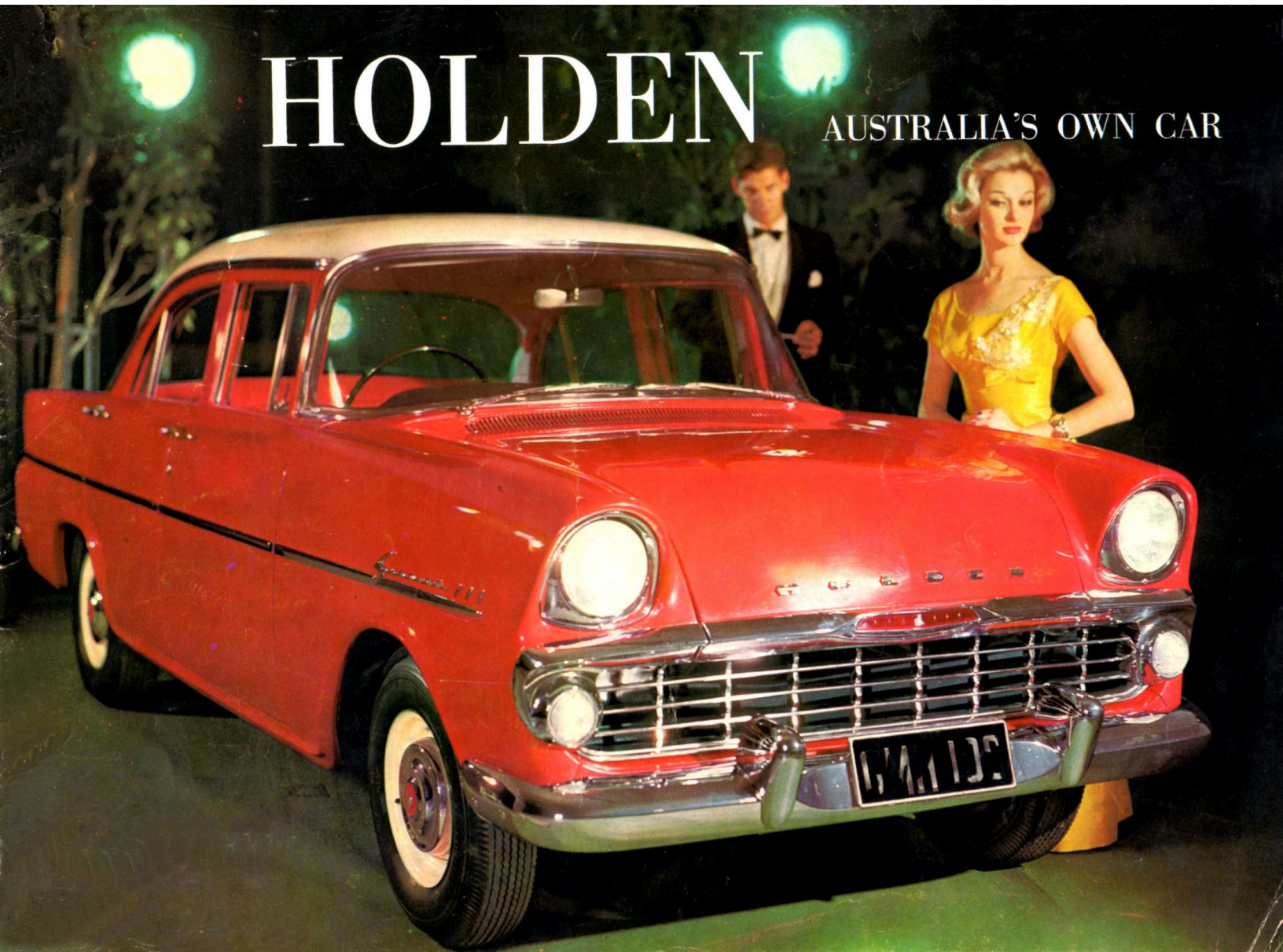


HOLDEN

AUSTRALIA'S OWN CAR



THE VALUE LEADER..WITH A THRILLING NEW LOOK OF LUXURY ..EXCITING NEW HYDRA-MATIC TRANSMISSION



ONE CAR ALONE is designed specifically for Australia. . . . Holden—Australia's Own Car. The whole idea of this car—built for Australian conditions, backed by the world-spanning resources of General Motors—means that in Holden, you get more of all the things you want. The room, the performance, the dependability and the style—combined with low first cost, nation-wide service and high resale value—to make your motoring more enjoyable, more economical, more practical. Holden has long been Australian sales leader, simply because Holden's value for money has always been unmatched. Now, this value is greater than ever it was. For now—in addition to all its proved advantages—Holden offers you a thrilling new look of luxury both inside and out. There's a new grille, new hub-cap medallions and clean new lines to emphasise Holden's low, road-hugging stance. Inside, Holden's luxurious new trims will delight you with new colours, new patterns and new harmonies. In addition to styling advances, Holden now gives you the added convenience of constant speed electric windshield wipers. And you have the protection of a new bonnet locking catch operated from inside the car. Most important of all, Holden now brings you the excitement and driving enjoyment of Hydra-Matic*—General Motors' world-famous automatic transmission—which is offered as a factory fitted option at extra cost on Special Sedans and Special Station Sedans.

