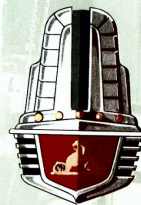




Australia's Own Car



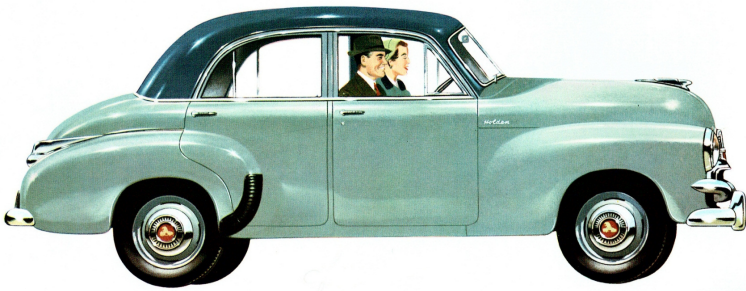
HOLDEN*



*Registered Trade Mark

Holden is Australia's Own Car—the only car designed and built for Australian conditions. Its combination of beauty, power, economy, dependability, comfort, safety and value, has won it the position of Australian sales leader. In addition, Holden has been an immediate sales success in New Zealand, the first export market. Since 1949, more than 40 important improvements have been incorporated in Holden Sedans as a result of the Holden policy of constant engineering improvement. During the same period, GMH has carried out a huge programme for the expansion and modernisation of plant and equipment. Now being pushed ahead is a further £21½ million expansion programme which will create thousands of new employment opportunities for Australian men and women. Holden is a product of Australian workmanship backed by the great talent and resources of General Motors Corporation. In this catalogue GMH presents three Holden Sedan Models, which represent the best in modern car engineering and design.

Holden Special Sedan



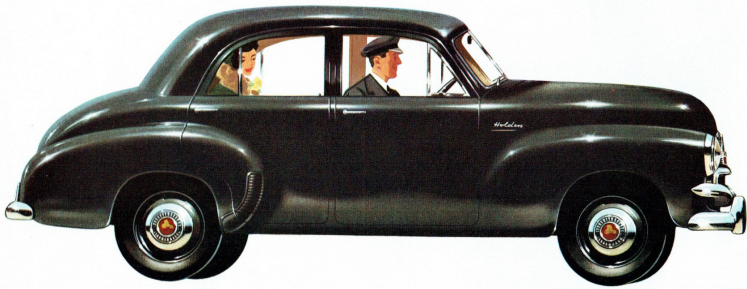
This is the de-luxe model in the Holden range. Holden Special is distinguished outside by stainless steel mouldings, chrome hood ornament and decorative rear fender fins. The interior is upholstered to blend tastefully with your choice of exterior colours. The wide, deep-cushioned seats and squabs are finely covered in colourful upholstery noted for its durability.



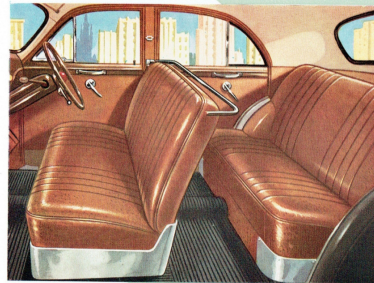
The patterned door trims are finished with chrome strips, and there are arm rests in front, assist grips in the rear, and a dome lamp which lights automatically when the left front door is opened.

The instrument panel includes an automatic cigarette lighter and radio grille pattern extended over the glove box door. The speedometer is indirectly lighted and, for easier night driving, the light can be made bright or dim simply by turning the headlight switch control knob.

Holden Business Sedan



Holden Business Sedan — still the only passenger car in Australia specifically equipped to meet the demands of business and country users engaged in heavy work — has 12 carefully planned additional features.



THE SPECIAL FEATURES OF HOLDEN BUSINESS SEDAN ARE:

