

The new



Holden



With their sweeping new lines and breathtaking new beauty, the three new Holden models described in this catalogue put Holden still further ahead in value.

NEW BEAUTY is immediately noticed in the longer, lower body with flatter hood and boot lid, in the new curving one-piece windscreen, in the broad wrap-around back window, in the new spacious luggage compartment.

NEW PERFORMANCE results from increased compression ratio of 6.8 to 1, larger inlet valves, seats and inlet ports, which provide the higher 70 gross brake horsepower.

NEW COMFORT is experienced in the redesigned suspension, longer wheelbase, wider seating and deep padding in the seat cushions, and finer insulation.

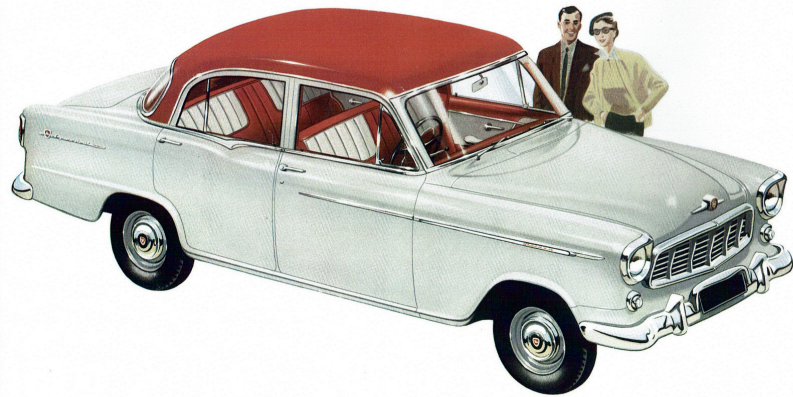
NEW SAFETY has been achieved with the new front suspension, new recirculating ball bearing steering, new low centre of gravity, wider track, 40% greater vision—all combining to give an exceptional sense of control that you must experience to believe. Holden is Australia's Own Car and now more than ever Australia's finest value.



New beauty...New performance...New comfort...New safety...

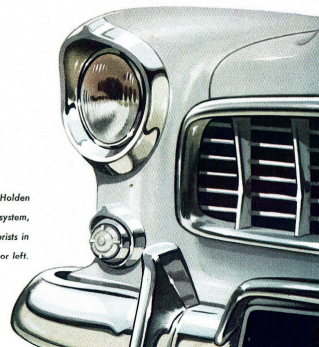
Holden Special Sedan

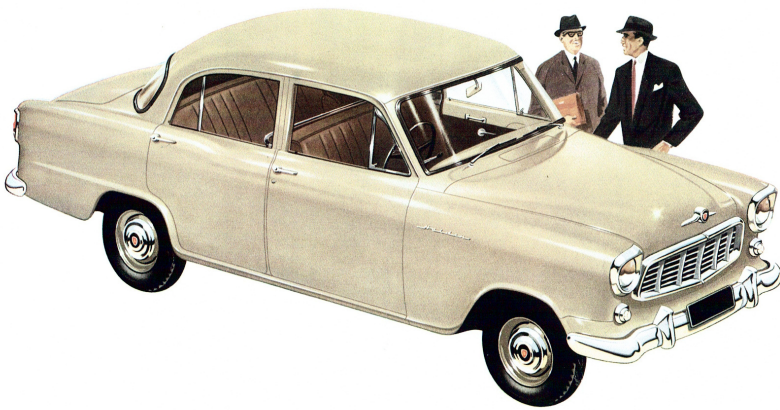
This is the most brilliant star of the Holden range . . . its beauty accentuated by new single and two-tone fashion colours. Extra refinements that you notice on the outside of the Special are the chrome fender motifs, the number plate frames, and the sparkling stainless steel moulding that frames the windscreen, the windows and the roof drip gutter.



Immediately you open the door of Holden Special you get an impression of beauty and spaciousness. The seats are trimmed with Elascofab — the luxury fabric that wears indefinitely, doesn't show scuff marks, and washes quickly and easily with soap and water. Foam padding in the seat cushions gives deep, relaxing comfort. And in the Special you have arm rests in the front, assist straps with coat hooks in the back, and automatic switches that operate the dome lamp when either front door is opened.

