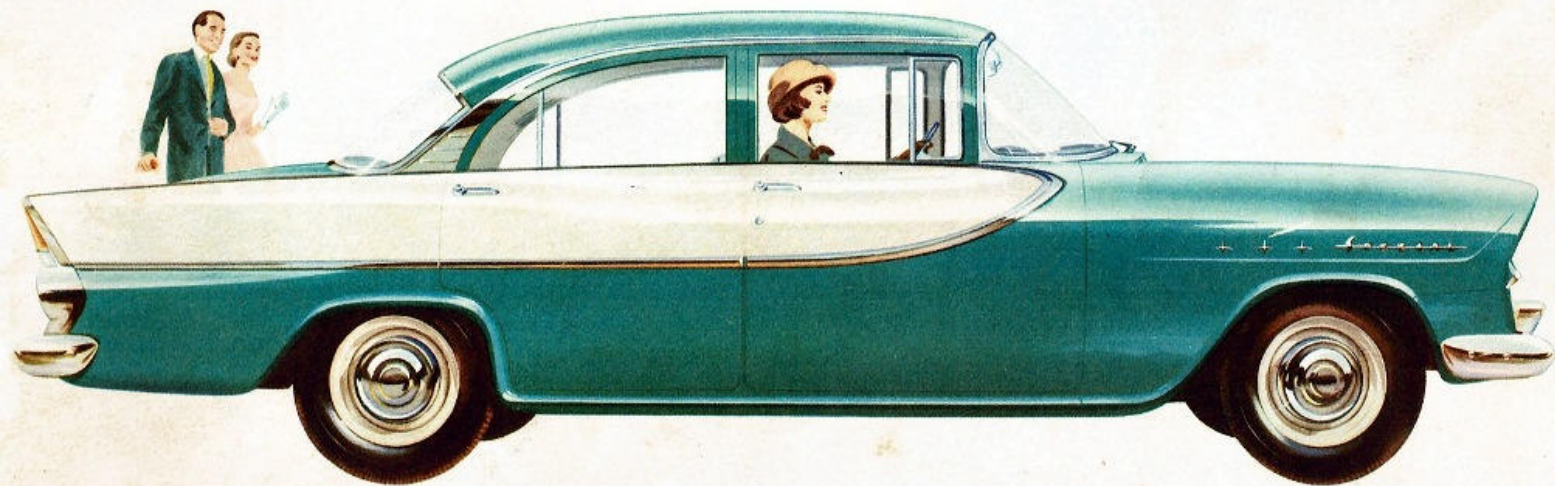


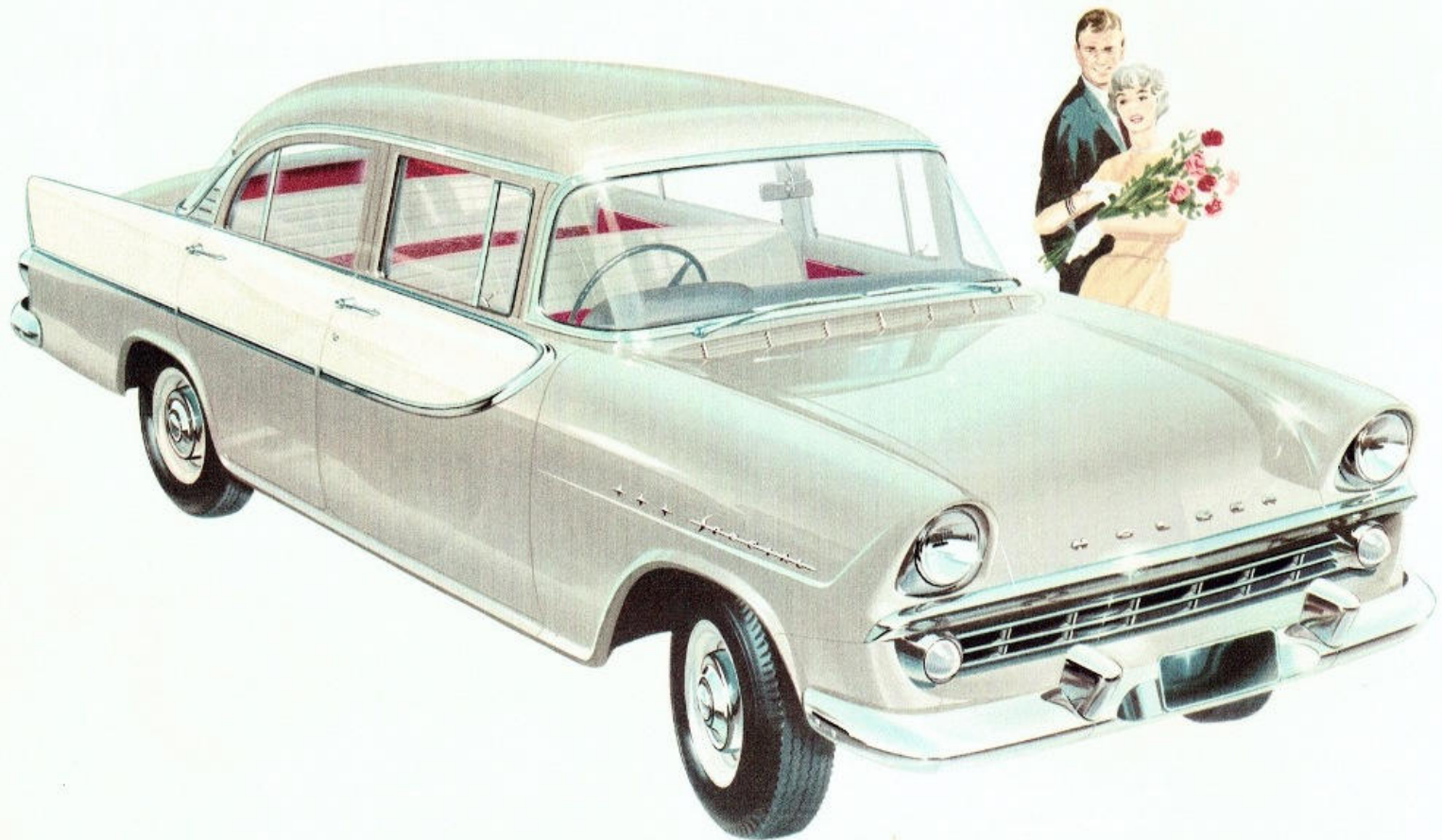
HOLDEN

AUSTRALIA'S OWN CAR

NOW WITH MAGIC MIRROR LACQUER FINISH



BEAUTIFUL NEW DISTINCTION...even greater value





HOLDEN, Australian value leader, forges still further ahead