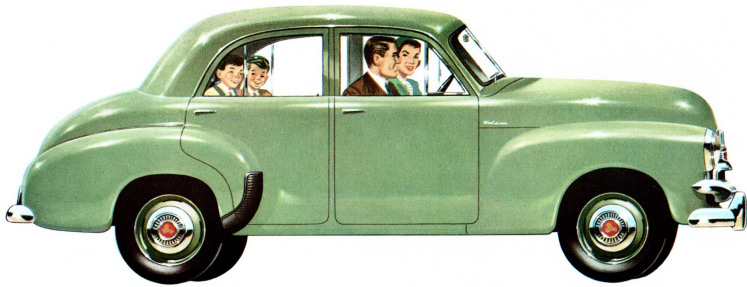
1. A larger battery and stronger mounting.
2. Special pocket for driver's log or business papers.
3. Headlining in imitation leather.
4. Door pull handles on all doors.
5. Dome lamp switch on the right centre pillar.
6. Wind-hose covered with P.V.C. around all doors, and protection plates on wheel arch pillars.
7. Luggage compartment lid handle latch, which enables the luggage compartment to be opened without leaving the key in the lock.
8. Reinforced cushions and seat backs, with sponge rubber pad in the rear seat cushion.
9. Rubber mats on the front and rear compartment floors, and on the floor of the luggage compartment.
10. Steel kick plates around the bottom of the front seat and the corners of the rear seat risers.
11. Chrome handrail at the back of the front seat.
12. Heavy-duty rear springs.

Holden Business Sedan is particularly suitable for Municipal and Shire work; for Government, Defence, Police and the operations of other public authorities; hire car and taxi services; for men on the land; Real Estate and Stock and

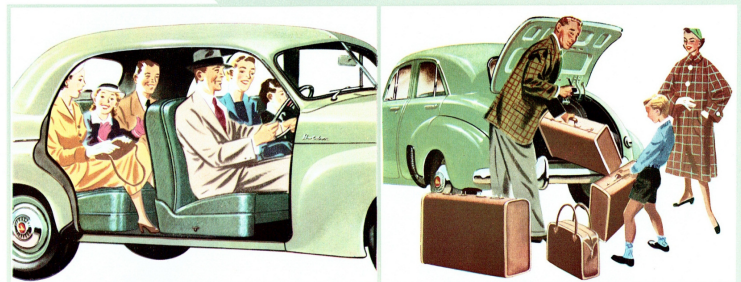
Station Agents' activities; and for commercial travelling.

The interior trim of the Business Sedan is in attractive P.V.C. upholstery, selected specially for its durability.

Holden Standard Sedan



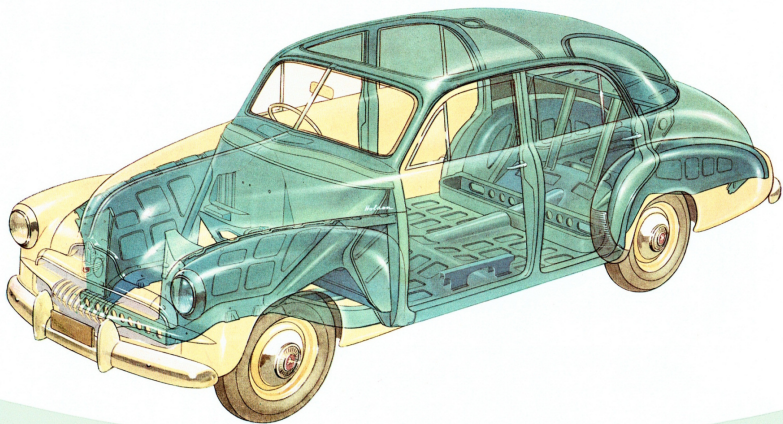
Holden Standard is the lowest-priced model of the Holden Sedan range and the lowest priced six passenger, six cylinder car your money can buy. Upholstery of seats and squabs in Holden Standard is antique finish P.V.C. — an attractive material of exceptional durability.



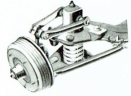
Holden has roomy comfort for six people. Interior dimensions are—Leg room: front 42-17/32 in., rear 40 1/2 in.; seat width: front 54-5/32 in., rear 55 1/2 in.; head room: front 35-3/32 in., rear 35-9/32 in.

The three Holden models have generous luggage space. The luggage compartment floor is covered with a rubber mat to protect travel cases, and loading level from the ground is only 17 1/2 in.—less than knee height.

The famous Aerobilt body



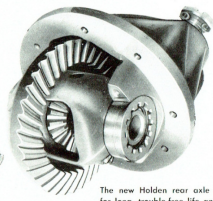
With Holden Aerobilt construction, the body and chassis are built as one strong, rigid steel unit. Aerobilt construction provides greater safety because of increased body strength; better roadability because of greater structural rigidity; and livelier performance and maximum operating economy because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



New independent front springs, with new telescopic shock absorbers inside the coil springs, give a road-hugging ride and excellent comfort.



With the Holden hydraulic braking system, slightly greater braking force is exerted on the front wheels for maximum safe braking power.



