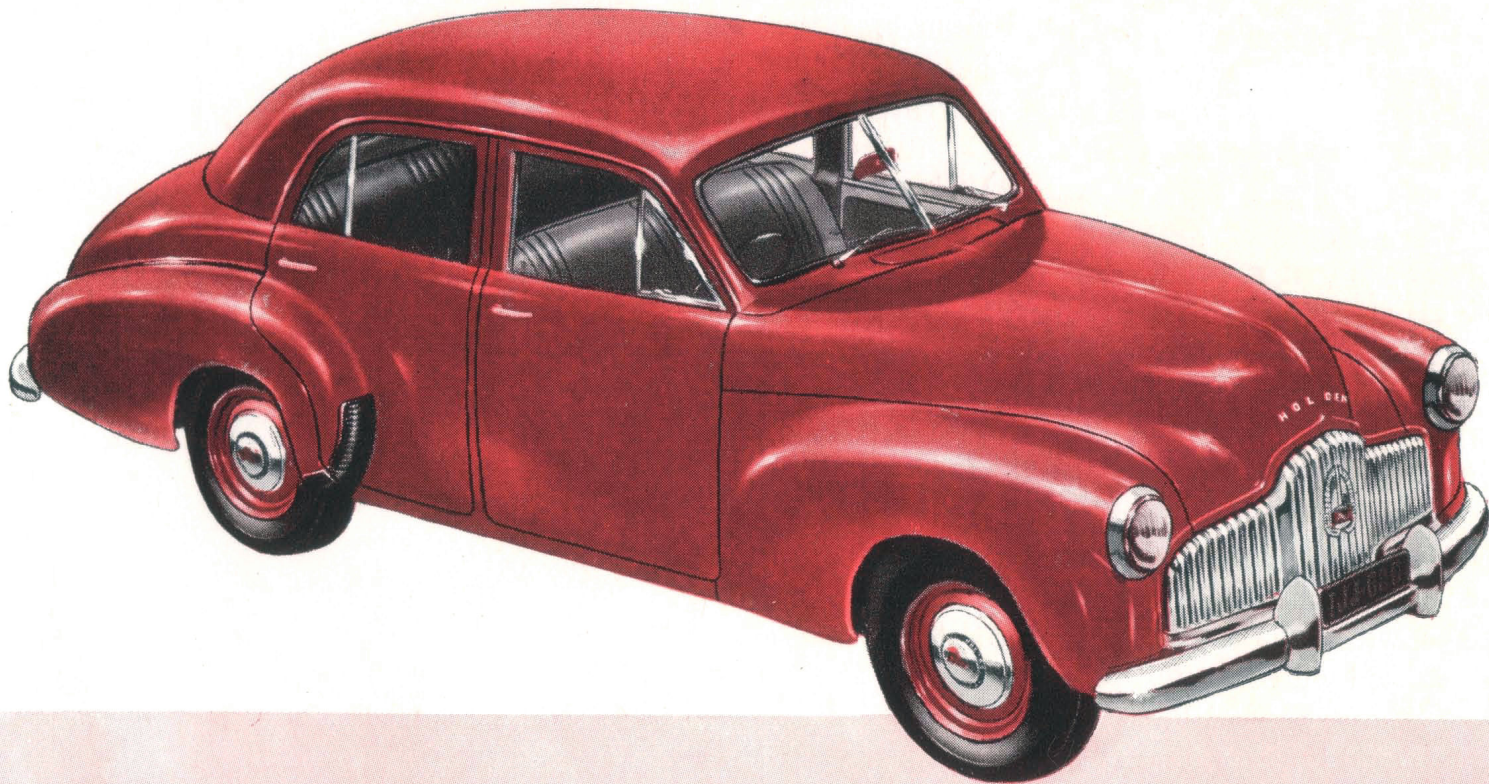
These letters were enthusiastic . . . "You've hit the bullseye with Holden." "Holden ranks amongst the best." ". . . 121,000 miles . . . not been rebored . . ." ". . . 174,000 miles . . . has never had the cylinder head removed . . ." "288,775 miles in just under three years as a taxi . . ." ". . . Petrol consumption has been astounding and there is no car of the same horsepower that can come anywhere near the Australian Holden . . ." ". . . Brisbane to Coolangatta—43 m.p.g." "Trip to Perth averaged 36 miles per gallon . . ." "Super riding and comfort." "Rough roads appear not to exist." "The taxi operator's dream." "Confirms the maker's claims." "First class workmanship."