with exciting new styling, and new, lower side silhouette. There's a new windshield giving 20% more forward vision.

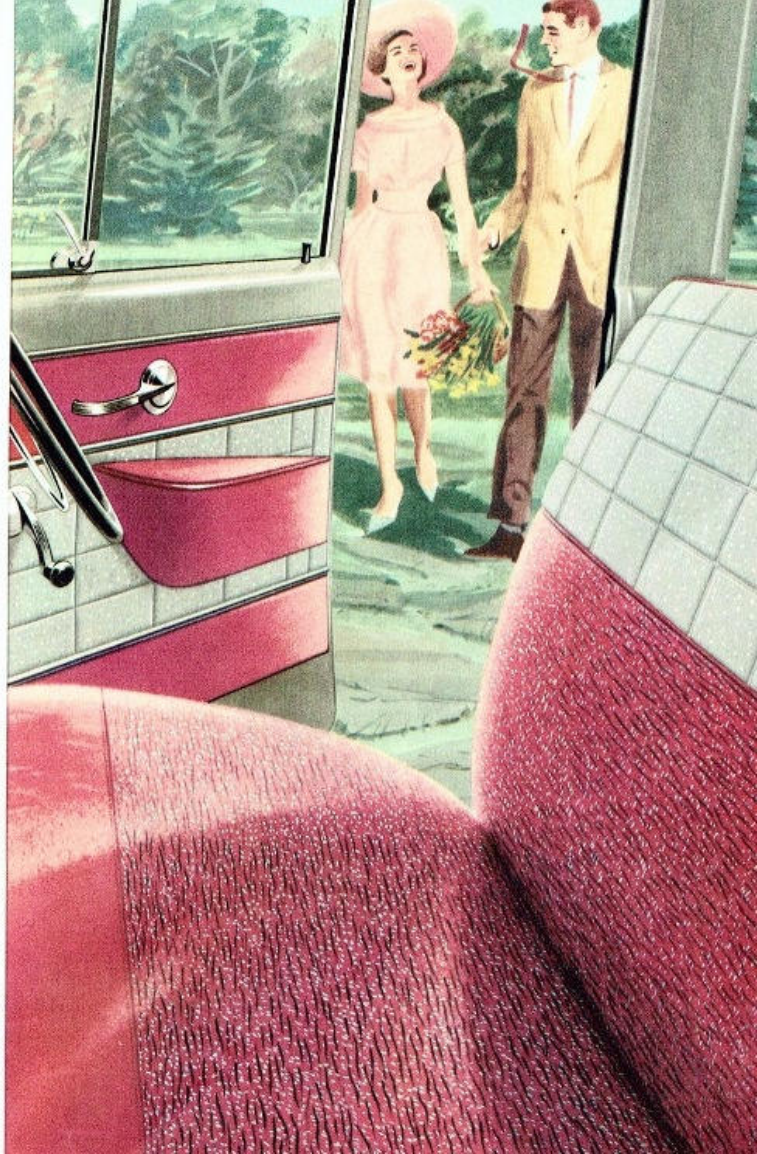
From completely new front to dramatic new rear, Holden gives you styling with an unmistakable air of action.

