

Australia's Own Car





HOLDEN*

A LINK IN THE CHAIN OF AUSTRALIA'S PROGRESS

Holden is by far the most popular car in Australia today because it is designed and built for Australia and because, in the judgment of most car buyers, it offers 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 has been interpreted in three dramatic ways. First, GMH has already invested £11,000,000 in plant expansion to lift Holden production to 250 vehicles a day. Today, more than 13,000 men and women are employed by GMH ; factory areas total over 81 acres.

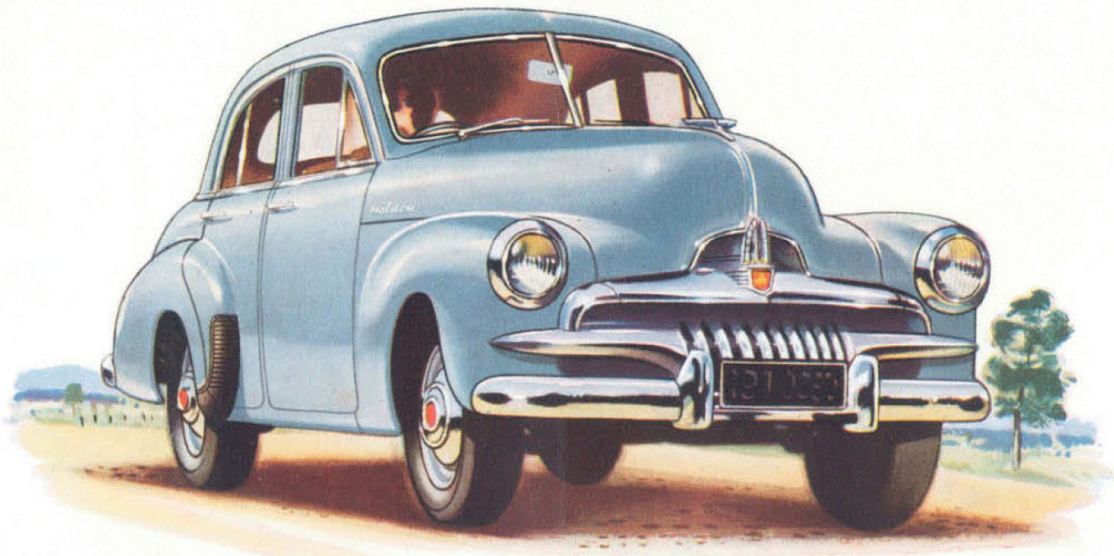
Second, GMH has now embarked on a further £7½ million expansion programme to increase Holden output to a nominal capacity of 300 a day or 72,000 a year. Total floor space of GMH plants will be increased to 100 acres.

Third, GMH has developed Australia's leading automotive engineering organization to keep Holden in the forefront of engineering progress ; worthy of its slogan, Australia's Own Car ! In this catalogue, GMH presents three beautiful Holden Sedans which in styling and engineering confirm beyond doubt that Holden is not only one of the most graceful and attractive cars in Australia today, but in addition, the finest value you can buy.



