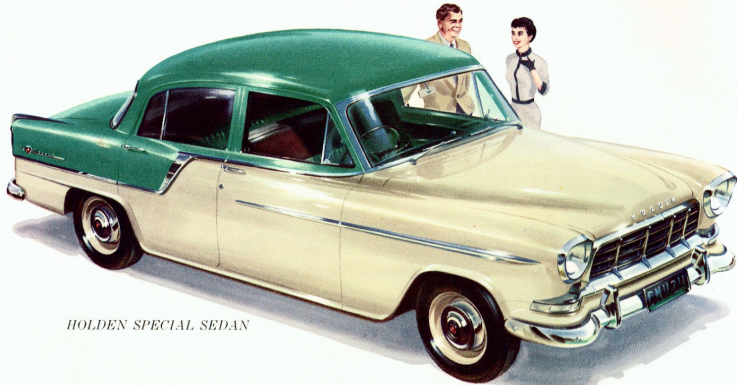


A U S T R A L I A ' S O W N C A R



There's new beauty inside and outside in the new Holden Sedans



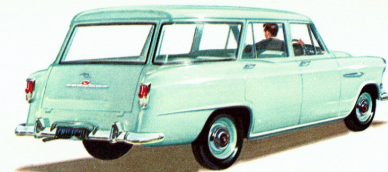
HOLDEN SPECIAL SEDAN

Now Holden has a fresh new beauty all its own. See it outside in the new sweep of clean chrome moulding, bold new front end design with inbuilt parking lamps and gleaming new "fin" ornaments on rear fenders. Inside, too, Holden is a vision of luxurious, practical styling that gives a new impression of taste in every appointment.

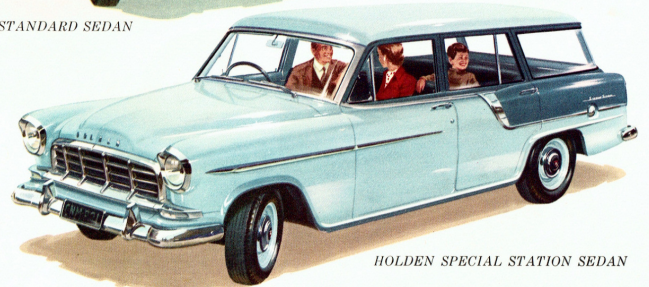
Add all this thrilling new styling to the economical performance of the famous Holden 70 gross brake horsepower engine with its new 7 to 1 compression ratio . . . to steering that's sure and steady . . . to riding comfort for six people that gives you day long journeys with no sign of fatigue and you have Holden — Australia's Own Car.



HOLDEN STANDARD SEDAN



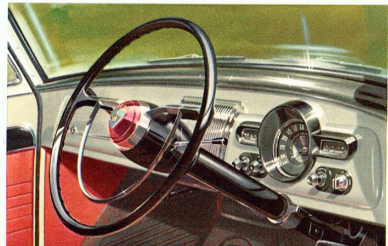
HOLDEN STANDARD STATION SEDAN



HOLDEN SPECIAL STATION SEDAN



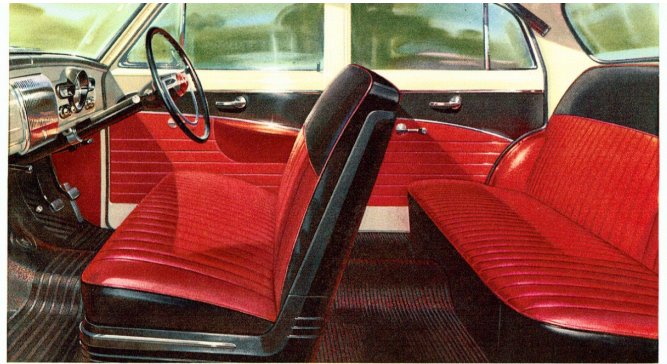
Holden Special Sedan



SMOOTHLY FLOWING LINES blended by colour and brilliant new chrome mouldings into a modern, clean-cut beauty. That's the new Holden Special — most glamorous of all the Holden range. You'll see new fashion keyed harmonies of exterior and interior colours, choose between new single and two tone combinations outside . . . and revel in luxurious new smartness inside.

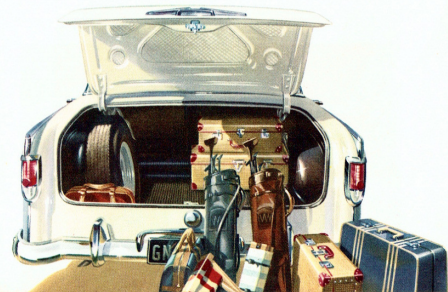
New chrome mouldings right back to the twin tail lamps gives Holden Special a new low look that calls for you at the steering wheel.