And Holden now offers the gem-hard brilliance of Magic-Mirror automotive lacquer. This exclusive new GMH car finish keeps its showroom lustre longer and stays new looking for up to three years. You need only wash Holden to bring out all its enduring richness of colour.

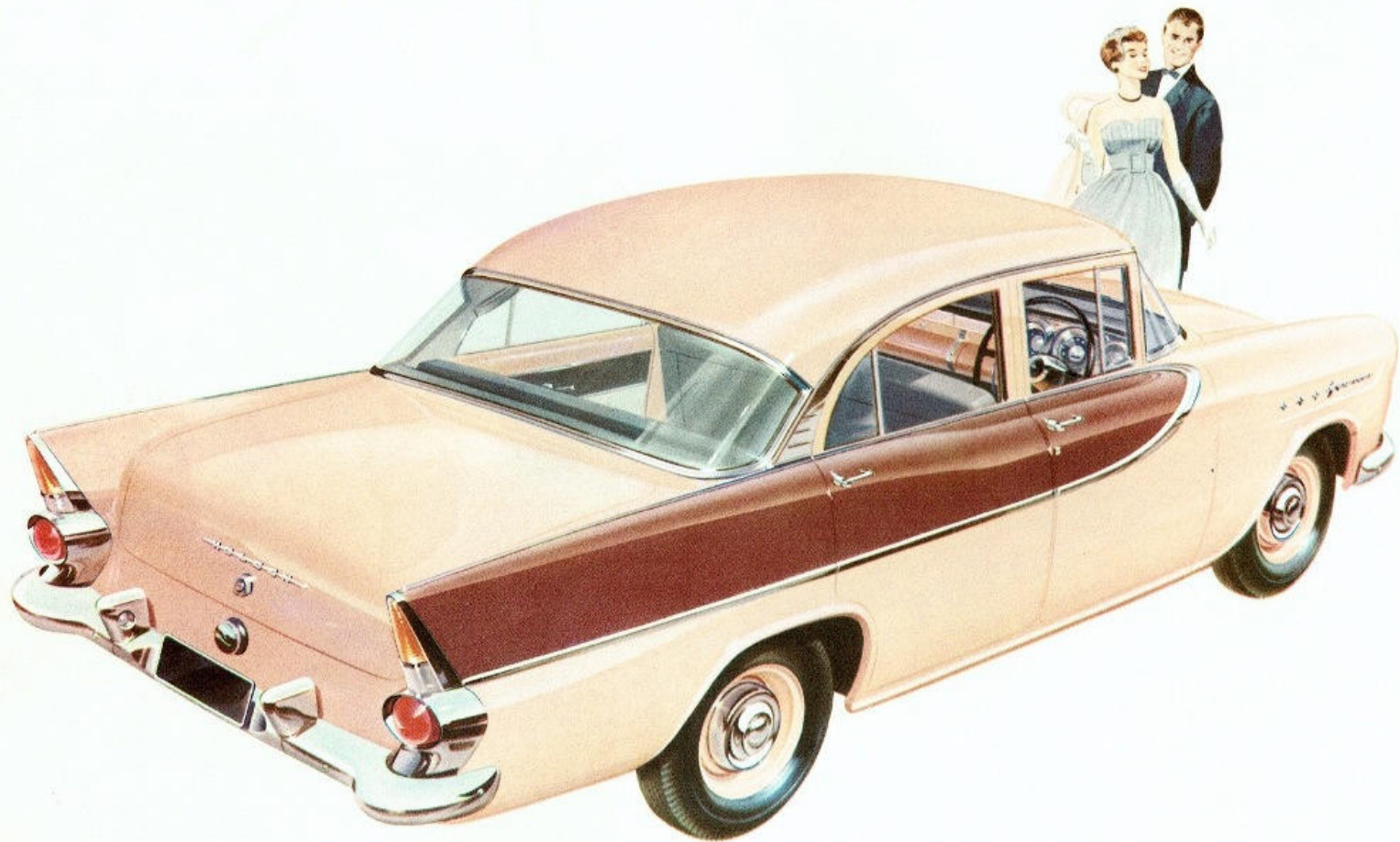
Inside Holden, you'll find glamorous new fashion-keyed colour, and new luxury appointments that match the exterior design in artistic perfection.

