

The new

*Holden*



*With low-swept styling and new fashion-setting beauty, Holden is more than ever the finest motor car value you can buy.*

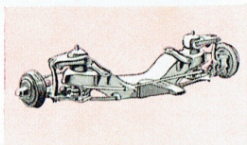
*But glamorous styling is only one of the many wonderful new things about Holden.*

*There is new power, new comfort and new safety to give you superlative all-round performance and to bring you new motoring enjoyment.*



### New 12 volt Electrical System

The new 12 volt electrical system provides more efficient lighting, starting and ignition performance. A new key turn starting system, carefully designed to minimise theft, is incorporated.



New front suspension with new stabiliser bar and longer 105" wheelbase gives a superlative ride. New sized wheels—13" with 4.50J rims—are fitted with tubeless tyres.

## ABRIDGED SPECIFICATIONS

**ENGINE:** Six cylinder, O.H.V. design; Bore 3"; Stroke 3 $\frac{1}{2}$ " S.A.E. or R.A.C. rating 21.6 h.p. Max. gross brake H.P., 70 at 4000 r.p.m. Max. gross brake torque, 110 lb. ft. at 1200 R.P.M.

**COMPRESSION RATIO:** 6.8 to 1.

**PISTONS:** Alum. alloy, two taper faced torsional type compression rings and one oil control ring with expander.

**OILING SYSTEM:** Full pressure system and lubricating camshaft bearings, main and con. rod bearings, timing gears, crank pins, bores, rocker gear, tappets, etc.

**CRANKCASE VENTILATION:** By air intake through filter in valve cover.

**FUEL SUPPLY:** Stromberg down draught type Carburettor. Hand choke. 9 $\frac{1}{2}$  Imp. gal. tank. Oil Bath Air Cleaner and Silencer.

**ELECTRICAL SYSTEM:** Special and Standard 12 volt 7 Plate battery. Business 12 volt 9 plate. Dome lamp. Flashing light warning system on Special. Single wind-tone horn.

**TRANSMISSION:** Three speed with, Synchromesh for second and high speeds.

**WHEELBASE:** 105". Overall length, 175 $\frac{1}{8}$  ins.; overall width, 66 $\frac{1}{2}$  ins.

**CLUTCH:** Single plate, dry disc, diaphragm type spring. Clutch hydraulically controlled.

**COOLING:** Cellular type radiator with pressure cap. Centrifugal water pump.

**REAR AXLE:** Taper roller adjustable pinion bearings. Taper roller adjustable side bearings.

**GEAR RATIO:** 3.888 to 1.

**BRAKES:** Four wheel hydraulic.

**HANDBRAKE:** Operates mechanically on rear brakes.

**WHEELS:** Size, 13 x 4.50J.

**TYRES:** Tubeless low pressure balloon, 6.40-13 x 4 ply.

**STEERING:** Recirculating ball type. Gear ratio, 14 to 1.

**TURNING CIRCLE:** 37 feet.

**FRONT WHEEL SUSPENSION:** Independent Coil Spring.

**REAR SUSPENSION:** Semi-elliptic springs—48 in. long, 2 in. wide. 4 leaves. 5 leaves on Business Sedan.

**SHOCK ABSORBERS:** Tubular telescopic.

**BODY STRUCTURE:** All-steel "Aerobilt" integral construction. Alligator type engine hood. Counter-balanced hinges.

**EQUIPMENT:** Dual windshield wipers. Ash trays front and rear. Safety glass windows and windshield. Rubber mat in front—carpet in rear in Special and Standard; rubber mat in front and rear in Business Sedan. No draught ventilator with locks. Parcel shelf behind rear seat. Counter-balanced hinged lid luggage compartment. Equipment on Special: Exterior—single and two tone colours; stainless steel belt moulding; rear window moulding and windshield moulding; chrome licence plate frames. Interior—door trims with chrome trim strips; front seat arm rests; assist straps with coat hooks in rear compartment; cigarette lighter.