Hooded headlights and parking lights are two new Holden body features. On Holden Special, a new flashing light system, operated by a lever on the steering column, warns motorists in front or behind when you intend turning to right or left.



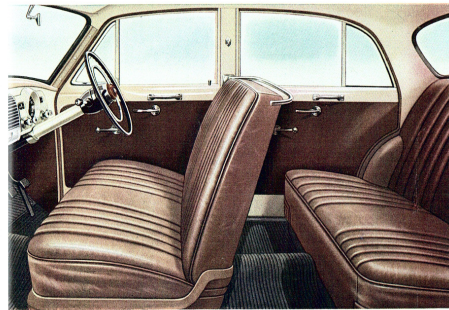


Holden Business Sedan

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

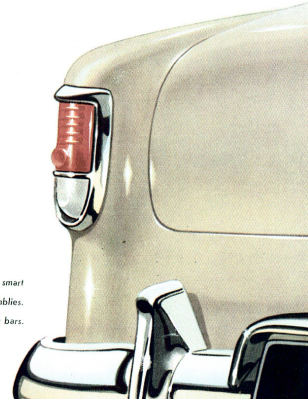
Business Sedan Interior

There's new smartness inside the Business Sedan, too. The new wider seats are covered with tough, antique finish, PVC plastic upholstery—a new trim in colours that are attractive, yet practical. Special features built into the new Business Sedan are—



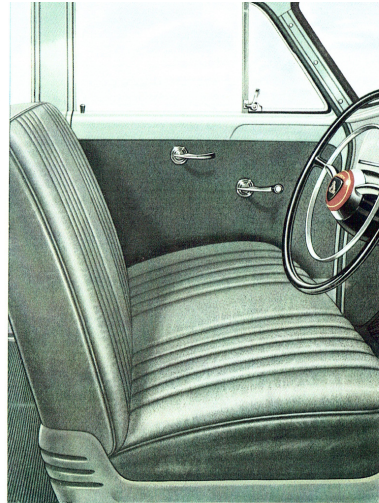
1. A heavy-duty battery. 2. Chrome door-pull handles on all doors. 3. Dome lamp switch on the right centre pillar. 4. Reinforced cushions and seat backs, with foam padding in the rear seat cushion. 5. Rubber mats on the front and rear compartment floors. 6. Plastic kick plates round the bottom of the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

Everything about the three new Holden models is smart and modern . . . even to the new tail lamp assemblies. Notice, too, the impressive new wrap around bumper bars.



Holden Standard Sedan

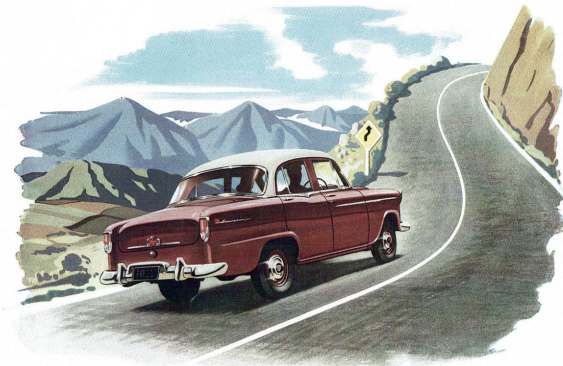
The Standard Sedan is Holden's lowest-priced model. It's a car of outstanding value that offers you the pride of Holden beauty and the thrill of Holden performance at a price within the reach of almost everyone who can afford a new car.



Three big people can travel comfortably in both front and back seats. Upholstery, in attractive and durable PVC plastic material, is made for family wear. No less than five different outside paint colours are available on the Standard Sedan, and matching colours decorate the interior.

The new steering wheel with horn ring is only one of the many new styling touches that lend the new Holdens an air of glamour and refinement.