The new Holden will take your eye, and capture your heart, too, the first time you drive it. The famous 6-cylinder Holden engine now gives 75 gross brake horsepower performance . . . performance that more than matches all the advanced new styling of Holden.

Holden is Australia's Own Car and now, more than ever, Australia's finest value.



HOLDEN SPECIAL SEDAN...low, lovely and lively





THE BEAUTIFUL new rear end styling of the Holden Special Sedan incorporates larger stop, tail and turn indicator lamps. Raised fenders enclose the spacious luggage compartment. Graceful new stainless steel moulding and new fashion-right colours play their part in creating a picture of modern good looks.

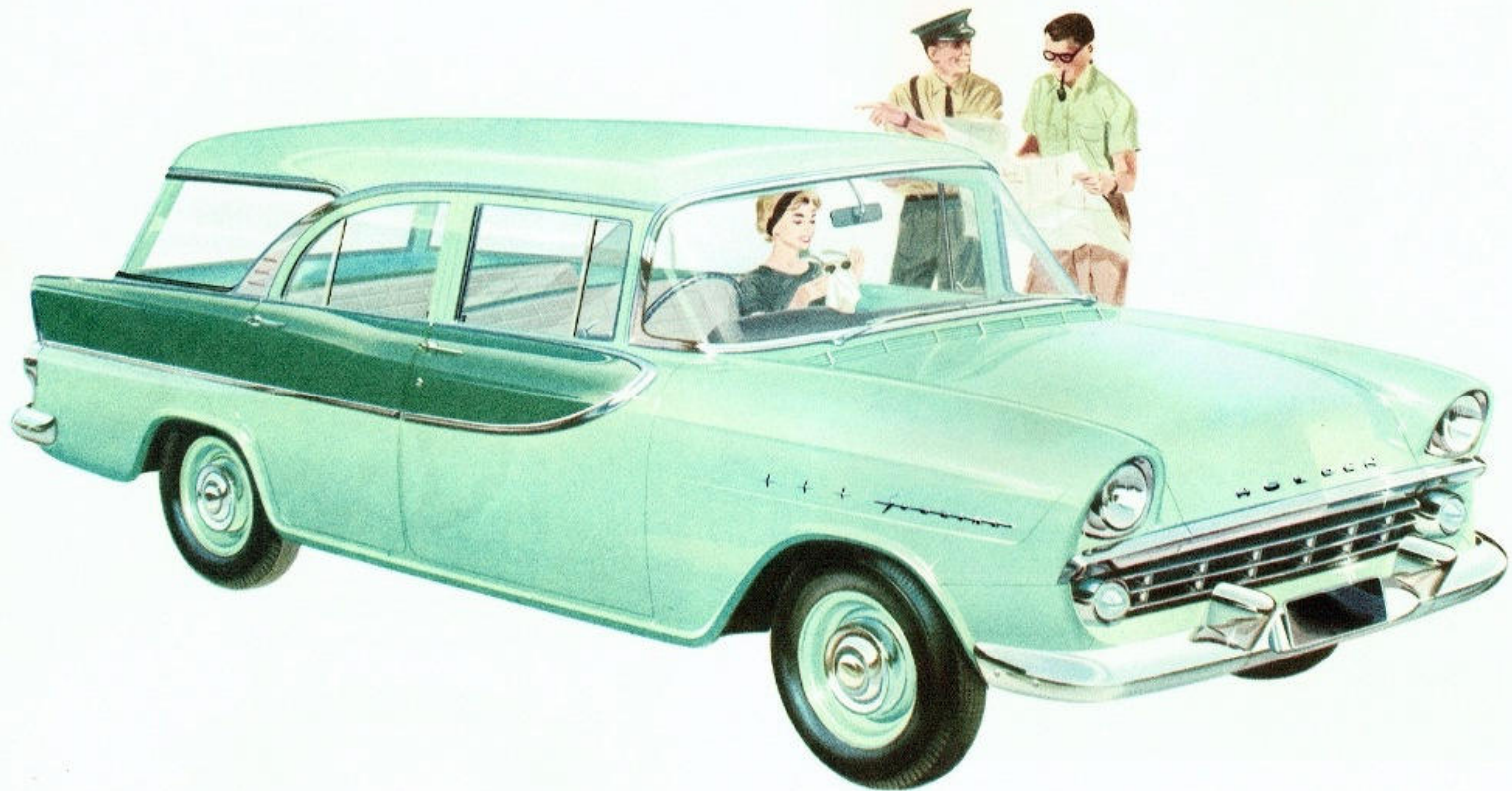
Inside Holden there's all the comfort and practical beauty you expect from the only car designed to suit you, the Australian motorist. Holden now has even more width in the rear seat. The Holden Special Sedan has deep cushioned seats covered in all the richness of glamorous new tonings and designs in Elascofab, the upholstery fabric that stands alone for hard wear and easy care.