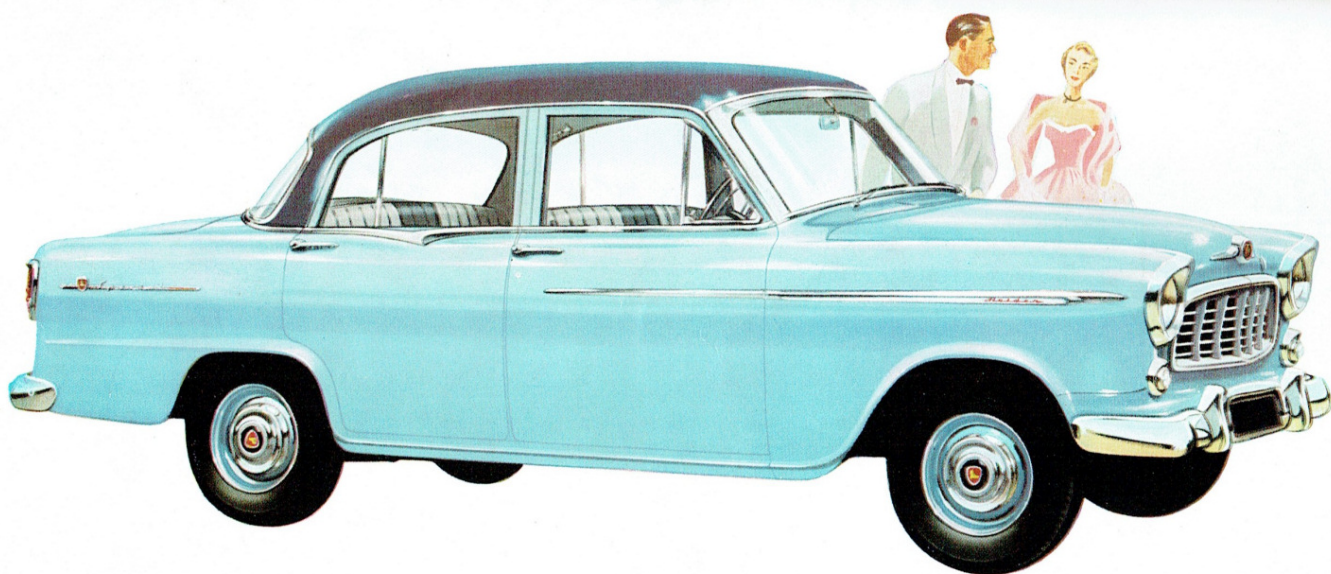
Specifications and Equipment subject to change without notice.

**GENERAL MOTORS-HOLDEN'S LIMITED**

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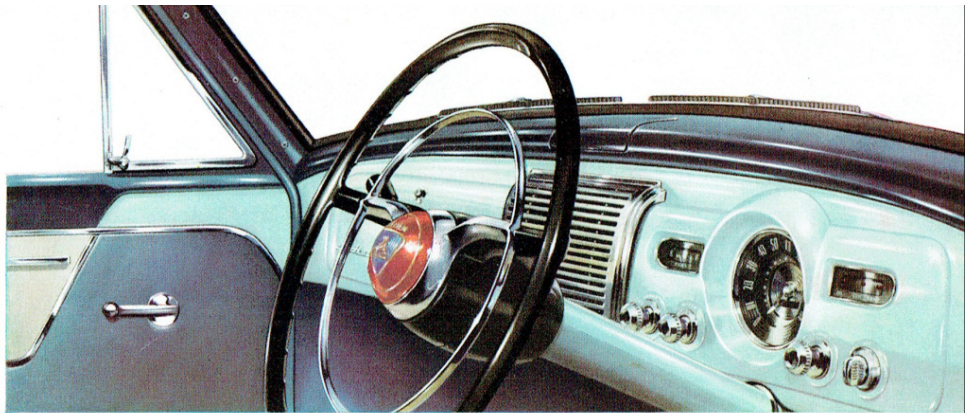




**Holden Special Sedan** This is the most brilliant star of the Holden range. Extra refinements on the outside of the Special are the fender motifs, the chrome number plate frame on front bumper, and sparkling stainless steel mouldings.



Inside Holden Special is a picture of beauty and spaciousness. Foam padding in the seat cushions gives deep, relaxing comfort.



### *New visibility . . . new driving ease and safety*

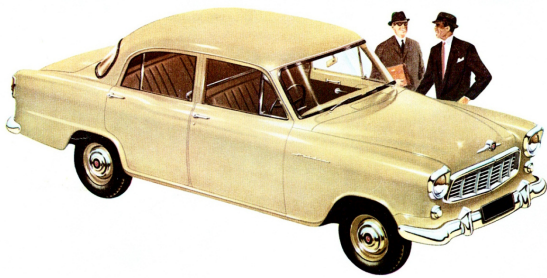
Your first, swift impression on sitting behind the wheel of the new Holden is that the whole road is at your command. Vision—increased by 40%—is wide and clear.