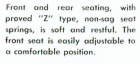
The new Holden rear axle assembly is engineered for long, trouble-free life and is easily serviced. The differential carrier and case are cast iron for stiffness and strength. The rear axle wheel bearings are long-lasting, with sturdy load-carrying capacity.



The Hypoid drive pinion has taper roller adjustable bearings, which are lubricated through oil passages cast in the pinion housing.



The taper roller differential side bearings on Holden have screw type adjustments for easy servicing.



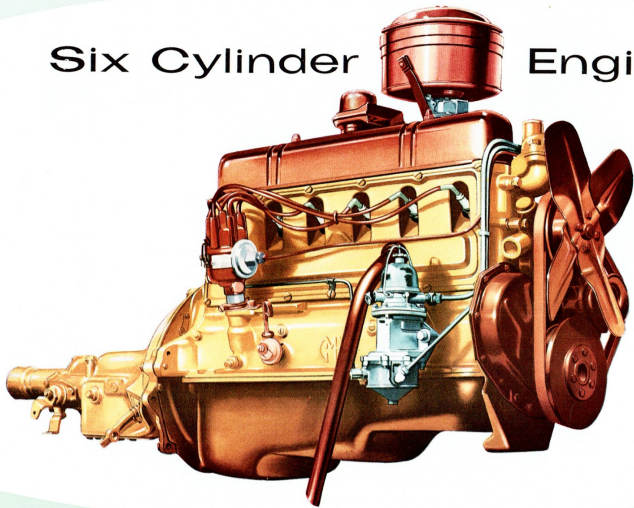
Front and rear seating, with proved "Z" type, non-sag seat springs, is soft and restful. The front seat is easily adjustable to a comfortable position.



Holden riding comfort and handling ease have won wide praise from owners throughout Australia. Now—Holden suspension is improved with the new softer independent front wheel coil springs, new telescopic shock absorbers and re-location of rear shock absorbers

forward of the axle. The rear springs slant upwards at the rear and are attached to the axle off centre to increase safety and stability. Handling ease has been still further improved, particularly on harsh road surfaces, by a new cushioned steering linkage.

Six Cylinder Engine



More than 230,000 owners have already proved the 6 cylinder, 21 h.p. overhead valve Holden engine. It provides a unique combination of ideal top-gear performance, high cruising speed, long and dependable service with the 30 m.p.g. petrol economy reported by so many Holden owners.

Automatic engine temperature control, with full length water jackets surrounding each cylinder, contributes to economy and extends engine life. The radiator is flexibly mounted for longer life.

Full pressure metered-flow lubrication helps prolong Holden engine life. Oil is supplied to all bearings and lubricates the cylinder walls and pistons. "Metered-flow" avoids over-lubrication.

Pistons are aluminium for lightness and longer bearing life. Taper faced horizontal type compression rings ensure fast bedding in. Oil control ring with expander gives extended oil ring life.

Overlapping bearings give maximum crankshaft rigidity.

Clutch with diaphragm main spring exclusive to GM.

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

Oil bath air cleaner reduces engine wear.

Large cooling fan ensures maximum cooling efficiency.

Holden engine's brilliant all-round performance is contributed to by the high power-to-weight ratio, the specially shaped cylinder head combustion chamber and the "square" engine design. The square engine

design, with a 3 in. bore and 3 1/4 in. stroke, results in less engine weight, more rigid crankshaft, stronger big ends, lower piston speed—with less relative bore wear—and smoother engine power.

OWNERS' TESTIMONIALS

From all corners of Australia owners have written enthusiastic reports about the low cost operation and outstanding dependability of their Holden cars.

Many of these reports are based on service far 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 splendid motoring.

"... has never given a moment's trouble"



"A proud possessor"

"This letter comes to you from a proud possessor of a 1951 Holden Sedan, and I don't mind how you use it, as I think that this car is without a doubt one of the finest machines on the market to-day. I would go so far as to say this car is from a working man's point of view. No English or Continental car can compete with it in its own class. You get 30 M.P.G. economy, all the speed you need, easy accessibility from a mechanic's point of view, and plenty of cheap spare parts ... have recently completed a 2,000 mile trip to Fort Augusta ...