With these great advances, you can be confident as never before that when you choose Holden, you choose Australia's finest value. For today, Australia's Own Car is more beautiful to look at . . . more exciting to drive . . . even more rewarding to own.

* TRADE MARK



HOLDEN SPECIAL SEDAN

Value for money was never better than in Holden's most popular model—the Special Sedan. Here is a roomy, family car, that combines six passenger comfort, luxury appointments, all-round vision and zestful performance. Now, there's added beauty in the chiselled elegance of Holden's stainless steel grille, its new, low looks, its ruby enamelled bonnet motif and its rich new spectrum of single and two-tone colours . . . deeply lustrous colours that are only possible with Magic-Mirror Acrylic Lacquer—the incomparable exterior paint, exclusive to GMH. And now available for even greater driving ease on Holden Special Sedan is Hydra-Matic transmission—the *most automatic* automatic of them all.

Further proof of the practical advantages you get with Holden . . . 26 cubic feet of holiday-size luggage compartment that has more useable space for upright suitcases. Note the spare wheel—positioned vertically for easy access.





HOLDEN SPECIAL STATION SEDAN

If ever you felt the urge to fun-packed motoring adventure, you'll find Holden Special Station Sedan is exactly what you want. Holden Special Station Sedan has true sedan luxury, four door convenience and full six passenger comfort, yet it gives you the extra space you need for camping, for picnics, for family fun. Holden Special Station Sedan is a beautiful style leader too, with its new two-tone colours and stainless steel mouldings which give a slim, fined-down roof line.

And now—for additional enjoyment and convenience—you can choose Hydra-Matic transmission on your new Holden Special Station Sedan.

Just fold down the rear seat for bulky loads, for sleeping under cover, for carefree "pile-it-in-and-go" . . . The long, wide load area—lined with tough P.V.C. fabric—shows you the *big* reason why so many outdoor-loving Australians choose Holden Special Station Sedan.



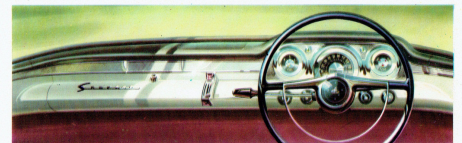


HOLDEN SPECIAL INTERIORS

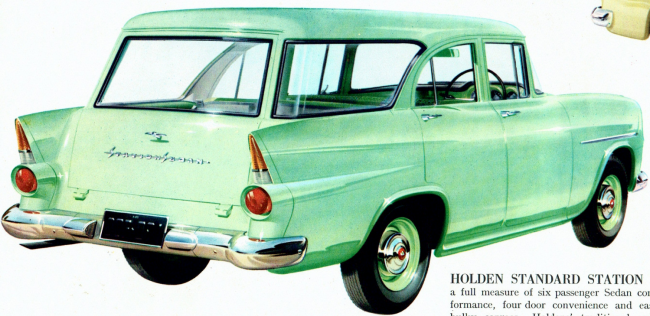
Holden's new interiors give you more six passenger space than any other comparable car or station sedan. They give you a new look of luxury too, with the deep metallic brilliance of long-wearing, easy-cleaning "Elascofab" upholstery material. . . . And Holden Special models take handsome care of your comfort and convenience . . . with foam-cushioned seats front and rear, cigarette lighter, assist straps (sedan only), coat hooks, courtesy light and front arm rests.

On all models a large ashtray and controls for the plenum chamber ventilation system are mounted between the instrument cluster and glove box door.

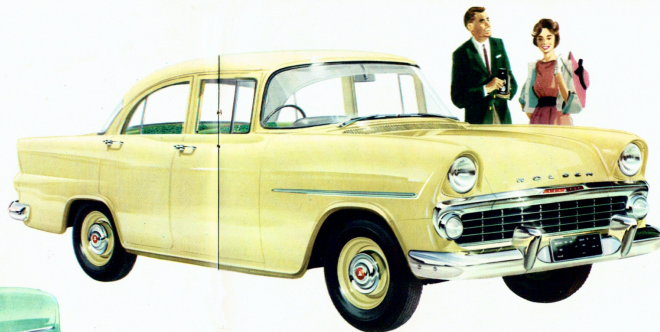
Below: The Holden Special instrument panel—with its sparkling new trim, its deep, wide, locking glove box, its hooded dials—is both beautiful to look at and functional to use.