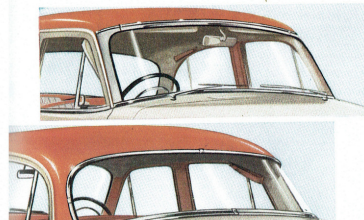




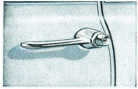
New visibility...new driving ease and safety

Your first, swift impression on sitting behind the wheel of the new Holden is that the whole road is at your command. Vision all round is wide and clear. The stylish new instrument panel has a spacious glove box and the controls are grouped neatly for easy reading. The graceful new steering wheel is ideally placed for comfortable driving. In the new instrument panel, provision is made for instal-

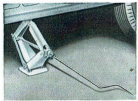
lation of three optional extras available for the new models: Air Chief Car Radio, the Automatic Windscreen Washer and the Windscreen Demister. On Holden Special Sedan, a new flashing light system, operated by a lever on the steering column, warns motorists in front or behind when you intend turning. This is an optional extra on Holden Standard and Business Sedans.



One of the most impressive things about the new Holden is the feeling of positive control it gives you. This is the result of a combination of new engineering advances. The steering, suspension and front stabilizer bar are new... the front track is an inch and a half wider... the centre of gravity is lower. All these things are designed to give you precise command on every type of surface. The ride itself is ideal... not too springy... not too rigid, and made even smoother by the new longer wheelbase of 105 in. In the new steering system, ball bearings minimise friction. You can park with almost-effortless ease. Vision in the new models is increased by 40%. Close-up views show the new one-piece curved windscreen and the new wrap-around back window. Together they provide the vision you want for utmost driving safety and easier tight-spot parking.



New push button door handles make it easy to open and close doors—there's no need to slam.

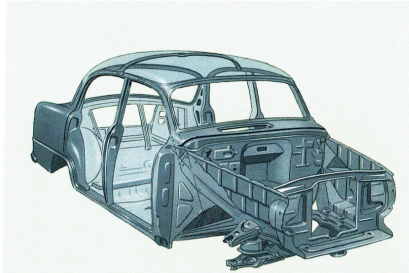
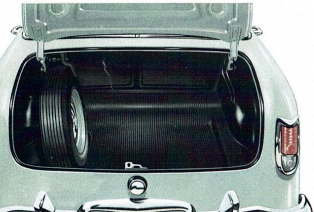


Tyre changing is easy with the new side-jacking system that lifts two wheels clear at a time.



A new-type locking latch on the no-draught windows gives greater protection against theft.

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. The new tail lamp assemblies have provision for fitting reversing lamps—an optional extra.

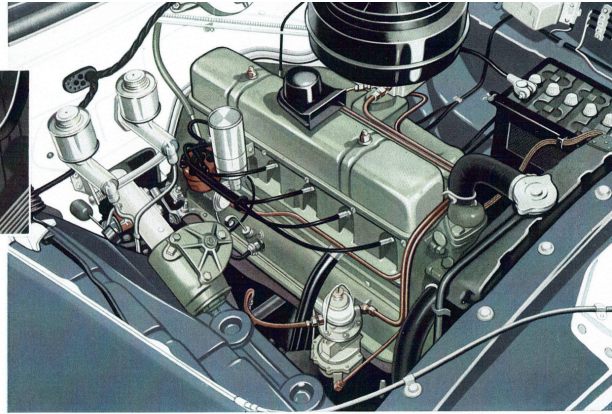


New room for 6 people and the advantages of Aerobilt construction

Yet another improvement in the new Holden is its increased seating width. The front seat is more than 57 in.—nearly three inches wider—and the back over 58 in., which is approximately 2½ in. wider. Both seats incorporate the famous non-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. The doors open wide, and getting into or out of the car is even easier than before. 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 hydraulic clutch control gives a smooth, cushioned action. Pendant-type pedals, pivoted above, leave the floor clear.



New finer performance from the economical Holden engine

One of the things that has helped make Holden great is the 6 cylinder, 21 h.p., square engine proved in millions of miles of owner driving. Now this brilliant, dependable performer has a higher compression ratio, and power output is increased.

A new key-turn starting system, carefully designed to minimise the risk of theft, is incorporated in the new Holden. When you turn the key to the right the engine starts. Release the key and it automatically returns to IGNITION ON position.

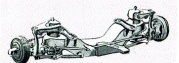


New 12 Volt Electrical System

The new 12-volt electrical system provides more efficient lighting, starting and ignition.



The Holden rear axle is designed for long, dependable performance and easy service. Rear springs are attached to the axle off centre for added stability.