My car was pulling a trailer with the necessary camping gear for 2 adults and 3 children. I left Hawthorn and arrived at Gower approx. 300 miles on the first day. We encountered heat in the vicinity of 115° with boiling of motor, etc. We made our camp at Chinnery's Creek on Spencer Gulf, 20 miles from Pt. Augusta, and from there we did two kangaroo shooting expeditions, a trip to Waller Gorge and Quora, and a trip to Alligator Gorge. The kangaroo shoot took in about 200 miles each time, over station roads and gibber plains. We went through Iron Knob, Stom station, Low Hills, Curmeeloo station, and encountered all kinds of roads, some 15 miles of sand in one stretch ... My Holden finished the journey mechanically perfect as I never used the tool kit, only greased and serviced it myself. I think the Holden is a colossal job, and you could not sell me any other car at any price ..."

W. L. J. SMITH,
21 Lennox St., Hawthorn, Vic.

"Never missed a beat"

"I have a 1948 Holden Sedan, and I have just clocked over 300,000 miles. It has never had a reborn and is still running on Standard rings. It is on the road all day, every day, and it never gives me any trouble of any kind. It can still outpull almost any car of its own size, and speed and petrol consumption are still very good. The engine on the car always has been and still is wonderful ...

It came over from Mt. Isa to Sydney (horror stretch) in just 3 days, over 2,300 miles, and never missed a beat ..."

A. W. AMATT,
29 Wilson St., Harbord, N.S.W.

"May even be a record"

"I operate three Holden Sedans. The private hire car has done over 100,000 miles, and my private car, which was my original street car, has now covered 99,000, and my present taxi has just turned 125,000 miles. I have had wonderful service from all three cars, but I think my present taxi is outstanding, and its performance may even be a record. I purchased it ... January 23rd, 1952, and, since then, it has operated two shifts continuously, being driven by myself and a paid driver. The most remarkable thing about this car is that the motor has not been touched, except for one tappet adjustment and an overhaul of the carburettor. Neither the head nor the sump has been removed in over 125,000 miles ...

I believe I can still run another 10,000 miles before pulling the motor down, as it is still performing very well, with good acceleration and delivering plenty of power for the job it is doing ...

L. GRAYSON,
37 White Av., North Kew, Vic.



"Holden takes me through"

"I have been driving Holdens for the last five years, covering 97,000 miles in that period, most of it over bush tracks, comprising black soil and stony ridges. I stick to Holdens firstly because of their excellent performance on good roads, and even better where conditions are difficult. In winter, across flooded creeks and over black soil roads after rain, the Holden takes me through when most cars are held up.

They are economical too. Costs me less per year than any other make of car I have had. On a run from home to Calcaudia I get an average of 36 miles to the gallon. Monthly average works out around 30-32 miles per gallon. They are roomy—my family numbers seven—and there is ample space for luggage in the boot. I find the Holden easy on tyres too. Although I stick to 4-ply covers, I get around 20,000 miles on original tread, and with luck a good run out of the re-cup ..."

L. W. BAIL,
Pierpoint St., Stanthorpe, Qld.

Abridged Specifications

ENGINE: Six cylinder, O.H.V. design; 3 port rubber suspension, one at the front and one at each side of the flywheel housing. Bore 3 in. Stroke 3 1/2 in. Displacement 135.5 cu. ins. S.A.E. on R.A.C. rating 21.6 h.p. Max. brake h.p. 65 at 4000 R.P.M. Max. brake torque, 103 lb. ft. at 1200 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, 33 in. Piston pin, 1/2 in. dia. Steel Backed Rabbit crank pin bearings. Con. rods heat treated. An orifice is incorporated in con. rod to deliver oil positively to the third side of the cyl. bore, ensuring adequate lubrication at starting.

OILING SYSTEM: Full pressure system embodying gear type pump where 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 end 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 filter 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 throttlecracker. Octane Selector regulates timing to suit grade of petrol used. A.C. Fuel and Vacuum Booster Pump, with glass filter bowl, 9/1 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 EQUIPMENT: 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 license plate illumination lamp, single horn mounted between radiator and grille.

TRANSMISSION: Three speed type with all Helical gears and Synchromesh 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, 2.38 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 1/2 ins.; overall width, 66 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: Beano 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: 3.88:1.

BRAKES: Four wheel hydraulic semi-lock 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 tyre rim integral with wheel—size, 15 x 4.00. Stainless steel hub caps.

TYRES: Tubeless low pressure ballion, 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 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.I.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. Tension shackles with rubber bushings. Rear springs shot peened for durability.

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

BODY STRUCTURE: All steel construction integral type. The all-steel "Aerobile" target-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 door. No running boards. Alligator type engine hood release operated from driver's compartment. Hinged strut to hold hood open.