The First Holden — November 1948

* REGISTERED TRADE MARK

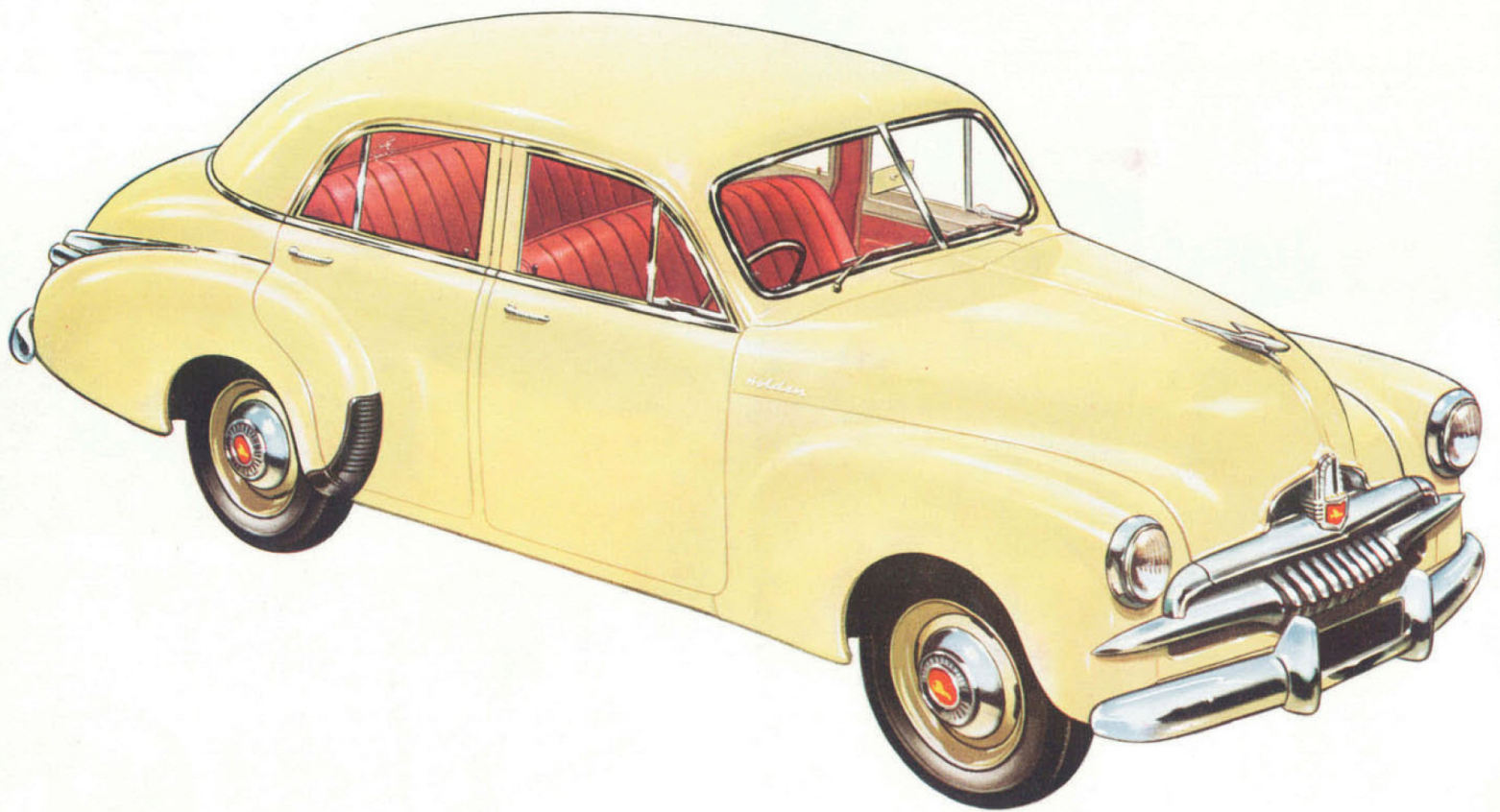


There's a Holden Sedan to suit every purpose, every family, every taste. You have the choice of three beautiful sedans—the de-luxe Special, the Business Sedan and the economy model, Holden Standard.

Incorporated in all three Holden Sedans are more than 40 improvements made progressively since 1949 in keeping with the Holden policy of constant improvement. Styling improvements include the radiator grille, streamlined tail lamp assembly, hub caps and interior appointments. Outstanding mechanical improvements are the re-designed pistons, new taper faced torsional type piston compression rings, new valve stem oil seals, improved oil control ring with expander, revised valve geometry and stiffer valve caps to increase life and give greater quietness, new flexible radiator mounting, new rear axle assembly including new rear wheel bearings, and increased hand brake leverage. An oil bath air cleaner is now fitted as standard equipment.

Riding comfort and driving ease have been improved by re-designing 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 Sedan





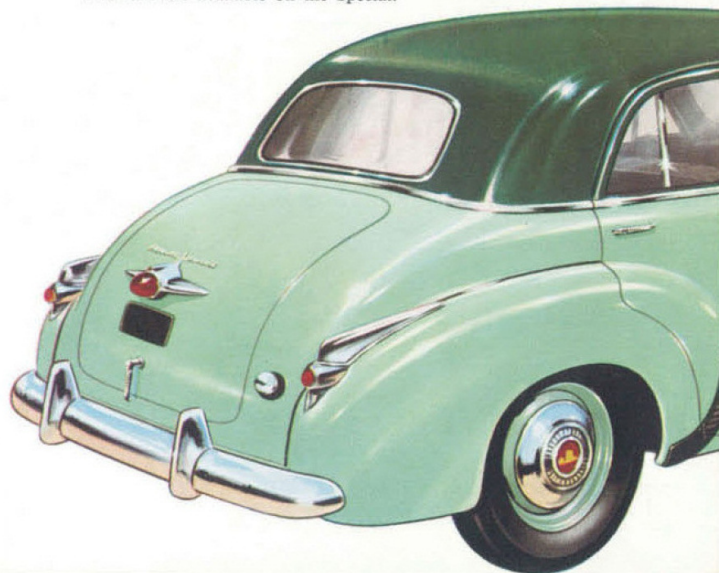
THE INTERIOR OF HOLDEN SPECIAL

Artistic interior decoration harmonises with your choice of exterior paints ; patterned door trims are set off with chrome strips ; wide, deep-cushioned seats and squabs are richly upholstered in high-grade leather. There are arm rests in front ; assist grips in the rear and a dome lamp which switches on automatically when the left front door is opened. 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.