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

Owners' Testimonials

Already over 250,000 Holden owners have proved for themselves how much extra Holden gives in terms of satisfaction and economy. Extracts below are from owners' letters . . . letters reporting Holden's phenomenal performance, reliability, and economy of operation. With all the improvements in the new Holden, you can now expect even greater things.

"I feel sure you will be interested to know of the wonderful performance of my last Holden, which spent its life as a Silver Top Taxi. The car covered a total of 338,000 miles. The original piston rings were replaced at 152,000 miles, and no further replacement or rebore was necessary at time of disposing of the car . . . The car is now privately owned and will no doubt cover many thousands of miles yet. I would add that the body and upholstery were in remarkably good rattle-free condition . . ."

D. G. Armour
Droop Steel, Footscray, Vic.

"After nearly three years and 40,000 miles of hard driving over corrugated roads, my Holden has convinced me of its supreme ability for hard work. Consequently, I entered for the 1956 Narragin Reliability Trial. Bad luck in the form of a fallen tree trunk met us on a bad road in darkness and we went right over, travelling very fast . . . we amazed all competitors by keeping up with an average speed of 60 m.p.h. and actually gaining fourth place in the Trial . . . My intention is to buy another Holden for business, and use this still-perfect engine for future trials. I do feel that the terrific amount of hammering that this vehicle can take, puts Holden right at the top of any class of to-day's motoring."

John Grahame
Corrigin, W.A.

"After 40,000 miles of consistent running for the business, in the hands of several drivers and including trips to Brisbane and Melbourne, we feel we have proved beyond doubt the excellent qualities built into Holden by General Motors-Holden's Ltd. Our Holden has given greater reliability than any other car owned by the company, and economy far beyond expectations. In 40,000 miles we have had only two punctures and only two tyres have been retreaded—the front wheel tyres are without retreads and still have plenty of rubber. We take this opportunity of congratulating General Motors for their remarkable success in producing a car so ideally suited to Australian conditions."

Audio Visual Activities Pty. Ltd.
Russell Roberts, Director
6 Underwood St., Sydney, N.S.W.

PROTECTIVE OWNER SERVICE POLICY

The well-known General Motors-Holden's Ltd. warranty protects you against defective workmanship or materials for 90 days or 4000 miles of operation. Through the 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.

GMAC's Confidential Hire Purchase arrangements are available for your CONVENIENCE—and are only available from your GMH dealer. GMAC is General Motors' own hire purchase company. Every endeavour is made to fit the need of the customer on a sound and equitable basis.

Abridged Specifications

ENGINE: Six cylinder, O.H.V. design; Bore, 3 in.; Stroke, 3½ in.; S.A.E. or R.A.C. rating, 21½ h.p.; Max. gross brake H.P., 79 at 4000 R.P.M. Max. gross brake torque, 110 lb. ft. at 1200 R.P.M.

COMPRESSION RATIO: 6.8 to 1.

CRANKSHAFT: Drop forged, heat treated, fully counterbalanced. Harmonic Balancer.

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

CAMSHAFT: Four bearing steel forging with integral cams and helical gear for distributor and oil pump drive.

CONNECTING RODS: Length, 5½ in. Photos zinc, 1 in. dia. Steel-backed babbit crankpin bearings. Con. rods, heat treated. Oil delivered positively to the thrust side of the cyl. bore, ensuring adequate lubrication at starting.

OILING SYSTEM: Full pressure system, con. rod bearings, lining gears, crank pins, bores, rocker gear, tappets, etc.

CRANKCASE VENTILATION: Ventilation of engine crankcase, valve cover, etc., by air intake through filter in cover. Engine fumes drawn through ventilator pipe located externally. Pipe extended downwards with lower end shaped to give extractor effect, maintaining constant flow of air through crankcase.

FUEL SUPPLY: Stromberg double venturi down draught type. Carburettor with power jet and positive action accelerating pump. Hand choke with throttle cracker. A.C. Fuel and Vacuum Booster Pump, ½ imp. gal. tank. Fuel mixture heated thermostatically in intake manifold lower chamber. Oil Both Air Cleaner and Silencer.