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

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

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

EQUIPMENT—BODY: Special, Business Sedan, Standard. Fine quality restful upholstery in attractive trim designs and range of colours. 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. Cool ventilator, no drought ventilation. Front and rear seats fitted with "Z" type spring. 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 coverings. Rubber pads on pedals. Door locks include anti-rattle and hinges are concealed. External key operated door 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 switch; black hand brake handle 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.

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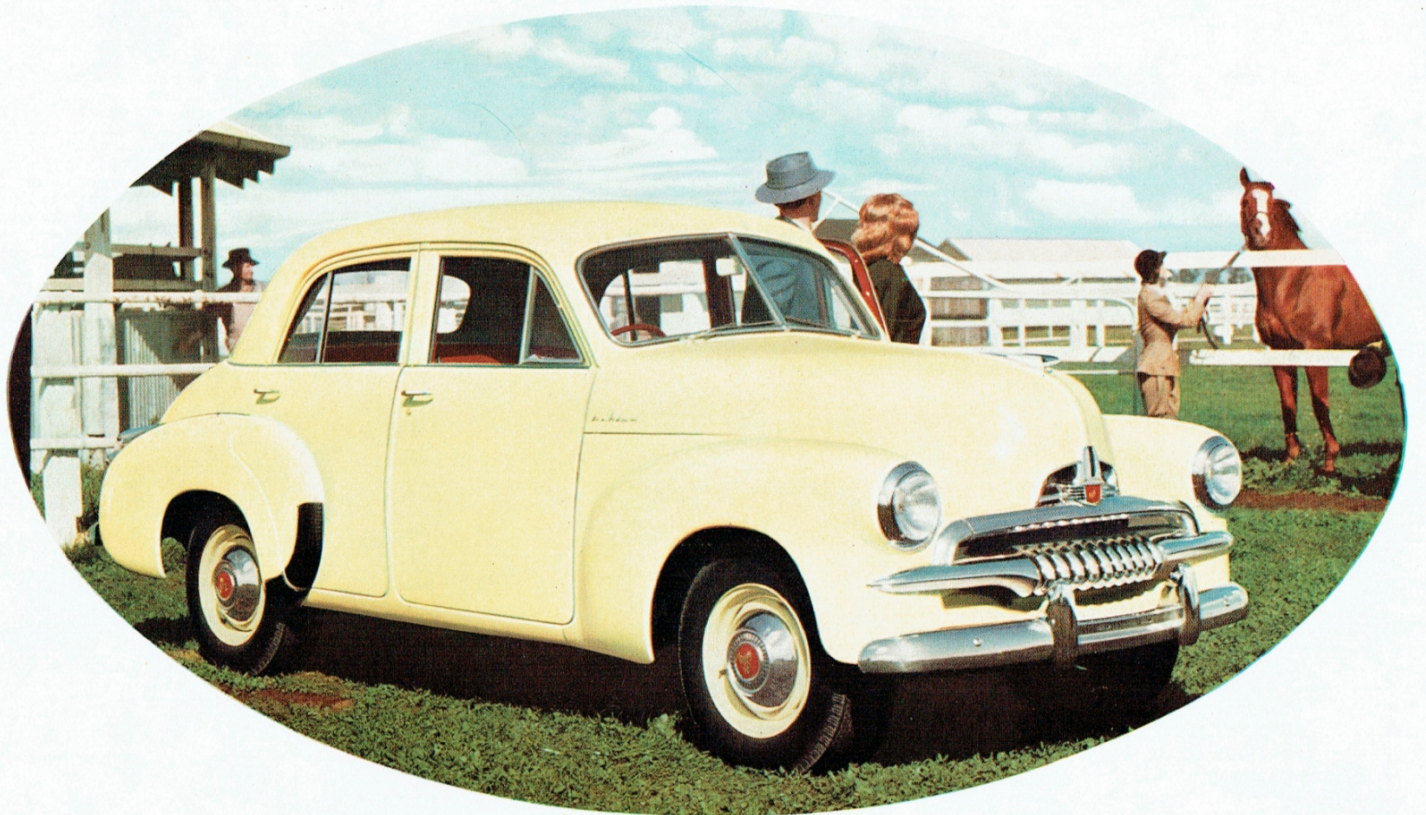
Specifications and Equipment subject to change without notice

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 arrangements are available for your CONVICIENCE—and are 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
BROMBY SYDNEY MELBOURNE ADELAIDE PERTH



Australia's Own Car