And as you sit behind the comfortably placed wheel with its smart new half circle horn ring you are conscious of the modern dashboard treatment, with the instrument cluster in new hooded frames, the newly designed control knobs conveniently grouped, the new moulding and nameplate on the glove box door, and the new radio grille.

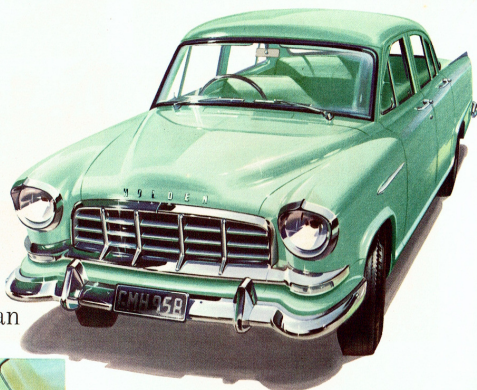


OPEN ANY DOOR on Holden Special — immediately you'll be aware of the exciting new upholstery treatments carried out in Elascofab, the soft, wonder fabric that withstands the harshest treatment and washes quickly and easily with soap and water. Seat cushions with deep foam padding for extra comfort, new arm rests in the front, assist straps with coat hooks and courtesy light switches operated by either front door, all play their part in making the Special the feature studded star of the Holden range.

In this drawing from an actual photograph you can see just how much gear fits in Holden's capacious luggage space with its convenient side mounted spare wheel.



Thrill that lasts — and style that thrills . . . in this, the lowest priced model in the Holden Passenger range. The Holden Standard Sedan gives you all the long clean beauty of Holden styling with its attractive new massive front end and new "fin" ornaments at the rear, combined with a low first cost that brings traditional Holden motoring economy well within your reach.



Holden Standard Sedan



TOUGH P.V.C. FABRIC selected to harmonise with exterior colours covers these seats and squabs — each with ample room for three big people.

Holden Business Sedan

Externally this model is identical to the Holden Standard Sedan illustrated above. Additionally, it is specially equipped with all these extra-duty features . . . for Government Departments . . . for taxi and hire car operators . . . and for commercial travellers.

Heavy-duty battery • Chrome door pull handles on all doors • Dome lamp switch on the right centre pillar • Reinforced cushions and seat backs, with foam padding in the rear seat cushion • Plastic kick plates round the bottom of the front seat and corners of the rear seat risers • Chrome handrail at the back of the front seat • Heavy-duty rear springs.



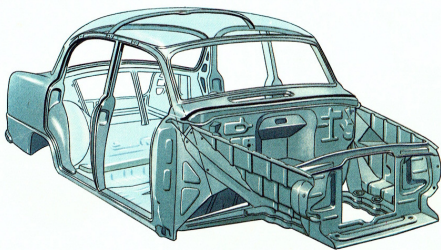
Holden Station Sedans

Two wonderful new Holden Station Sedans to make outdoor living even more pleasant. Each combines the double usefulness of a vehicle with the lovely looks you want for social occasions, with roominess for six, and the hauling of bulky loads. There's the brilliant new styling of the Holden Special Station Sedan with its fashionable colour combinations and touches of chrome inside and out, or the lower priced Holden Standard Station Sedan, each bringing you Holden's new beauty and all the pleasure of Station Sedan motoring.



Flip . . . flip . . . two movements and you have converted your Station Sedan to handle even greater loads . . . or provide ample room for sleeping on a floor space nearly five and a half feet in length.

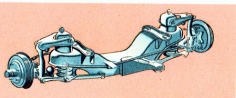




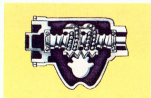
Aerobilt body means more strength . . . more visibility

Holden Aerobilt single unit construction gives you greater strength combined with more vision through wrap-around rear window and curved, one piece windshield. And Aerobilt construction assures you of longer body life and greater

freedom from squeaks and rattles, contributing to Holden's high resale value — as well as the greater operating economy of Holden made possible by elimination of unnecessary weight.



Holden front suspension with stabilizer bar and long 105 in. wheelbase gives you sure footed stability over every road.



Holden re-circulating ball bearing steering offers a new sense of precision in turns . . . light and easy response in parking.



Holden key-turn starting minimises the risk of theft, and the one key operates ignition, front doors, glove box and boot lid.



Holden hydraulically controlled clutch gives smooth, cushioned action — and pendant pedals keep floor clear.