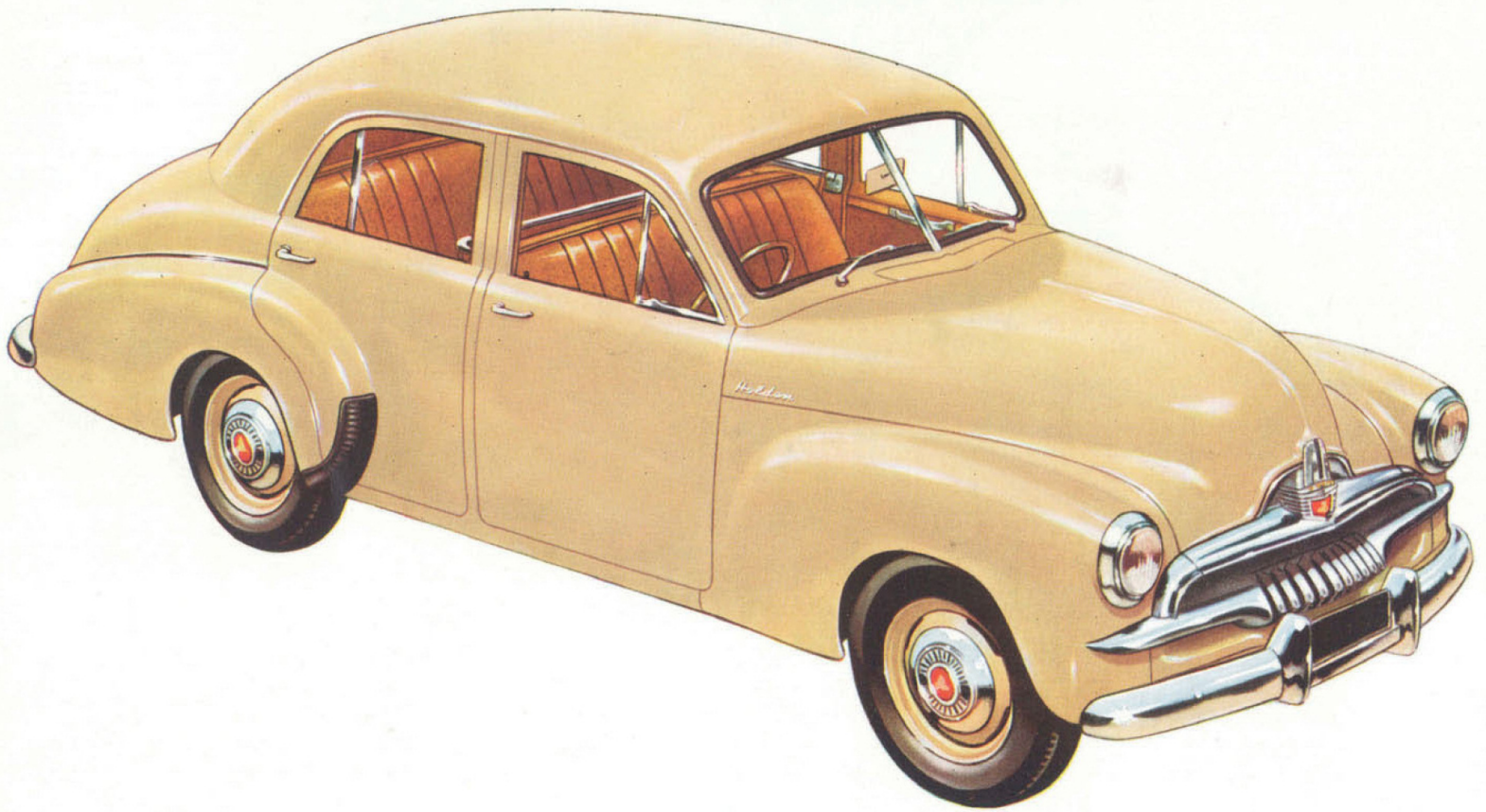


*HOLDEN SPECIAL
INSTRUMENT PANEL*

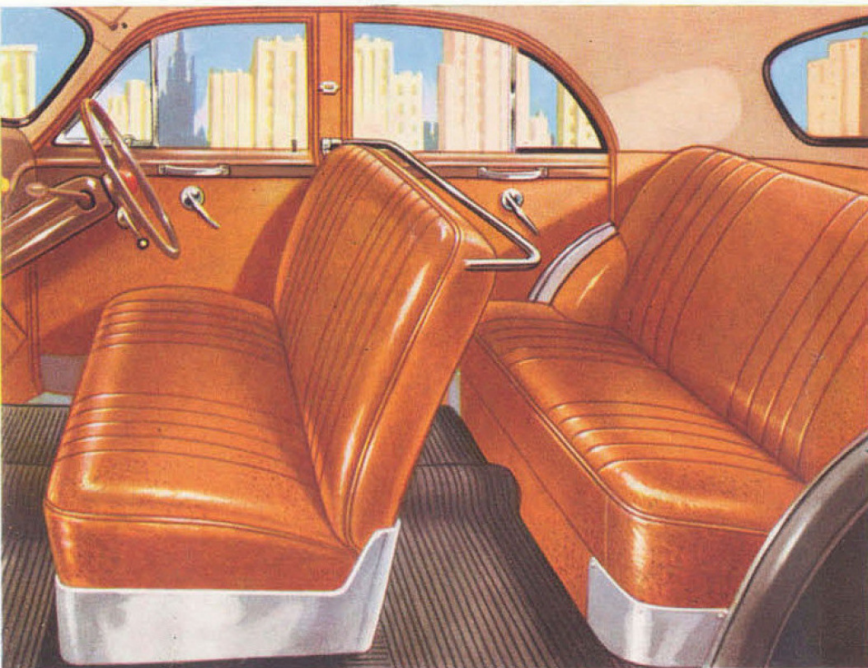
The beauty of the instrument panel is accentuated by the rich gleam of chrome. De-luxe details include built-in cigarette lighter, radio grille pattern extended over glove box door and chrome trim rings fitted into the instrument dials. A distinctive note in styling is provided by black plastic control knobs with chrome inserts. The speedometer is indirectly lighted and, for easier night driving, the light can be made bright or dim simply by turning the head light switch control knob. The de-luxe Special is distinguished externally 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 sleek 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