City drivers, including taxi operators, told of Holden's petrol economy, easy manoeuvrability and the acceleration that challenged anything on the road. Country drivers, including farmers, contractors, and stock and station agents praised Holden's performance over the widest possible range of tough country use, from daily service car operation to general paddock work, even including sheep driving!

People write in glowing terms only if they are completely satisfied. Holden has proved itself worthy of the title — "Australia's Own Car."



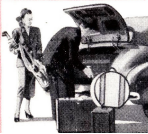
*Low slung..streamlined..stylish*



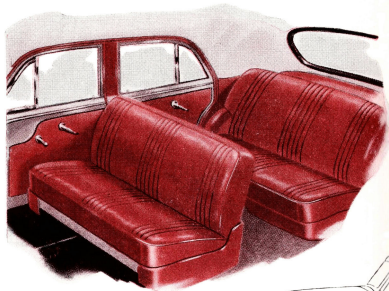
Wait until you drive this beautiful Holden. Hear the soft purr of its sturdy, economical motor — thrill to the power that makes Holden fairly leap from under your feet. Relax in the specially sprung seats that provide “big car” comfort for

six adults. Take Holden over long stretches of smooth highways . . . over rough, bumpy roads . . . steer it in and out of traffic, sense the complete control you have at the wheel. . . . then ask yourself if you’ve ever enjoyed such motoring.

**H**OLDEN is the one car planned, designed and engineered to suit all Australian conditions... city and country. Holden gives you the very best in passenger comfort, with wide, specially sprung seats that provide EXTRA roominess. Wide doors swing out from the front, revealing a convenient, low floor without running boards... make it easy to step in and out... easy to clean carpets and upholstery. The instrument panel is simple, yet distinctive, grouping all instruments right in front of the steering wheel for quick reading. Gear-change lever on the steering column permits finger-tip control gear changes. The wide windscreen and all windows are fitted with safety glass, with no-draft ventilator panes on the front compartment. Spacious luggage compartment is so big it gives more-than-enough luggage space for an average family.

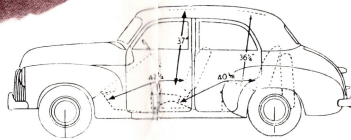


*Millions of satisfying miles have now proved Holden's comfort, safety, stability and dependability*

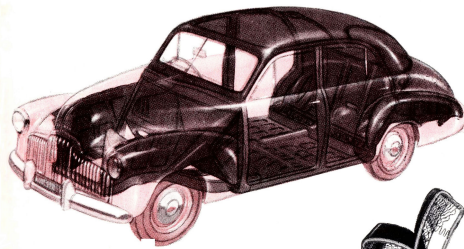


Holden's front seat is easily adjustable to give a comfortable driving position for every driver... tall or short. A simple adjustment of the regulator at the right-hand side of the seat and the entire seat moves easily... not only backward and forward but in height as well.

Extra roominess is provided in the front compartment by having the hand-brake underneath the instrument panel on the right-hand side of the driver. Even a slightly built person can pull the hand-brake on to full pressure with scarcely any leaning forward.



Here, you can SEE the extra roominess. Leg room in the front is 42½ in., and in the back there is 40 in. The wide seats give hip room to spare — 34 in. in front; 35½ in. in the back. There's plenty of head room, too. 37 in. in the front and 36½ in. in the back.



Seats have a tubular steel frame and are fitted with special "Z" shaped springs clipped into the frame. The result is a soft, form-fitting, comfortable seat which has been carefully matched with the front and rear springs to give the utmost in comfort.



You can steer Holden with a finger-tip. The gear ratio permits almost effortless steering with perfect control. What will appeal to all drivers is the small turning circle of 37 feet, giving remarkably easy handling in city traffic and country lanes.

**H**OLDEN'S Uni-Steel Aero-bilt construction welds the body and chassis into one strong, solid unit that makes for —

**STRENGTH.** Every part of the all-steel body structure contributes to the strength of the car. The full depth of the body takes the place of the thick, heavy side rail of a conventional chassis.