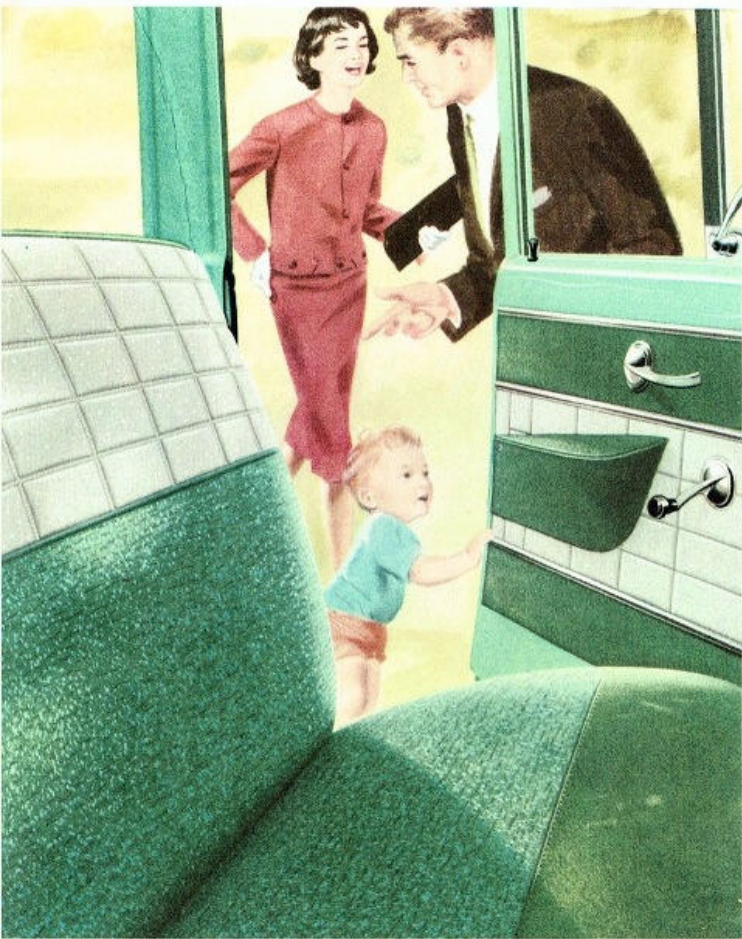
Stainless steel plays its stylish part in the Holden Special Sedan interior, too — with wide mouldings finishing the attractive headlinings, and adorning the new door trims.



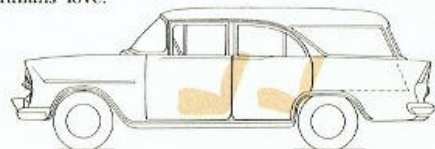
HOLDEN SPECIAL STATION SEDAN

Fun... and style... that's never out of season

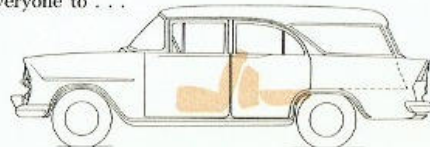




NEW LOW LINES, from forward reaching fenders right through to distinctive rear end, make the new Holden Special Station Sedan look at home in any company. It gives you all the value-packed features that make Holden Australia's greatest motoring value, *plus* the exciting incentive to action-filled fun that all Australians love.



Two simple movements enable you to convert in seconds from full six-passenger sedan with ample load room for gear for everyone to . . .



. . . this roomy compartment, nearly five and a half feet long for really bulky loads, or for sleeping in when you're on camping trips.





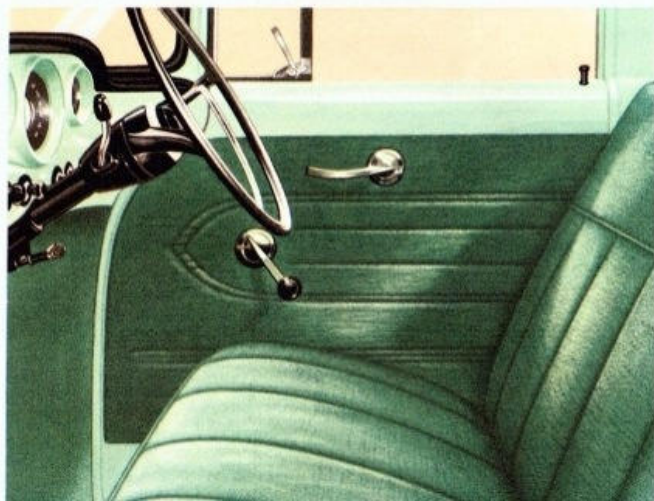
HERE THEY ARE — the two glamorous new style stars of Australian roads . . . the magnificent new Holden Special and Holden Special Station Sedans. Drive these great new beauties where you will, you will always take pride in the fact you drive Holden. Its combination of beauty, power, economy, dependability, comfort, safety and value has won Holden the position of Australian sales leader.