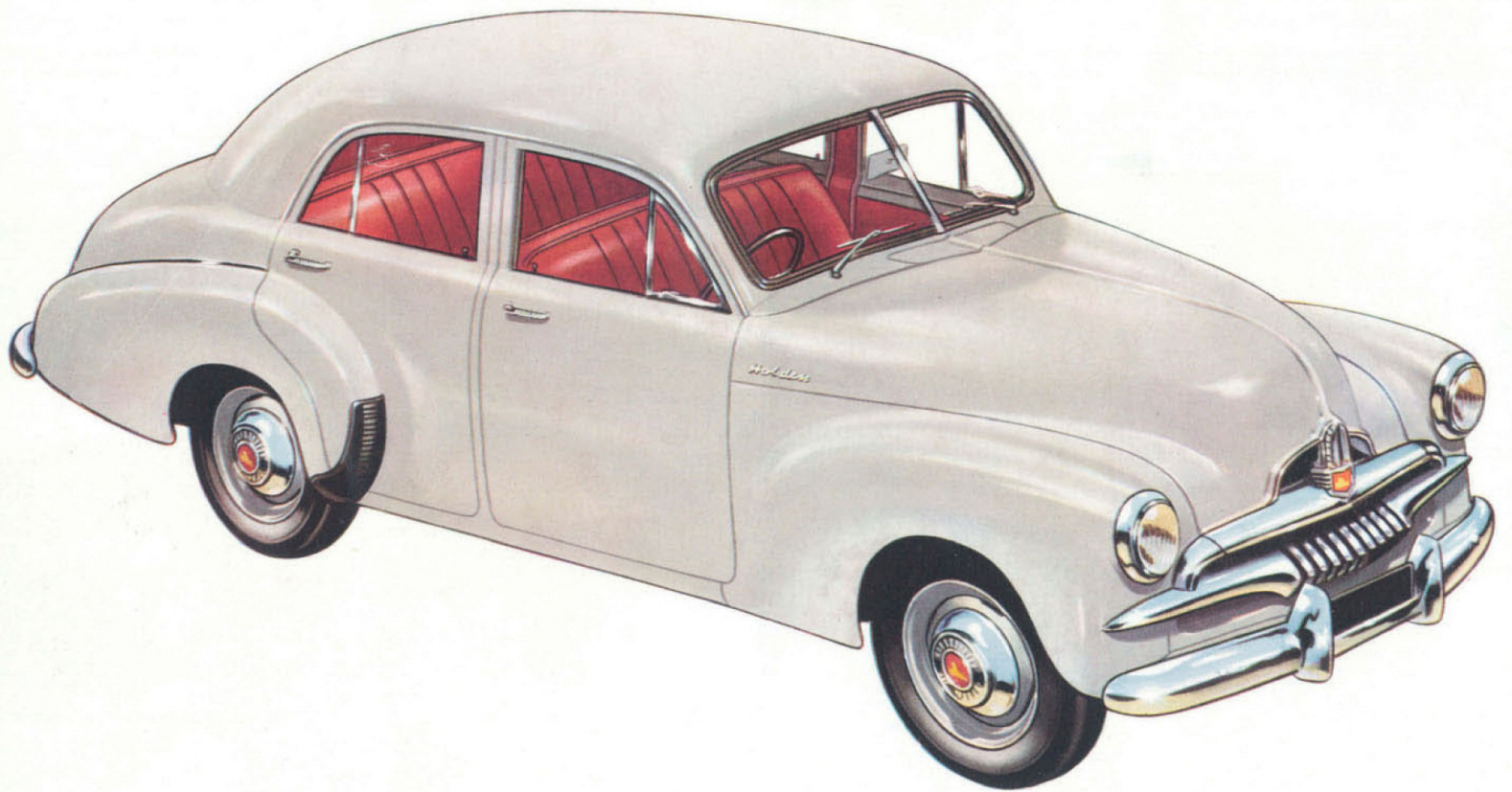
12 SPECIAL FEATURES OF THE BUSINESS SEDAN

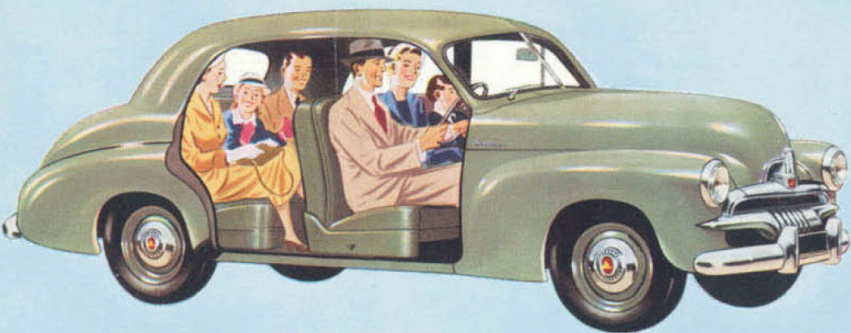


Featuring 12 carefully planned additional features, Holden Business Sedan is still the only passenger car in Australia specially equipped to satisfy the particular demands of business and country users located in arduous country or whose vehicles are engaged in heavy work. Holden Business Sedan is particularly suitable for Municipal and Shire work ; for Government, Defence, Police and other public authorities' operations ; for fleet usage ; hire car and taxi services ; for men on the land ; 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 cowl trim.
3. Head-lining in imitation leather.
4. Door pull handles on all doors.
5. Dome lamp switch on right centre pillar.
6. Windhose covered with P.V.C. and protection plates on wheel arch pillars.
7. Boot lid handle latch, operable without leaving key in lock.
8. Cushions and seat backs are reinforced. Sponge rubber pad in 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 front seat back.
12. Heavy-duty rear springs.