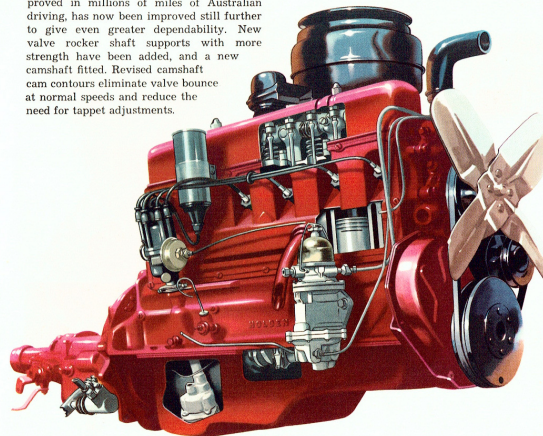


Ample room for six

With a front seat more than 57 in. wide and the rear seat over 58 in., Holden gives you all the room six big people need to travel in relaxed comfort. A ramp type front seat adjuster enables you to adjust the front seat forwards or back . . . and your Dealer can quickly adjust the seat higher or lower to suit your build. Each seat is built on the foundation of the famous Holden non-sag, Z-type seat springs. Easy to clean P.V.C. plastic-coated headlining matches upholstery colour scheme.

The economical Holden engine has new 7 to 1 compression ratio

With modified combustion chamber to give a new compression ratio of 7 to 1, the famous 6 cylinder, 21 h.p. Holden engine, already proved in millions of miles of Australian driving, has now been improved still further to give even greater dependability. New valve rocker shaft supports with more strength have been added, and a new camshaft fitted. Revised camshaft cam contours eliminate valve bounce at normal speeds and reduce the need for tappet adjustments.



The 6 cylinder 21 h.p. Holden overhead valve engine develops 70 gross brake horsepower.

Square design of the brilliant Holden engine gives you smoothness and long engine life.

Harmonic balancer on the Holden crankshaft smoothes out any vibration tendency.



Master cylinders and reservoirs for brakes and clutch are mounted just under the engine hood for simplicity in checking and filling.

'AIR CHIEF'
brings you
PUSH-BUTTON tuning

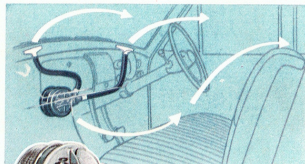


This brilliant new PUSH-BUTTON "Air Chief" radio is specially tailored for Holden, and designed to bring you entertainment selected at a finger's touch. Here is the quickest, most accurate station tuning ever. The five selected stations can be changed without trouble, and the set can be tuned manually when other stations are required. Advance design PUSH-BUTTON "Air Chief" gives you outstanding reception, rich tone and perfect, pin-point tuning every time. Two other "Air Chief" car radios are also available for Holden — the popular, Conventional Control type, and the budget-priced Universal "Air Chief".

Equip your Holden with extra comfort . . . extra style

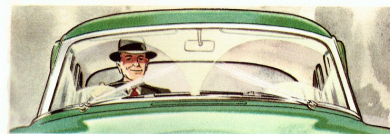
— fit your choice of these NASCO accessories when you buy your car

Bring year-round comfort to your driving and give your Holden individuality and personality by making sure that you equip it with the right NASCO accessories — the only accessories that are designed and guaranteed by General Motors-Holden's. You'll be happier driving a car that is equipped the way you want it — and you will enhance its resale value as well. Your Holden Dealer will be pleased to fit your choice of NASCO accessories before you take delivery of your new car.



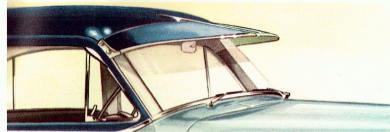
WARMARIDE CAR HEATER

When the temperature gets down low, there's nothing to beat a NASCO Car Heater to keep the chill out of your bones. You'll also appreciate the NASCO windshield demister — it keeps your windshield safely clear of condensation even on the coldest days. The demister is designed to operate in conjunction with the car heater.



WINDSHIELD WASHER

Once you have driven into the sun or against oncoming headlights with a dirty windshield you will appreciate the value of a Windshield Washer. Vacuum-operated from the engine, the Washer sprays twin jets of water on the windshield, enabling the wipers to clean off any dust, insects or mud smears. Washer operates at the touch of a button and shuts off automatically.

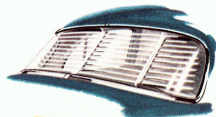


WINDSHIELD SUNSHADE

When the sun beats down hot and strong, you can keep cooler and cut down on glare by fitting this sunshade, styled to be complementary to the smart Holden lines. Deluxe and Standard sunshade are available.



RADIATOR GRILLE EMBLEM
This stylish accessory supplies a touch of colour and individuality to the front end. Made from heavy durable plastic, surrounded by sparkling chrome, this grille emblem is a worthy addition to your Holden.



VENETIAN SHADE
Add to both the comfort and appearance of your car by having a rear window venetian shade fitted to your new Holden. A wonderful accessory in hot weather.



REAR WHEEL COVER
Accentuates the car's low slung, sleek look. Also prevents mud and dirt from marking the rear fenders.