**SIX-CYLINDER,
SIX PASSENGER MOTORING
AT THE LOWEST PRICE OF ALL**



HOLDEN STANDARD STATION SEDAN gives you a full measure of six passenger Sedan comfort, sparkling performance, four door convenience and easy-to-load space for bulky cargoes. Holdens' traditional economy of operation teams with low list price to give you the benefits of full-size Station Sedan motoring at low cost.



HOLDEN STANDARD SEDAN is priced but a few pounds above many four cylinder, five passenger cars, yet to own it is to experience a great advance in motoring pleasure. For room and ride, performance, dependability, comfort, style and driving ease, Holden Standard Sedan offers you the solid satisfaction of a genuine full size car.



Never before has an economy car offered such beautiful interiors. Holden Standard models now have luxurious, long-wearing "Elastofab" upholstery material in attractive colours and patterns to bring a new look of luxury to Holden Standard Sedan and Holden Standard Station Sedan. The new interior colours are keyed to a range of Magic-Mirror Acrylic Lacquer exterior finishes offered at no extra cost on all Holden models.

AUSTRALIA'S MOST PROVED CAR ENGINE

The famous "square" six cylinder Holden engine has demonstrated its worth beyond a doubt. Holden has proved it gives you the greatest combination of performance, dependability and long life in Australia today. From all over Australia, owners have written enthusiastic letters about Holden's economy, sparkle and smoothness. The fact that the Holden engine performs so well under arduous conditions speaks volumes for the quality of its engineering. It is your guarantee of years of happy motoring.

"A very flexible engine in all gears at low speeds—a good acceleration through the gears and a very quiet, smooth top cruising range. On a recent journey of 132 miles I used a little over four gallons of fuel."

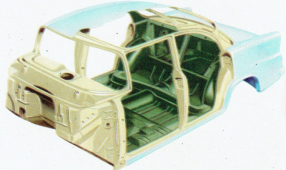
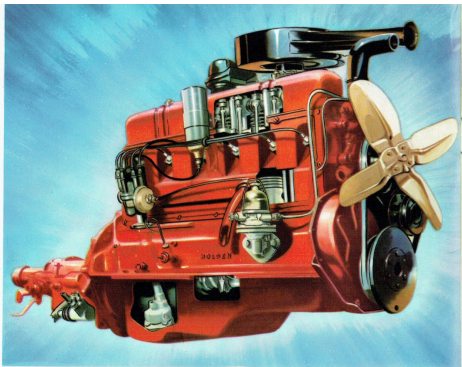
Mr. A. J. STEVENS,
9 Middleton Rd., Dee Why West, N.S.W.

"My Holden Business Sedan has covered 146,000 miles. . . . The engine has been trouble free and apart from 3 fan belts and 2 sets of radiator hoses, has not been touched. (The cylinder head has not been removed.) A new needle and seat has been fitted to the carburettor."

Mr. W. EVANS,
10 Lantier Rd., South Oakleigh, Vic.

"I am delighted to be able to tell you that the car performed perfectly under all conditions. Furthermore, 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 miles per gallon (fully laden)—very nearly as much as a car only half its size and weight."

Mr. E. R. SARGISON,
State Highway, Kingston, Tas.



Rigid "Aerobilt" construction is the engineering reason behind Holdens' long body life and freedom from annoying squeaks and rattles. All-welded "Aerobilt" design takes off weight while it puts on strength. . . . to give Holden an outstanding power-to-weight ratio.

NEW HYDRA-MATIC TRANSMISSION

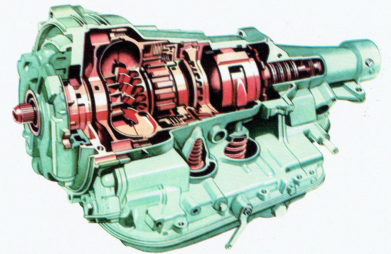
. . . the most automatic automatic of them all

Completely new on Holden, Hydra-Matic fully automatic transmission is a revelation in driving ease and control that you must experience yourself, to believe. Hydra-Matic is designed by General Motors and is used on Cadillac, Pontiac and Oldsmobile. The newest version of this famous transmission has been designed for Holden and thoroughly proved for Australian conditions on the GMH Proving Ground.