Holden Standard Sedan





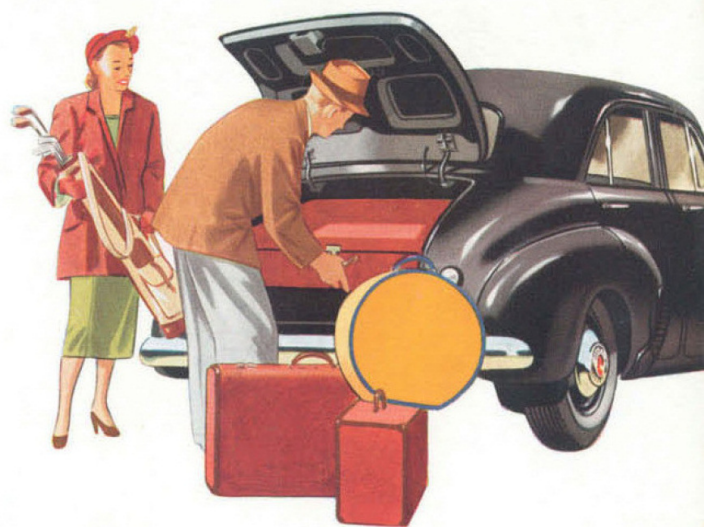
6 PASSENGER ROOMINESS

There's really roomy comfort here for a full-sized family—actual dimensions: Leg room: front 42-17/32 in., rear 40-3/8 in.; seat width: front 54-5/16 in., rear 55-3/4 in.; head room: front 35-3/32 in., rear 35-9/32 in.

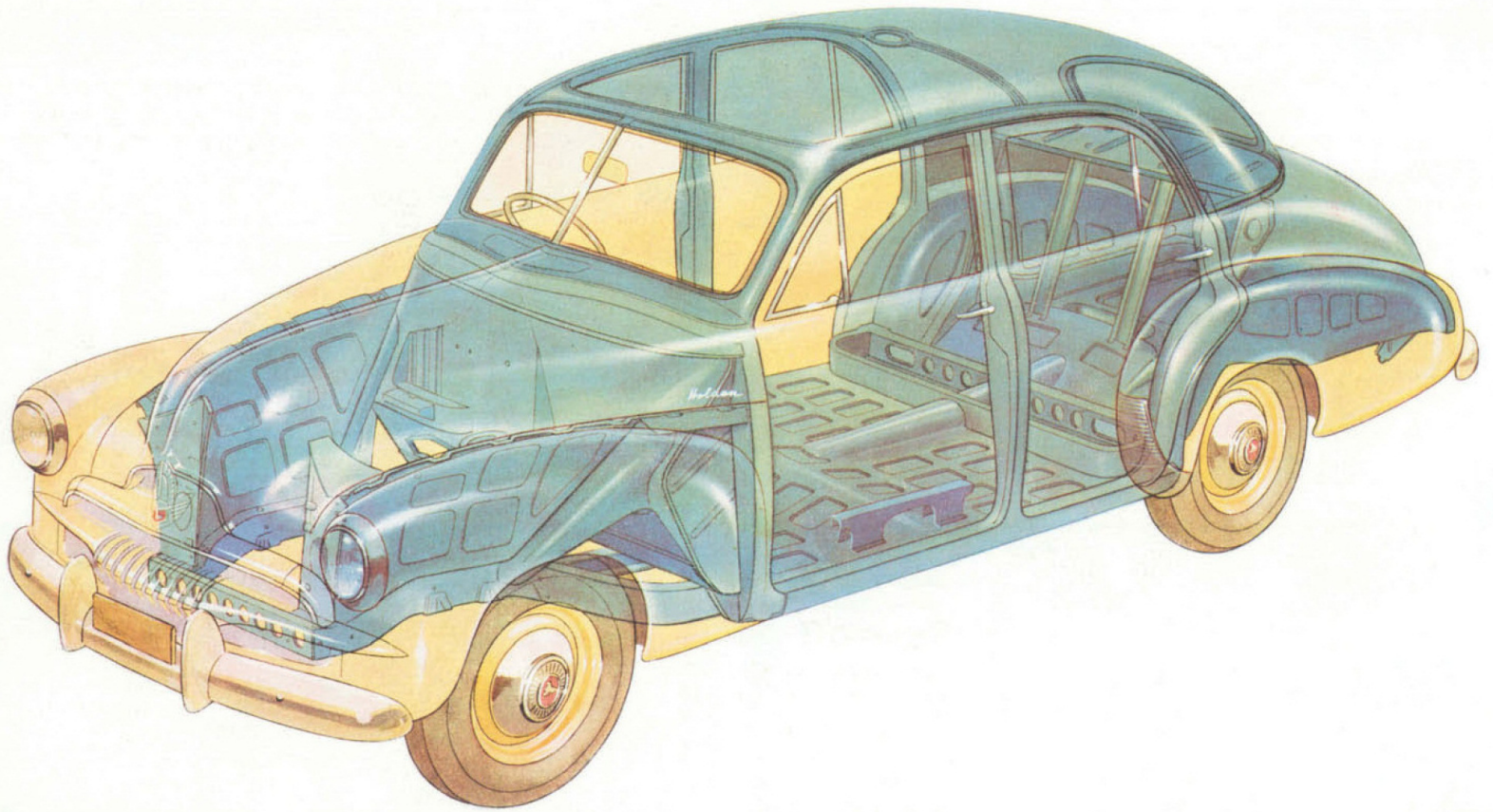
To appreciate just how roomy Holden is, check these dimensions with those of your present car. On all three Holden sedans, progressive improvements to seat springing have ensured a more cushioned ride. Excellent driving vision is provided—particularly for petite lady drivers—by careful positioning of the front seat. A ball-bearing type seat adjuster ensures quick and easy adjustment of the front seat 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 lots of luggage space. To protect your travel cases, the compartment floor is covered with a rubber mat. Loading level from the ground to the floor is less than knee height—only 17¼ inches. The luggage compartment lid is hinged at the top with extra strong counter-balanced springs. The lid, when fully raised is automatically supported by these springs. There's no danger of the lid slamming shut whilst you're loading or unloading.