HOOD ORNAMENT
A graceful styling feature for beauty-conscious Holden owners. Finished in durable, sparkling chrome.

These are only some of the fine NASCO accessories — others include Seat Covers, Front and Rear Mud Flaps, Number Plate Frames, External Rear View Mirror, Glove Box Lamp, Coolairide Cushion, Steering and Gear Lever Locks, Backing Lamp, Exhaust Extension, Petrol Tank Locking Cap, Visor Vanity Mirror, Oil Filter, Anti-Glare Mask, Self-seal Battery Filler, High Note Horn, Suitcase Set, Door Mounting Weather Shield, Luggage Compartment Lamp, Parcel Shelf, Door Paint Protection Plates.

HOLDEN * SPECIFICATIONS

MECHANICAL

ENGINE—Six cylinder, O.H.V. design; Bore, 3 in.; Stroke, 3½ in.; 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 — 7 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. Piston pin, ¾ in. dia. Steel-backed babbitt 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, lubricating camshaft bearings, main and con. rod bearings, timing 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, 9½ Imp. gal. tank. Fuel mixture heated (thermostatic control) in intake manifold heat chamber. Oil Bath Air Cleaner and Silencer.

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

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. Dome lamp with integral switch. 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, incorporated into separate parking lamps at front and tail lamps at rear — optional extra on Business and Standard Sedans. Single wind-tone horn.

TRANSMISSION — Three speed with Helical Gears. Synchromesh for second and high speeds. Gear shift lever on steering column. Ratios: 1st, 2.99 to 1; 2nd, 1.59 to 1; 3rd, direct; reverse, 2.99 to 1.

PROPELLER SHAFT — Open type. Needle bearing universal joints.

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

REAR AXLE — Banjo construction, semi-floating; final drive hypoid pinion carried by two taper roller adjustable pinion bearings; differential and crown wheel assembly carried to two taper roller adjustable side bearings. Gear ratio — 3.888 to 1.

BRAKES — Four wheel hydraulic, semi-huck 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 CIRCLE — 36½ feet.

FRONT 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 and Station Sedans. Tension shackles with rubber bushings. **SHOCK ABSORBERS** — GMH Delco direct acting tubular telescopic shock absorbers front and rear.

BODY

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

DIMENSIONS — Wheelbase 105 ins. Overall length — Sedan, 175 11/16 ins.; Station Sedan, 175 31/32 ins. Overall width — Sedan, 66½ ins.; Station Sedan, 66 29/32 ins.

INSTRUMENT PANEL — Indirectly lighted. Lighting switch with Rheostat for dimming instrument lamps. Hooded instrument panel. Combined ignition and starter switch; choke; speedo-

meter; petrol gauge; water temperature, oil pressure and generator charging tell-tale lamps; glove box with locking lid; windshield wiper control; control knob for engine hood; cowl ventilator control knob; cigarette lighter on Special. Provision for radio installation.

EQUIPMENT

ALL MODELS — Dual windshield wipers with vacuum booster and automatic blade parking. Two sun visors, rear view mirror. Ash trays front and rear. Safety-glass windows and windshield. Rubber mat front and rear. Cowl ventilator, no-draught ventilators with locks. Bumpers front and rear. Seats fitted with "Z" type springs. Front seat fully adjustable fore and aft; by use of shims seat can also be adjusted up and down. Scuff plates. Dielectric-patterned door trims. Hold-open door checks, all doors. Front door lock operating key also operates ignition/starter switch and lock on glove box lid, luggage compartment lid lock on sedans and external handle on lower tailgate of station sedans.

SEDANS ONLY — Parcel shelf behind rear seat. Luggage compartment with counterbalanced lid and provision for storage of tools; spare wheel mounted vertically fore and aft, left hand side luggage compartment. Licence plate guard on rear bumper.

STATION SEDANS ONLY — P.V.C. covered jute on load compartment floor. Spare wheel mounted in horizontal position in special compartment under rear end of load compartment.

SPECIAL MODELS (SEDAN AND STATION SEDAN) ONLY—Exterior—single and two-tone colours. Chromium belt moulding drops diagonally over rear door and continues horizontally rearwards to tail-lamp. Key operated door locks both front doors, one key operates both. Chromium windshield moulding.

Interior — Door trims dielectric patterned with chrome trim strips. Arm rests front doors, integral with door trim. Assist straps with coat hooks over rear doors. Cigarette lighter.

STANDARD SEDANS, STANDARD STATION SEDANS AND BUSINESS SEDANS — Key operated door lock left hand front door only.

Specifications and Equipment subject to change without notice.

* REGISTERED TRADE MARK

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.

GENERAL MOTORS-HOLDEN'S LIMITED

BRISBANE - SYDNEY - MELBOURNE - ADELAIDE - PERTH