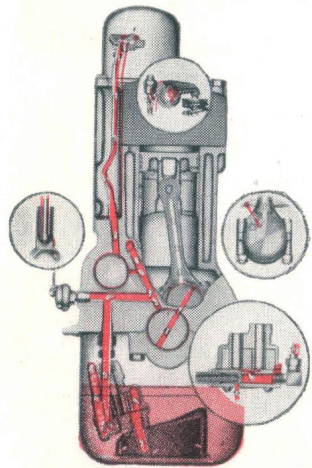
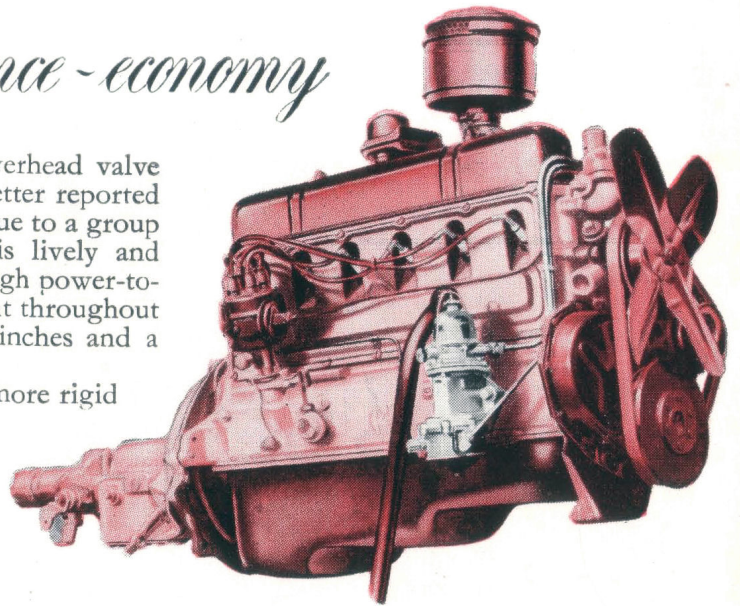
**BETTER PERFORMANCE.** The engine is relieved of carrying unnecessary weight. This permits faster acceleration, better hill-climbing, higher speed and more miles to the gallon.

**COMFORT.** The body is designed in a low-slung position. This gives a stylish, streamlined appearance and the ability to hold the road on curves and corners.

# Outstanding performance-economy

The heart of Holden is its 6 cylinder, 21 horsepower overhead valve engine. Its astonishing petrol economy (30 m.p.g. and better reported by hundreds of owners), and power through all gears are due to a group of basic engineering advantages. The Holden engine is lively and fast-stepping, a factor made more effective because of the high power-to-weight ratio of the car, due to savings in unnecessary weight throughout the engine and body. Holden's engine has a bore of 3 inches and a stroke of  $3\frac{1}{8}$  inches.

These almost equal dimensions result in reduced weight, more rigid crankshaft (because of the overlapping bearings), stronger big ends, lower piston speeds (therefore less wear) and smoother operation because of the lack of vibration. The combustion chamber is of special shape to give maximum thrust at every power stroke.



of the Holden engine. Metered-flow lubrication means that even with worn bearings oil flow is controlled and over-lubrication is avoided.

● **Clutch.** The clutch is an 8 in. single plate dry disc with 4 driving

● **Lubrication.** 100% full pressure metered-flow lubrication is another feature which helps in the splendid performance and general economy

springs and built-in damper control for easy action. The diaphragm main spring, exclusive to General Motors, ensures easy clutch action.

● **Cooling.** Water circulation is controlled by an automatic all-weather thermostat. Full length water jackets completely surround all cylinders and jet cooling prolongs the life of valves and seats.

● **Carburettor.** Design of the carburettor and inlet manifold ensures an even distribution of gas—another of the reasons for the

engine's amazing economy.

● **Hydraulic Brakes.** Four wheel semi-huck type brakes use the motion of the car to give additional braking energy. Brakes can be easily adjusted at each wheel.

● **3-Speed Synchro-mesh,** means silent gear changing. Gears are precision 'crown shaved' for smooth, quiet operation.