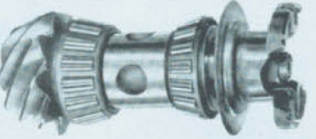
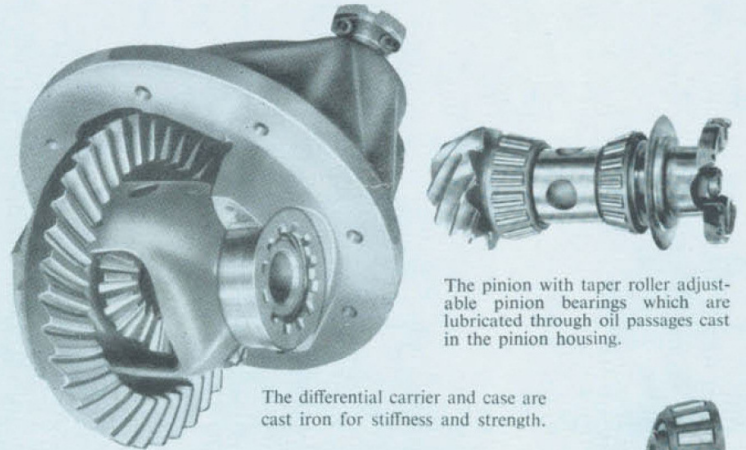


The famous Aerobilt body



In Holden, the body and chassis are designed and built as one strong, rigid steel unit. This Aerobilt construction provides increased safety because of increased body strength ; better roadability because of greater structural rigidity ; livelier performance and greater operating economy because unnecessary weight is eliminated.

Holden's "air cushion ride" has won unstinted praise on the highways and byways of Australia. Engineering features which contribute to this smooth, steady ride are independent front wheel coil springing, telescopic shock absorbers and long, wide rear springs. The rear springs slant upwards towards the rear and are attached to the axle off centre. This design adds to Holden's safety and stability. Silent, safe, and strong, Holden is a pleasure to drive on even the longest trips. The Z shaped seat springs give perfect body conformity and support, keeping you fresh and free from stiffness and weariness even after long hours of driving. Aerobilt construction ensures lasting freedom from irritating body squeaks and rattles ; road noises are absorbed by rubber insulation of front and rear suspension and by sound deadening material on all steel panels including the doors, roof and floor.



The pinion with taper roller adjustable pinion bearings which are lubricated through oil passages cast in the pinion housing.

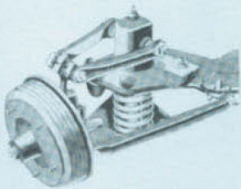
The differential carrier and case are cast iron for stiffness and strength.



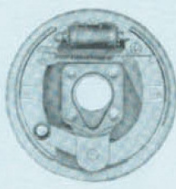
Holden's taper roller differential side bearings have screw type adjustments for easy servicing.

EASILY SERVICED REAR AXLE ASSEMBLY

Holden's rear axle assembly is easily serviced. It is engineered for long, trouble-free life. There is great strength in the heavy gauge banjo housing. The taper roller pinion bearings are lubricated through oil passages cast in the pinion housing, and for easy servicing the taper roller differential side bearings have screw type adjustments. The ring gear has a heavy cross section for increased strength. The differential carrier and case are of strong cast iron construction. The drive pinion housing is effectively dust-sealed. Rear axle wheel bearings are long-lasting with sturdy load-carrying capacity.



Holden's independent front springing, with telescopic shock absorbers inside the coil springs, gives you a road hugging ride.