Only with Hydra-Matic can you get such convenience, such smoothness and such economy in an automatic drive. Hydra-Matic on Holden makes good driving better. Gear changing is done for you automatically—with fluid smoothness and split-second accuracy. There's no clutch pedal to depress, and your hands need never leave the wheel in a whole journey's easy driving. Yet you retain complete control at all times.

Hydra-Matic's three speed transmission gives you an added bonus of flexibility and smoothness.

The economy of Holden with Hydra-Matic transmission is outstanding. Hydra-Matic's fluid coupling transmits engine power with great efficiency. And this fluid coupling cushions every change, to reduce wear on engine and transmission parts. . . . and on tyres.



With Hydra-Matic on Holden you have the extra convenience of a special intermediate ratio. This extra ratio gives you extra acceleration and pulling power, plus extra braking power on long descents.

Hydra-Matic transmission is a factory fitted option available on Holden Special Sedan and Special Station Sedan at moderate extra cost.

There's truly no automatic transmission with all the features of a Hydra-Matic. . . . just as there is no equal to the outstanding value for money you get in Holden with Hydra-Matic. . . . and a ten minute demonstration will convince you of this.

MANUAL TRANSMISSION

Standard on all Holden models is the well-tried Holden three-speed gear box. With its precise steering-column shift and toe-light hydraulic clutch, Holden gives you manual transmission driving ease that's second to none.



The pointer on the illuminated Hydra-Matic quadrant shows at a glance the driving range selected.

With Hydra-Matic there's no clutch to depress. Just an accelerator to go—and brake pedal to stop.



Holden gives you richer colours . . . longer-lasting beauty . . . easier care



Magic-Mirror Acrylic Lacquer Finish—GMH's exclusive exterior paint—makes your Holden more beautiful, more durable, more care-free and more valuable at trade-in time. Magic-Mirror is fade-resistant—so the new and different colours of your Holden will keep their showroom sparkle far longer. Magic-Mirror resists staining, cracking and chipping—its gem-hard surface protects your car better. Magic-Mirror needs no polish for up to three years—a hose down is all your Holden will normally require.

Magic-Mirror Acrylic Lacquer Finish in a thrilling colour-range is standard at no extra cost on all Holden models. And only General Motors-Holden's vehicles have Magic-Mirror.

PROVED IN AUSTRALIA . . . ON AUSTRALIA'S ONLY PROVING GROUND

Holden is the only car designed, built and proved in Australia for Australian conditions. And at Australia's only automotive proving ground—the 2,167 acre GMH Proving Ground, Lang Lang, Victoria—every part of Holden—engine, suspension, Hydra-Matic transmission, body—is subjected to the most exacting of scientific tests. Tests go on 24 hours a day, six days a week . . . at the rate of more than a million miles every year.

It is through the GMH Proving Ground, and the work being done there . . . that GMH have proved every part of Holden. This programme, together with the tens of millions of miles covered by Holden owners, is your assurance that now, more than ever, Australia's Own Car gives you Australia's finest value.



- (1) The "6th wheel" measures Holden's outstanding petrol economy on the Proving Ground Speed Loop.
- (2) Carefully measured grades are used to test Holden's willing power and excellent top gear flexibility.
- (3) One mile of Proving Ground travel is estimated to equal four miles of ordinary owner operation.



HOLDEN* SPECIFICATIONS

MECHANICAL

Engine—Six cylinder, OHV, 170 cubic inch 3.6 liter, 151 hp. Capacity 128 qt. Incl. 2.5 gal. reserve oil tank (22.5 gal.). Max. gross brake hp 177 at 4200 RPM. Max. gross brake torque 126 ft. lb. at 1400 RPM.

COMPONENTS

Crankshaft—Forged, forged, heat treated, fully counterbalanced, chromalloy damper.

CLIMATE

Oil—injection—Full pressure system.

Accessory Power-system—Variation of engine crankshaft, valve cover, etc. by an intake through filter to cover.

First service—Double Stemming double control down-drain type Cumulative, Thermostat A.C. fan mounted like type for engine and heater.

Electrical system—Distributor, automatic control and vacuum type advance control. Voltage selector. 12 volt 9 plate battery. Headlamps, Parking lamps, Turnover switch, Horn, Light and Ignition switch. Choke with special spring. Ignition coil on special spring. Parking lamps, front and side lights on rear optional extra on Standard Model.

Master Transmission—Three speed with helical shafts, synchromesh for second and high. Ratio, 1st 2.29 to 1, 2nd 1.25 to 1, 3rd direct, reverse 2.97 to 1. Check—Irregularly adjusted.