HOLDEN STANDARD SEDAN

The new Holden Standard Sedan is styled with a new sweep of clean, flowing lines. It gives you all the roominess of Holden, all its economy and wonderful performance, at the lowest possible first cost.

Inside, too, the Holden Standard Sedan sets a new high in thrifty motoring standards, with new interior trims of tough, good-looking PVC fabric — all colour keyed to match the exciting new exterior colours.





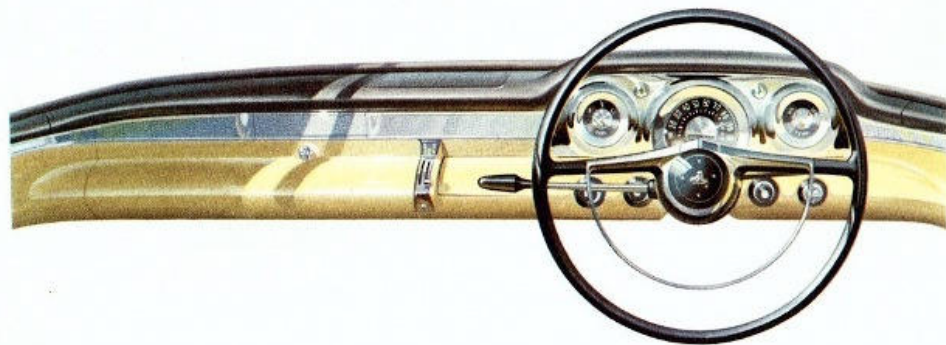
HOLDEN STANDARD STATION SEDAN

The Holden Standard Station Sedan offers all the fun, the excitement and pleasure of Holden Station Sedan motoring. You have complete sedan comfort for six together with large luggage space, convertible in two simple motions to adequate sleeping space or bulky cargo capacity. Too, you get all the panoramic visibility of Holden Station Sedans with their large rear window, and wrap around rear quarter windows.





CROWNED IN Holden Special Sedans by glittering stainless steel, the new windshield gives you all the visibility you could possibly need. The new, larger wrap-round rear window increases vision to the rear by 27.5%, and all glass is safety glass. And when you sit behind the wheel you realise immediately all four fenders are in clear sight all the time you drive because of the lower line of the engine hood together with the distinctive new rear fins. The new rear-view mirror link allows greater scope for adjustment.



THIS IS THE new Holden Special instrument panel, distinguished by a completely new style vivid-arc speedometer head, new circular fuel gauge and new assembly of warning lights. Instruments are enclosed by glamorous chrome hoods. A patterned, aluminium trim extends right over the new, large glove box with wider door. On all models a large ashtray and air control (with provision for heater control) are mounted between the instrument cluster and the glove box door. The two-spoke steering wheel is deeply dished for extra safety, and has half-circle horn ring and beautiful new central motif.

HOLDEN AEROBILT CONSTRUCTION has been proved over Australian roads for more than eleven years — and has shown it gives you longer body life, freedom from squeaks and rattles.

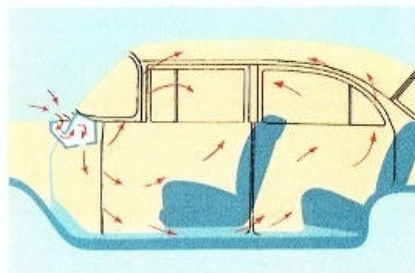
Exclusive new GMH Magic-Mirror automotive lacquer retains original lustre longer than conventional finishes. It has greatly increased resistance to chipping and staining by road tar and harsh oils . . . adding to the resale value of Holden.

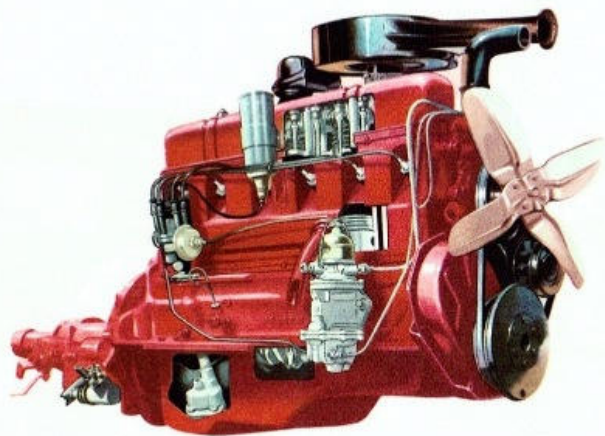


ROOMIER LUGGAGE SPACE is another feature of the new Holden Sedans. Heaps of baggage melt away into this big load space. The spare wheel fits easily at the side of the luggage compartment. It can be taken out readily.