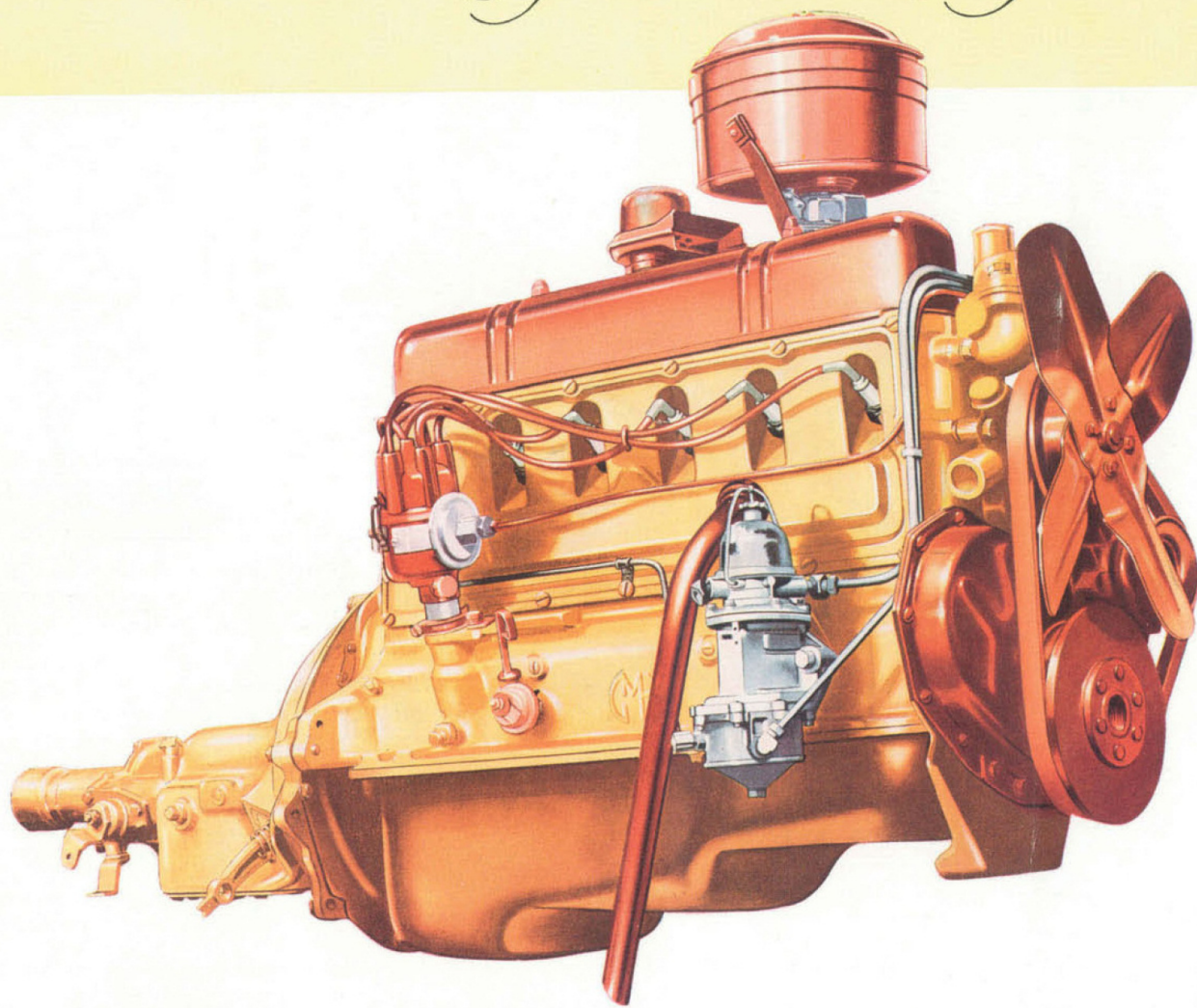


With Holden's hydraulic braking system, slightly greater braking force is exerted on front wheels to ensure maximum safe braking power.



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

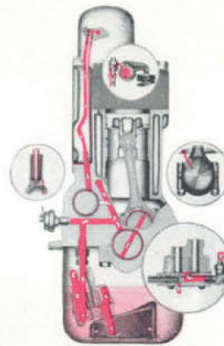
Six Cylinder Engine



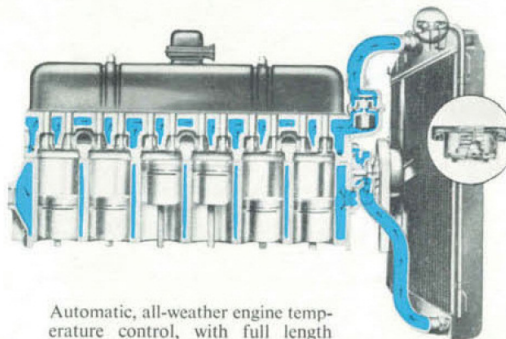
Holden is powered by the six cylinder 21 h.p. overhead valve engine already proved by more than 180,000 owners. The Holden engine offers brilliant all-round performance with 30 m.p.g. petrol economy (as reported by owners) and renowned dependability. Many fine engineering features contribute, including 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 ($3\frac{1}{8}$ ") of almost equal dimension, has been a feature of Holden ever since 1948. It 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 put Holden in a class on its own when it comes to overall performance, economy and trouble-free motoring are highlighted on this page. Included are the aluminium pistons with stiffened head, new taper faced torsional type compression rings, large diameter cooling fan and oil bath air cleaner with which Holden engineers have improved an engine already proved in millions of miles of driving by Holden owners throughout Australia.



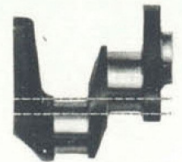
Pistons are aluminium for engine flexibility; have a stiffened head for maximum life and quietness. New taper faced torsional type compression rings for fast bedding in and an improved oil control ring with expander for extended oil ring life.



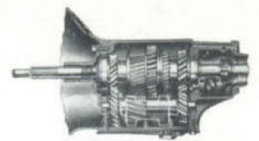
Full pressure metered-flow lubrication helps prolong Holden engine life. Oil is supplied to all bearings and is thrown in a jet from connecting rod big ends to lubricate the cylinder walls and pistons. "Metered-flow" means that oil flow is controlled, avoiding over-lubrication.



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 ensures longer radiator life.