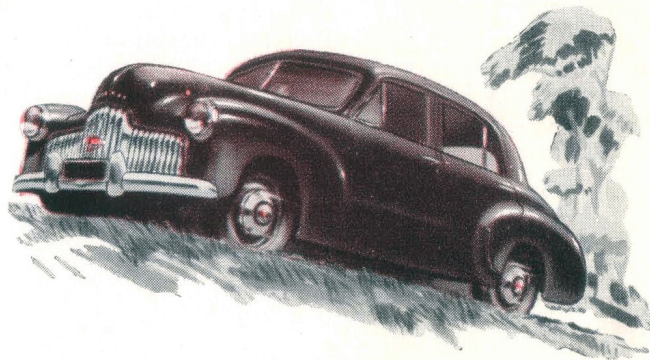
● **Independent Front Springing.** Complete front suspension and cross member is built as one unit for added strength and ease of servicing.

## ABRIDGED SPECIFICATIONS

**ENGINE:** Six cyl. O.H.V. design 3 point rubber suspension. Bore 3" stroke 3 $\frac{1}{8}$ ". Displ. 132.5 cu. ins. R.A.C. rating 21 h.p. B.H.P. 60. Max. br. torq. 100 lbs. ft. **COMPRESSION RATIO:** 6.5 to 1. **CRANKSHAFT:** Four-bearing, drop forged, heat treated Harmonic Balancer. **PISTONS:** Alum. alloy "T" slotted type, two comp., one oil control rings all above piston pin; Cleveland bronze bushings. **CAMSHAFT:** Four bearing steel forging—integral cams helical gear for dist., oil pump drive. **CON. RODS:** Steel backed Babbitt crank pin bearings. Heat treated. Jet in con. rod delivers oil positively thrust side of cyl. bore. **OILING SYSTEM:** Full pressure, gear type pump — oil fed through short pipe to main gallery drilled in crankcase, also camshaft bearings main con. rod bearings and timing gear. Crank pins lubricated through holes drilled in crankshaft. Lubrication to rocker gear tappets, etc. **CRANKCASE VENTILATION:** Air scoop and filter. Fumes drawn through ventilator pipe. **FUEL SUPPLY:** Stromberg double venturi d.d. type; vacuum control, accelerating pump. Hand choke with throttle cracker; Octane selector; A.C. fuel and booster pump. Tank 9 $\frac{1}{2}$  imp. gals. Fuel mixture (thermostatic) in manifold. Exhaust muffler; A.C. air cleaner, silencer. **ELECTRICAL:** Dist. fully automatic — cent. vac. type — coil — starting motor with relay and solenoid. Generator — cutout relay; 14 mm. spark plugs. Batt. 6-volt 11 plate. head., park lamps; dimmer switch; dome lamp; combined single tail, stop lamp; single horn. **TRANSMISSION:** Three speed; Helical gears; synchro-mesh second and high. Gear shift lever—steering column. Extension with outboard bearing reduces prop. shaft. **PROPELLER SHAFT:** Open type; Mechanics' needle bearing universal joints. **WHEEL-BASE:** 103 ins., overall length 172 ins.; overall width 66 $\frac{1}{2}$  ins. **CLUTCH:** Single plate, diaphragm type. Sealed ball-bearing release. **COOLING:** Radiator Cellular