THE NEW HOLDEN has a completely new system of air ventilation with open grille intake immediately below the new windshield. This grille opens into an inbuilt plenum chamber beneath the instrument panel, and from here the flow of air into the car is through a central vent controlled from the instrument panel. This new system gives complete control of air circulation, and prevents rain entering the passenger compartment.





COMPLETE DEPENDABILITY, outstanding economy and amazing flexibility are among the many virtues of the famous Holden six-cylinder engine. And now this great engine, already proved in millions of miles of Australian motoring, has been still further improved. Compression ratio has been increased to 7.25:1, rated capacity to 22.5 horsepower, and the new Holden engine now produces 75 gross brake horsepower.

Other new advances in engine design are / The new aircleaner assembly with simple throw-away A C dry filter element to add to ease of maintenance / A new 4-brush type starter motor with increased torque and improved brush life / A larger capacity battery.



THE NEW DEEP dished type steering wheel combines with Holden recirculating ball type steering to give you a wonderful sense of control on the open road . . . easier, faster parking in tight spots.



NEW HEAVIER gauge coil springs fitted to the new Holden's front suspension give you a highway ride on every byway. Rear springs are wider, too, for increased weight carrying.



THE NEW HOLDEN has new wider brake linings, giving nearly sixteen square inches greater total lining area. New, lighter pedal pressure means a gentle touch on the pendant brake pedal brings you to a swift but comfortable stop.



REDESIGNED hydraulically actuated clutch assembly on the new Holden reduces pedal effort by more than one-fifth, making gear shifting easier than ever.

HOLDEN * SPECIFICATIONS

MECHANICAL

ENGINE - Six cylinder, O.H.V. design; Bore - 3-1/16 in.; Stroke - 3-1/8 in.; Capacity 138 cu. ins.; S.A.E. or R.A.C. rating 22.5 h.p.; Max. gross brake H.P. 75 at 4,200 R.P.M. Max. gross brake torque 120 lb. ft. at 1,400 R.P.M.

COMPRESSION RATIO - 7.25:1.

CRANKSHAFT - Drop forged, heat treated, fully counterbalanced. Vibration damper.

PISTONS - Alum. alloy.

CAMSHAFT - Four bearing.

OILING SYSTEM - Full pressure system.

CRANKSHAFT VENTILATION - Ventilation of engine crankcase, valve cover, etc., by air intake through filter in cover.

FUEL SUPPLY - Bendix Stromberg double venturi down draught type Carburettor. Throwaway A.C. dry element filter type 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. 12 volt 9 plate Battery. Headlamps. Parking lamps. Dimmer switch. Dome light with integral switch. Courtesy switches on Special operated by front doors. Tail, stop and licence plate lamps. Self-cancelling flashing-light warning system on Special, incorporated into separate parking lamps at front and amber lamps at rear - optional extra on Standard Sedans.

TRANSMISSION - Three speed with Helical Gears. Synchronesh for second and high speeds. Ratios: 1st 2.99 to 1; 2nd 1.59 to 1; 3rd, direct; reverse 2.99 to 1.

CLUTCH - Hydraulically actuated.

REAR AXLE - Banjo construction, semi-floating. Gear ratio - 3.888 to 1.

BRAKES - Four wheel hydraulic.

HANDBRAKE - Operates mechanically on rear brakes.

WHEELS - Demountable disc 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 - 36.1 ft.

FRONT SUSPENSION - Independent Coil Spring (short and long arm type).

REAR SUSPENSION - Hotchkiss Drive with semi-elliptic springs - 48 in. long, 2.25 in. wide, 4 leaves sedan, 6 leaves on Station Sedan.

SHOCK ABSORBERS - GMH Delco tubular telescopic shock absorbers.

BODY

BODY STRUCTURE - All-steel "Aero-bilt" body of four major sub-assemblies. Alligator type engine hood.

DIMENSIONS - W base 105". Length - 181.54". Width - 67.03". Height - 59.87" Sedans - 60.26" Stat. Sedans. Ground clear - 7.33" Sed., 7.36" Sta. Sed.

INSTRUMENT PANEL - Indirectly lighted. Hooded instruments. Combined ignition and starter switch; choke; speedometer; petrol gauge; water temperature; oil pressure and generator charging tell-tale lamps; glove box with locking lid; windshield wiper control; air intake control lever; cigarette lighter on Special.