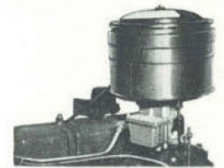
Overlapping bearings give maximum crankshaft rigidity.



General Motors gear box — synchro-mesh in second and top.



Clutch with diaphragm main spring exclusive to G.M.



Oil bath air cleaner reduces engine wear.



Large cooling fan ensures maximum cooling efficiency.

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.

"90,000 miles without a major overhaul"

"I feel obliged to tell you of the wonderful run I have had with my 1951 Holden Sedan . . . used until quite recently in my Taxi business . . . The car has now done 90,000 miles and the engine has never had the cylinder head or sump removed and the only replacements to date are as follows:— 1 Distributor Cap, 1 set spark plugs, 2 new wheel bearings, 1 set King Pins and bushes, and 1 set of tyres.

. . . I recently did a trip to Sydney and back, a distance of 1400 miles and the oil consumption for the trip was only five pints, not too bad after 90,000 miles without a major overhaul".

R. GREEN,
Southport, Qld.



" . . . an outstanding performer"

" . . . an outstanding performer both on good or bad roads which confirms the maker's claim for a car designed for Australian conditions.

Petrol consumption has been approximately 33 M.P.G. . . . I am more than satisfied with this car and can recommend it as first class buying for the average motorist.

I am pleased to add my name to the list of satisfied Holden owners."

J. H. YOUNG,
Dalman, via Woodenbong, N.S.W.



Fleet running cost 2.9 pence per mile

" . . . we are operating at this time a fleet of 84 Holden vehicles throughout the Commonwealth of Australia. In New South Wales, where we were one of the first fleet owners to put Holden on the road, we have thirty-seven (37) vehicles in use.

. . . the averaged running cost for our Holden fleet is 2.9 pence per mile—this of course does not include depreciation, but does cover every other expenditure in regard to each vehicle, even to washing and greasing. In view of the fact that we also operate a smaller fleet of heavier type vehicle with costs of 5.3 pence per mile, we feel that when it is taken into consideration that our vehicles are used on country roads and under conditions where heavier vehicles are reputed to have more in their favour, this comparison is most interesting and an outstanding recommendation for Holden".

L. H. HAMMOND,
Sales Manager,
Sunbeam Corporation Limited, Mascot, N.S.W.

"116,000 miles . . . not had the head removed"

" . . . I have a Holden which . . . has done 116,000 miles as a Silver Top Taxi and as yet has **not had the head removed**. The amazing thing is the way the car is still running. Passengers have ridden in my car recently and have asked me have I just had the car re-bored and have been incredulous when I have told them of its performance. It is practically running and pulling as well as the day it left the showrooms. The body has stood up real well and has hardly any rattles. The P.V.C. upholstery too, has kept its new appearance, to such an extent passengers have asked me have I had it re-upholstered."

JOHN HARRIS,
Caulfield North, Vic.

" . . . economy is outstanding"

"Having used motor transport in our business for many years, . . . it is with no hesitation we put on report that the Holden Sedan we took delivery of . . . has done, and is doing, a sterling job.

The Holden rides as well as our bigger cars, has more than enough acceleration, is roomy, and its economy is astounding for a twenty-one horsepower car.

The car . . . has now travelled a little over sixteen thousand miles, an average of thirty miles per gallon, and never at any time has held us up through mechanical troubles."

LEO. G. KENNEDY,
General Manager,
J. W. Kennedy & Sons,
Melbourne, Vic.

"Average Mileage 30 M.P.G."

"I have just completed 21,000 miles in my 1952 Holden. The average mileage on normal running is 30 M.P.G. and oil consumption negligible. The original tyres are still doing good service and I have not had any maintenance costs for repairs or adjustments since new.

I highly recommend 'Holden' . . ."

W. J. BAYENDALE,
Woodville, S.A.



"Gravel roads . . . no trouble"

"I have now had my Holden since May 1950 and have done 23,000 miles, mainly country running on gravel roads.

I have never had any trouble with the car and the performance has been excellent, and I can honestly say that I have averaged an overall mileage of 30 M.P.G.

In all, I am perfectly satisfied with my Holden."

T. W. NEEDLE,
Victoria Park, 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 $3\frac{1}{2}$ in. Displacement 132.5 cu. ins. 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 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 taper faced torsional type compression rings and one oil control ring with expander 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, $5\frac{1}{2}$ in. Piston pin, $\frac{3}{4}$ 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. $9\frac{1}{2}$ 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. Oil Bath Air Cleaner and Silencer.

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 needle bearing universal joints at front and rear.

WHEELBASE: 103 ins. Overall length, $173\frac{1}{2}$ ins.; overall width, $66\frac{1}{2}$ ins.

CLUTCH: Single plate, dry disc, diaphragm type spring; driven plate cushioned to the hub by four high rate coil springs. Moulded 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 : 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 4.00J. 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, $16\frac{1}{2}$ 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, $2\frac{1}{2}$ in. wide. 4 leaves. 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 "Aerobilt" 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, heat 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 fore and aft. Convenient parcel shelf behind rear seat. Scuff plates. Luggage compartment with provision for storage of tools. Rubber trunk floor covering. Rubber pads on pedals. Door locks include anti-rattler and hinges are concealed. External key operated door lock L.H. front door Standard and Business Sedans. Key operates door locks on both front doors on Special. Hold-open door checks on all doors. Counter-balanced hinged luggage compartment door. **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 hire purchase 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