ELECTRICAL SYSTEM: Distributor—automatic centrifugal and vacuum-type advance control. Octane Selector. Coil mounted on engine. 12 volt starting motor, operated by combined ignition and starter switch on instrument panel. Generator—12 volt, 20 amps. Cut-out relay. Voltage and current regulator. 14 mm. spark plugs.

Special and Standard—12 volt 7 plate battery. Business—12 volt 9 plate—mounted under engine hood. Headlamps, Parking lamps, Dimmer switch. Dual lamp with integral switch additional. Courtesy switches on Special operated by front doors. Additional switch on R.H. centre pillar of Business Sedan. Tail, stop and licence plate lamps. Flashing-light warning system on Special—optional extra on Business and Standard Sedans. Single wind-bone horn.

TRANSMISSION: Three speed with Helical Gears. Synchromesh for second and high speeds. Gear shift lever on steering column. Ratios: 1st, 2.98 to 1; 2nd, 1.59 to 1; 3rd, direct, reverse, 2.98 to 1.

PROPELLER SHAFT: Open type. Needle bearing universal joints.

WHEELBASE: 105 in. Overall length, 175½ in.; overall width, 66½ in.

CLUTCH: Diaphragm type spring, single plate, dry disc. Clutch hydraulically controlled.

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

REAR AXLE: Ratio construction, semi-floating; final drive hypoid pinion carried by two taper roller adjustable pinion bearings; differential and crown wheel assembly carried by two taper roller adjustable side bearings.

GEAR RATIO: 3.888 to 1.

BRAKES: Four wheel hydraulic, semi-luck type, internal expanding, articulated shoe type.

HANDBRAKE: Operates mechanically on rear brakes.

WHEELS: Demountable disc wheels, with drop centre rim integral with wheel—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 RADIUS: 36½ feet.

FRONT WHEEL SUSPENSION: Independent Coil Spring (short and long arm type) assembled to front end frame as a complete unit.

REAR SUSPENSION: Hotchkiss Drive with semi-elliptic springs—48 in. long, 2 in. wide, 4 leaves, 5 leaves on Business Sedan. Tension shackles with rubber bushings.

SHOCK ABSORBERS: GMH Delco direct acting tubular telescopic shock absorbers front and rear.

BODY STRUCTURE: All-steel "Aerobilt" turning body of five major sub-assemblies—all welded together to form a complete assembly. Alligator type engine hood. Counterbalanced hinges.

INSTRUMENT PANEL: Indirectly lighted. Lighting switch with Rheostat for dimming instrument lamp. Combined ignition and starter switch; choke; speedometer; petrol gauge; water temperature; oil pressure and generator charging tell tale lamps; glove box with locking lid; windscreen wiper control; control knob for engine hood; coil ventilator control knob; cigarette lighter on Special. Provision for radio installation.

EQUIPMENT: Dual windscreen wipers with vacuum booster and automatic shock parking. Bumpers with guards front and rear.

Two sun visors, rear view mirror. Ash trays front and rear. Safety-glass windows and windcreens. Rubber mat in front—carpet in rear. In Special and Standard; rubber mat in front and rear.

In Business Sedan, Cowd ventilator, no-draught ventilators with locks. Seats fitted with "Z" type springs. Front seat fully adjustable. Parcel shelf behind rear seat. Scuff plates. Luggage compartment with provision for storage of tools. External key-operated door lock L.H. front door Standard and Business Sedans. Key operates door locks both front doors on Special. Hold-open door checks, all doors. Counterbalanced, hinged luggage compartment lid. Equipment on Special: Exterior—single and two-tone colours; stainless steel belt moulding; rear window moulding and windscreen moulding; chrome licence plate frames; interior—door trim with chrome trim strips; front seat arm rests; seat straps with coil hooks in rear compartment; cigarette lighter.

Specifications and Equipment subject to change without notice.

GENERAL MOTORS - HOLDEN'S LIMITED
BRISBANE · SYDNEY · MELBOURNE · ADELAIDE · PERTH

Australia's Own Car

Holden is in a unique position to give to-day's motorist better value. It is the ONE CAR designed and engineered for Australian conditions. It is the ONE CAR that can incorporate all the things that Australians want most in a car.