pressure cap; thermostat; centrifugal water pump. 4-blade fan. **REAR AXLE:** Banjo type; semi-floating, spiral bevel Hypoid drive, gear ratio 3.888 to 1. **BRAKES:** Four wheel Hyd. Semi-Huck type; articulated shoe. **HAND-BRAKE:** Mechanical on rear brakes; cable control. Lever located under instrument panel. **WHEELS:** Demountable; drop centre type. **TYRES:** L.P. Balloon 5.50-15 x 4 ply. **STEERING:** Worm and Sector. **TURNING CIRCLE:** 37'. **FRONT WHEEL SUSPENSION:** Independent coil spring. **REAR SUSPENSION:** Hotchkiss drive, semi-elliptic springs. Springs shot-peened. Length 46", Width 2 $\frac{1}{4}$ ". **SHOCK ABSORBERS:** Direct acting tubular telescopic shock absorbers front and rear. **BODY FRAME:** All steel construction integral type. The Aerobilt turret top body consists of 5 major sub-assemblies all welded together. No running boards. Alligator type hood. **INSTRUMENT PANEL:** Indirectly lighted; starter button, choke, speedometer, petrol gauge, heat indicator, oil pressure and generator charging warning lamps. Glove box with lid; provision for radio installation. **EQUIPMENT—BODY:** Quality upholstery, two sun visors, rear view mirror, ash tray, safety glass windows and "V" type windshield, rubber mat front, carpet rear, no-draught ventilation. Front, rear seats fitted with "Z" springs. Adjustable front seat, parcel shelf behind rear seat, luggage-compartment; rubber pads on pedals; door locks—anti-rattler; hinges concealed. Door lock l.h. front; door checks all doors; hinged luggage compartment lid. Dual wipers; bumpers with guards front rear. Tool kit provided.

**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. The new GMH. Dealer-Owner Service Policy entitles you also to two thorough inspections and adjustments of your Holden without charge. Holden spare parts and expert service available throughout Australia.

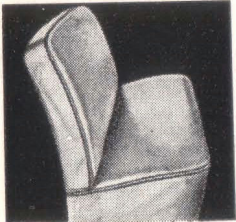


**GENERAL MOTORS-HOLDEN'S LTD., Brisbane, Sydney, Melbourne, Adelaide, Perth**

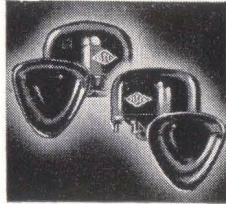
*Specifications and equipment subject to change without notice.*

## Increase your motoring enjoyment with NASCO accessories Approved by General Motors- Holden's Ltd.

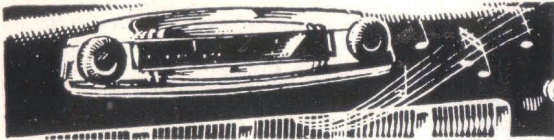
Holden has been designed and built to give you the best in economical, modern transport. To suit your individual and personal tastes a wide range of special accessories have been produced that will heighten the pride and satisfaction you enjoy in Holden. General Motors- Holden's Ltd. recommend for your selection approved NASCO accessories. Your dealer will arrange to fit the accessories you choose at the time of ordering your Holden Sedan.



**Seat Covers.** They add colour to your Holden. Patterns are exceptionally attractive. Also NASCO Seat Covers protect original upholstery, help retain resale value.



**Dual Horns.** Sea shell type horns that give a particularly long range effective warning. The note is clear and pleasant.



**Air-Chief—Australia's Finest Car Radio.** You have the choice of two Air-Chief Car Radios specially designed for Holden — a five valve model and an exceptionally powerful six valve set. Both offer you tone, clarity and reception equal to your fine home radio. Controls are styled to match other instrument panel fittings.

**Venetian Blind.** Stops direct rays of sun beating through rear window. Adds a distinctive touch to rear end appearance.

**Fog Lamps.** Dual fog lamps provide maximum assistance in adverse weather. They give added distinction to the front end. Lamps fit behind the protection of the bumper.

**Also Ask For:** Coolaride Cushion, Petrol Tank Locking Cap, Cigarette Lighter, Oil Bath Air Cleaner, Kar-Mats, Luggage Compartment and Glove Box Lamps, Anti-Theft Steering Lock, Instrument Panel

and Wheel Trim Rings, Oil Filter, Nasco Car Polish, Suit Case Sets, External Sun Shade, All Weather Window Shields, Front and Rear Mud Flaps, Insect Screen, Window Locks and Hood Ornament.

### SERVICE

Holden is represented by nearly 600 Distributors and Dealers throughout Australia. Wherever you live, you can rely on a high standard of specialised service. Assisting the Distributors and Dealers in everything pertaining to the service of Holden is General Motors- Holden's Service Department. The Service Department is engaged constantly in seeking ways to improve 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.

### G.M.A.C. CONFIDENTIAL PLAN

General Motors Acceptance Corporation is a special financial division of General Motors- Holden's Ltd., organised 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 your Holden.