The stylish new instrument panel has a spacious glove box; the controls are grouped

neatly for easy reading and the graceful new steering wheel with horn ring is ideally placed for comfortable driving. New safety and ease of handling has been achieved with new front suspension, new front stabilizer, new recirculating ball type steering, new low centre of gravity and new wide track.





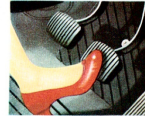


**Holden Business Sedan** The handsome new Business Sedan is the car to bring added prestige to you and your business. With its 8 special features Holden Business Sedan is ideal for commercial travellers; hire car and taxi operators; for men on the land, and for Government Departments.

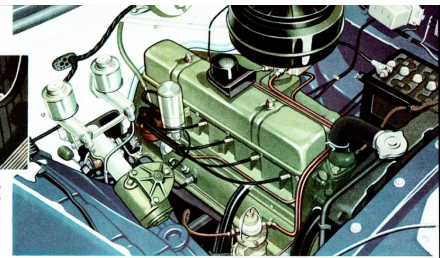


Special features built into the new Business Sedan are:

- (1) Heavy-duty battery; (2) Chrome door pull handles; (3) Dome lamp switch on right centre pillar; (4) Reinforced cushions and seat backs, with foam padding in rear seat cushion; (5) Rubber mats on floors; (6) Plastic kick plates round bottom of front seat and corners of the rear seat risers; (7) Chrome handrail at back of front seat; (8) Heavy-duty rear springs.

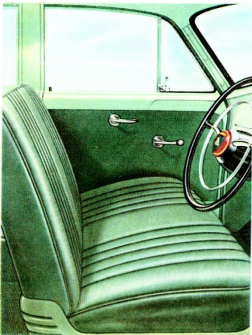


New hydraulic clutch control gives a smooth, cushioned action. Pendant-type pedals, pivoted above, leave the floor clear for greater comfort.

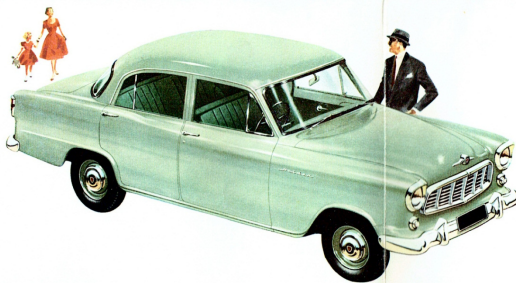


**New finer performance from the thrifty Holden engine**

One of the things that has helped make Holden great is the 6 cylinder square engine proved in millions of miles of owner driving. Now this brilliant, dependable performer has a higher 6.8 to 1 compression ratio and power output is increased to 70 gross b.h.p.



Upholstery in Holden Standard Sedan is attractive, durable PVC plastic material made for family wear.



**Holden Standard Sedan** The Standard Sedan is Holden's lowest priced model. It's a car of outstanding value that offers you the pride of Holden beauty and the thrill of Holden performance at a price within the reach of almost everyone who can afford a new car.



**New comfort for 5-6 passengers**

Yet another improvement in the new Holden is its increased seating width. The front seat is more than 57" — nearly three inches wider — and the back over 58", which is approximately 2 1/2" wider. Both seats incorporate the famous no-sag, Z type Holden seat springs. There's a new ramp type front seat adjuster to let you adjust the front seat forwards and backwards, up and down. Other new features that increase comfort are the new longer 105" wheelbase and floor insulation. All the proven advantages of Aerobilt single unit construction are retained — increased body strength — freedom from squeaks and rattles — elimination of unnecessary weight. New PVC headlining on all models is easy to clean.

**New space for luggage**

The luggage compartment is longer, wider and more spacious. The spare tyre, mounted vertically fore and aft in the left-hand side of the luggage compartment, is readily accessible. One key operates front door, glove box lid, boot lid and combined ignition and starting switch. On Holden Special Sedan, a new flashing light system, operated by a lever on the steering column, warns motorists in front or behind when you intend turning. This is an optional extra on Holden Standard and Business Sedans.