EQUIPMENT

ALL MODELS - 2 spoke steering wheel with recessed hub. Dual windshield wipers. Two sun visors, rear view mirror. Ashtrays front and rear. Safety glass windows and windshield. Rubber mat front and rear. Open air grille intake, no-draught ventilators with locks. Bumpers front and rear. Seats fitted with "Z" type springs. Front seat fully adjustable. 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. Licence plates mounted in depressed centre section of bumper.

STATION SEDANS * ONLY - P.V.C. covered jute on load compartment floor of Special - Multicoloured grey paint with steel skid strips on Standard. Spare wheel mounted in horizontal position in Special compartment under rear end of load compartment.

SPECIAL MODELS (SEDAN & STATION SEDAN) ONLY - Exterior - single and two-tone colours. Stainless steel mouldings. Key operated door locks both front doors. Stainless steel windshield moulding.

Interior - Washable Elascobac * upholstery. Door trims dielectric patterned, with chrome trim strips. Arm rests front doors, integral with door trim. Assist straps with coat hooks over rear doors. (Coat hooks only on Special Station Sedan). Cigarette lighter.

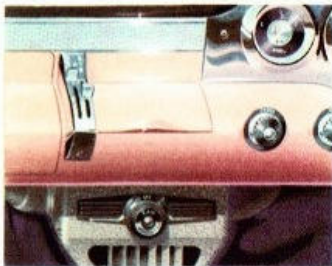
STANDARD SEDANS AND STANDARD STATION SEDANS - Key operated door lock left hand front door only. Washable P.V.C. upholstery.

APPROVED NASCO ACCESSORIES FOR YOUR NEW HOLDEN

Give your car a distinctive touch - extra comfort and safety, too, with NASCO Accessories. You'll be happier driving a car that is equipped the way you want it. Your GMH dealer will be pleased to fit your choice of NASCO Accessories before you take delivery of your new Holden.

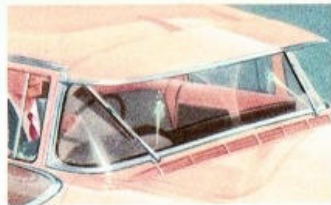
Have music wherever you go with a HOLDEN CAR RADIO BY AIR CHIEF

Genuine Transistor - Power, Push - Button Tuning - the quickest, most accurate tuning possible with the clearest reception you have ever heard. New Transistor-Power brings 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.



Be warm in Winter . . . cool in Summer NASCO FRESH-AIR CAR HEATER

Specially designed for your Holden. Even on the coldest winter day you'll be snug and warm with heated fresh air flowing throughout the car. Demisters supplied with the heater remove dangerous windshield fogging. In Summer the Nasco Heater circulates cool fresh air.



NASCO WINDSHIELD WASHER - A clean Windshield means Safer Driving. Operated by a touch of a button, twin jets of water are sprayed on the windshield enabling the wipers to clean off any dust, insects or mud smears.

NASCO SUNSHADE - When the Summer sun heats down hot and strong you will appreciate the value of this smart accessory.

OTHER PRACTICAL NASCO ACCESSORIES INCLUDE - Venetian Shade, Rear Wheel Cover, Hood Ornament, Power Brakes, Wheel Embellishers, Seat Covers, Front and Rear Mud Flaps, Number Plate Frames, External Rear View Mirror, Coolairide Cushion, Steering and Gear Lever Locks, Backing Lamp, Exhaust Extensions, Petrol Tank Locking Cap, Visor Vanity Mirror, Oil Filter, High Note Horn, Suitcase Set, Door Mounting Weather Shield, Luggage Compartment Lamp, Parcel Shelf, Door Paint Protection Plates, Picnic Shelf.

Specifications and Equipment subject to change without notice.

* Registered Trade Mark.

Ask about the GMH warranty and protective owner service policy. Holden expert service is provided throughout Australia and genuine Holden parts are immediately available. Confidential hire purchase arrangements are available through GMAC, General Motors' own hire purchase company.

GENERAL MOTORS-HOLDEN'S LIMITED

BRISBANE · SYDNEY · MELBOURNE · ADELAIDE · PERTH



HOLDEN . . . only car designed, built and proved in Australia

THESE PHOTOGRAPHS were taken at the 2,167-acre GMH Proving Ground, *only* automotive Proving Ground in Australia. Here, 56 miles out of Melbourne, every development that goes into Holden is tested thoroughly. Each part of Holden is proved under every condition your Holden is likely to meet in Australia — and under

extreme conditions of the kind you are never likely to meet.

Tests go on 24 hours a day, 6 days a week . . . tests so severe engineers assess 25,000 miles on the Proving Ground as equivalent to at

least 100,000 miles of ordinary driving.

It is through the GMH Proving Ground, and the work being done there . . . the gruelling tests carried out . . . that GMH have proved the new Holden — Australia's Own Car — more than ever Australia's finest car value.