Rear suspension—Coil-over, Hydrolastic, MacPherson type. 3 beam spring. Controlled by constant rate coil springs. Bushings: Upper: 1.61 to 1.0, 2.10 to 1.0, 2.48 to 1.0. Lower: 1.0 to 1.0, 2.10 to 1.0, 2.48 to 1.0.

MECHANICAL

Body—Four wheel hydraulic.

EXTERIOR

Wheel—Dismantle-dish wheel. Size 14 x 1.50.

Tires—Tubeless low pressure balloons, 4.80-14 x 1.45.

Clutch—Revolving ball type. Overall ratio, 10:1 to 1.

Front suspension—Independent Coil Spring (short and long arms type).

Rear suspension—Hardenko Disc with semi-elliptic spring—48 in. long, 2.25 in. wide, 4 leaves.

Shock absorbers—GMH heavy shock absorbers.

STEERING—Mechanical rack and pinion.

Wipers—2 speed wiper with wiper lock. Dual wiper windshield wiper. Two sonar.

Mirrors—Interior view mirror, Adjusts front and rear safety glass windows and windshield, heated front and rear. Operates on grille make, no-draught construction with heater. Heaters front and rear with 2000 BTU per hour. Fully adjustable, 14-00 plate, heater-protected rear heater. 17.77 BTU per hour.

Front door lock operating key also operates passenger compartment lock on glass but not heater compartment. No lock on engine and several handle on lower tailgate of Station Sedan.

HEATER—Four burner.

Oil-injection—Full pressure system.

Accessory Power-system—Variation of engine crankshaft, valve cover, etc. by an intake through filter to cover.

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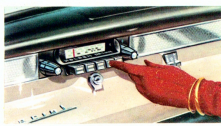
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APPROVED NASCO ACCESSORIES FOR YOUR NEW HOLDEN

Give your car a distinctive touch—extra comfort and safety, too, with NASCO Accessories. Your Holden Dealer will be pleased to fit your choice of NASCO Accessories before you take delivery of your new Holden.



Have music wherever you go with a Holden Car Radio by AIR CHIEF.

Genie Transfer-Filter, Dash Button Tinting—the quick-set, most accurate tinting possible with the clearest reception you have ever heard. New Transfer-Filter belongs in all stations—crystal-clear and free from interference. Two other Air Chief models for Holden are also available—the power-packed Manual Control, and the budget-priced Universal.

In warm in winter and in summer.

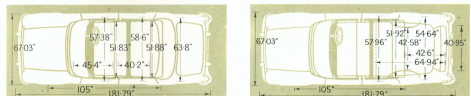
NASCO FRESH-AIR CAR HEATER

Specialized designed for your Holden. Even on the coldest Winter day you'll be snug and warm with heated fresh air flowing throughout the car. Denisters supplied with the heater quickly remove windshield fogging. In Summer, the NASCO Heater circulates cool fresh air.

OTHER PRACTICAL NASCO ACCESSORIES INCLUDE—Venetian Shade, Rear Wheel Cover, Hood Ornament, Power Brakes, Wheel Enclosures, Seat Covers, Front and Rear Mail Flaps, Number Plate Frames, External Rear View Mirror, Coolantide Cushion, Steering and Gear Lever Locks, Bucking Lamp, Exhaust Extensions, Petrol Tank Locking Cap, Vase Vanity Mirror, Oil Filter, High Note Horn, Sunrice Set, Door Mounting Weather Shield, Luggage Compartment Lamp, Parcel Shelf, Door Paint Protection Plates, Picnic Shelf, Windshield Washer, Sandblaste.

GENERAL MOTORS HOLDEN'S PTY. LIMITED

BUSINESS • SYDNEY • MELBOURNE • ADELAIDE • PERTH



Specifications and equipment subject to change without notice.

GMH Protective Maintenance Plan gives savings . . . convenience

As a Holden Owner, you will receive with your new Holden a GMH Protective Maintenance Plan Booklet. This booklet of ten-count coupons sets out a maintenance routine and establishes fixed labour times. The GMH Protective Maintenance Plan saves you money by keeping your Holden in top condition. It shows at trade-in that your car has been regularly serviced. In addition to the Protective Maintenance Plan, the well-known GMH Warranty protects you against defective workmanship or materials for 90 days or 4,000 miles of operation. Through the GMH owner service policy you are also entitled to two thorough inspections and adjustments of your Holden without charge. Expert Holden Service and a supply of low cost, factory guaranteed parts are available wherever you may drive in Australia. General Motors Acceptance Corporation confidential hire purchase arrangements are available for your convenience. GMAC hire purchase is only available through GMH Dealers.

