

PROVED

RIGHT FOR AUSTRALIA



HOLDEN

ONLY CAR DESIGNED SPECIFICALLY FOR AUSTRALIAN CONDITIONS

ONLY CAR TESTED AND PROVED ON AN AUSTRALIAN PROVING GROUND

ONLY CAR PROVED BY MORE THAN 700,000 AUSTRALIAN OWNERS

What do these facts mean to you as a new car buyer?

Above all, they mean that Holden has proved it will live up to every claim made for it. Holden combines engineering you can be sure of with styling you can be proud of.

Compare all the things you get with Holden . . . see for yourself why Holden is Australia's finest value . . . proved right for Australia.



PROVED
THE FINEST
VALUE



Long-lasting pride of ownership

Holden's attractive, functional lines and luxurious interior styling bring you extra pleasure in ownership beyond mere transportation. Holden's new Magic-Mirror Finish (*exclusive to GMH*) keeps its showroom lustre with little or no polishing for up to three years.

And Magic-Mirror's gem-hard surface resists chipping and scratching like no other automotive paint available today. Two-tone colours are available at no extra cost.

More comfort for six

Holden's wide bench seats, with closely-set "Z"-type springs and generously thick foam overlays, give stretch-out comfort for six adults. Holden's low transmission tunnel gives you a flatter floor with more leg-room for the middle passengers. Holden's rich Elascfab upholstery stands alone for hard wear and easy care. Four high, wide-opening doors make getting in and out easier. Holden's 26 cubic foot luggage compartment, with its sensibly placed spare tyre, takes all you need for a holiday trip. And the Holden Station Sedan's long, wide cargo space is wonderful for bulky loads, picnics or camping trips.

PROVED

DRIVING EASE

Holden gives you a "big-car" feel with exceptional driving ease and manoeuvrability. And when you sit behind the wheel, you realise immediately how much more you are able to see — to the front, sides and rear. All four fenders are in clear sight all the time you drive. Precise recirculating ball steering makes driving light and positive and parking easy.

PROVED

Road holding and ride

Holden's wide track, bigger section tyres and heavier springing give you sure-footed stability and a smooth ride that insulates you from road shock.

"First impression on taking the wheel was the big-car feel, steering light and positive, no road vibration. Riding qualities of this model are really excellent on all types of roads."

Mr. R. Wardlaw, Moree, N.S.W.

PROVED

6 cylinder performance

The proved performance and dependability of the Holden engine is the result of a group of basic engineering advantages. Power output is 75 gross brake h.p. Maximum gross torque of 120 lbs. ft. is delivered at the low engine speed of 1400 r.p.m. to ensure flexible top-gear performance; keeps stress on engine parts at a minimum and thereby avoids costly repairs.



PROVED
LOW COST OF OWNERSHIP

Outstanding Petrol Economy

Holden has always been famous for its low fuel consumption. The new model has more than maintained this reputation. You get peak performance with Holden using standard grade petrol — gives you even greater savings.

"I can honestly say that no car has ever performed better for me . . . I travelled 700 miles and, to my surprise, this much heavier and more powerful car returned an average consumption of 30.5 m.p.g."

M. H. Moore, Chester Hill, N.S.W.

" . . . going from a 10 h.p. car to the 22.5 h.p. Holden . . . I was literally amazed to find that the Holden was doing exactly 30 m.p.g. fully laden — very nearly as much as a car only half its size and weight."

Mr. E. R. Sargison, Kingston, TAS.



PROVED SERVICE

Holden alone is backed by a network of over 600 Dealers who have proved they have the men, the facilities, the equipment, the parts stock and the experience to give you speedy, low-cost service wherever you drive. You also benefit through the new money-saving GMH Protective Maintenance Plan. This plan establishes fixed labour times for maintenance that should be carried out at stated intervals on your Holden.

PROVED HIGH RESALE VALUE

With Holden, you get more car for your money when you buy and more money for your car when the time comes to trade. Because Holden is by far the largest-selling new car, it is the most-wanted used car.

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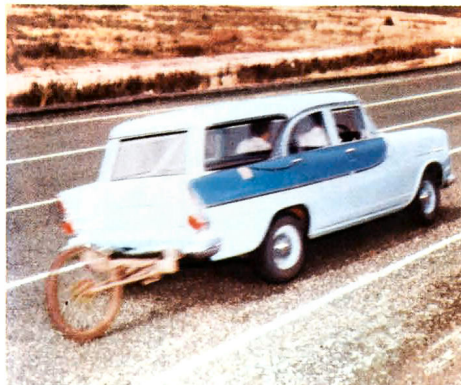
on Australia's only Proving Ground

Behind the success of Holden as Australia's Own Car there is a story of constant research . . . a story of continuous testing right here in Australia on General Motors-Holden's own 2167-acre proving ground at Lang Lang, Victoria.

Millions of miles of rugged Proving Ground testing has established beyond doubt that Holden is the best car for Australia. Hundreds of millions of miles in the hands of over 700,000 Australian owners have proved that Holden is the finest value for you.



The Rough Track. One mile of Proving Ground travel is estimated to equal four miles of ordinary road travel.



The "fifth wheel" helps engineers measure performance and fuel economy on the GMH Proving Ground Speed Loop.

HOLDEN (regd.)

ABRIDGED SPECIFICATIONS

Engine: 6 cyl. OHV. Bore $3\frac{1}{16}"/3\frac{1}{8}"$. R.A.C. rating 22.5 h.p. Gross brake h.p. 75 @ 4,200 r.p.m. Maximum gross torque 120 lb. ft. @ 1,400 r.p.m. Compression ratio 7.25 : 1.

Rear Axle Ratio: 3.888 : 1.

Tyres: 6.40 x 13 - 4 ply on 4.5" rims.

Steering: Re-circulating ball. Ratio 16.3 : 1.

Turning Circle: 36.5 ft.

Suspension: Front, independent coil. Rear, Hotchkiss drive, semi-elliptic. GMH Delco tubular telescopic shock absorbers.

Brakes: 4-wheel hydraulic. Handbrake operates mechanically on rear brakes.

Body: All-steel "Aerobilt". W'base—105". Length overall—181.54". Width overall—67.03". Height overall—59.87" Sedan, 60.26" Station Sedan. Effective head room—front 38.98", rear—38.20"; Effective leg room—front 45.40", rear—40.20"; Hip room—front—57.38", rear—58.60"; Shoulder room—front—51.83", rear—51.88".

Minimum Ground Clearance: 7.33" Sedan. 7.38" Station Sedan.

Kerb Weights: Approximately 2,477 lbs. Spec. Sedan, 2,461 lbs. Stand. Sedan, 2,600 lbs. Spec. Stat. Sedan, 2,587 lbs. Stand. Stat. Sedan.

STEP IN!
COME
FOR A
SPIN...



Call in and let us explain to you all the *proved* advantages of Holden. Slide behind the wheel and let us show you what an exciting car Holden is to drive. Get the facts which prove Holden is the finest value you can buy.



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GENERAL MOTORS-HOLDEN'S LIMITED