

# HOLDEN

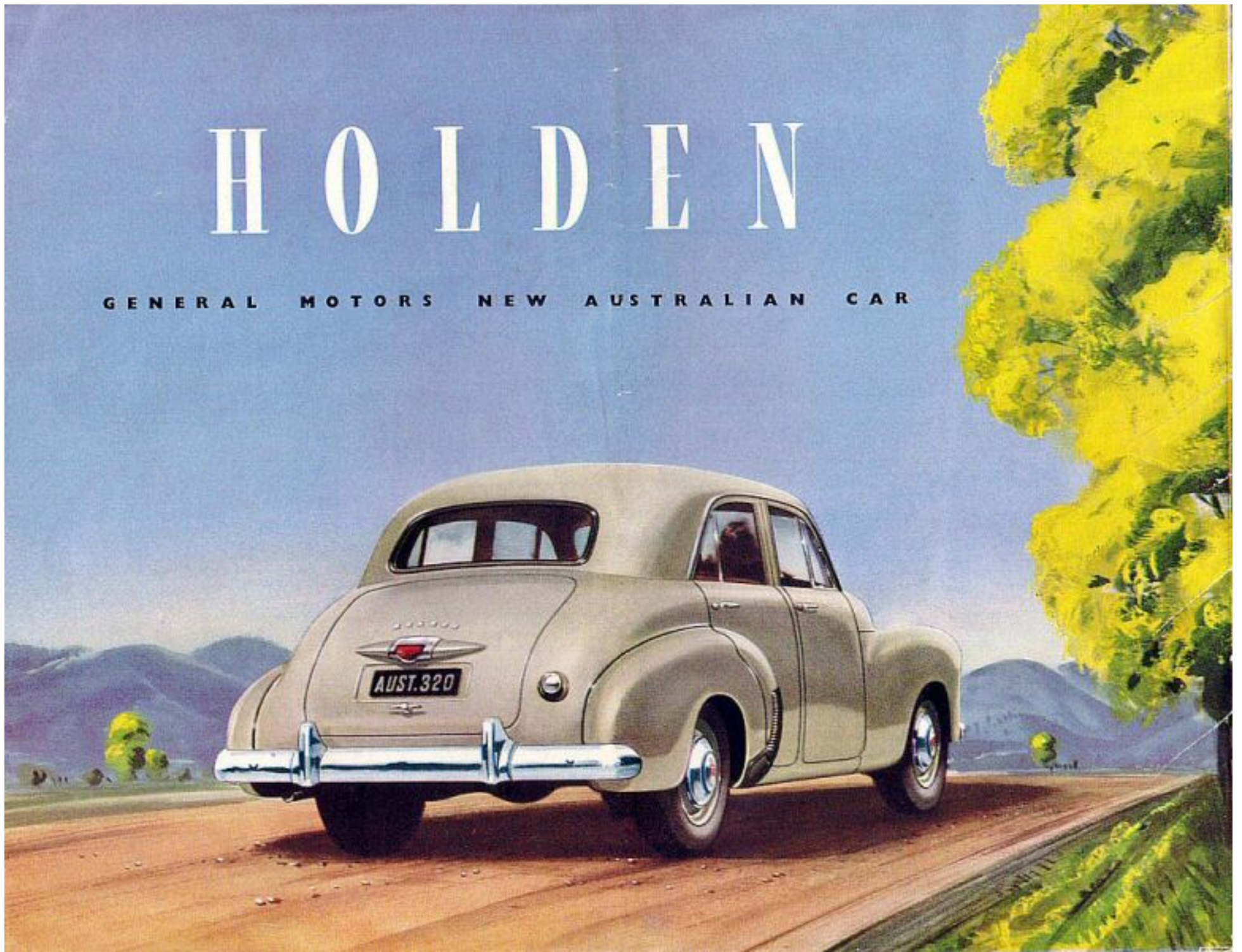
GENERAL MOTORS NEW AUSTRALIAN CAR

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# HOLDEN

GENERAL MOTORS NEW AUSTRALIAN CAR





## This is Holden . . . Australia's own car

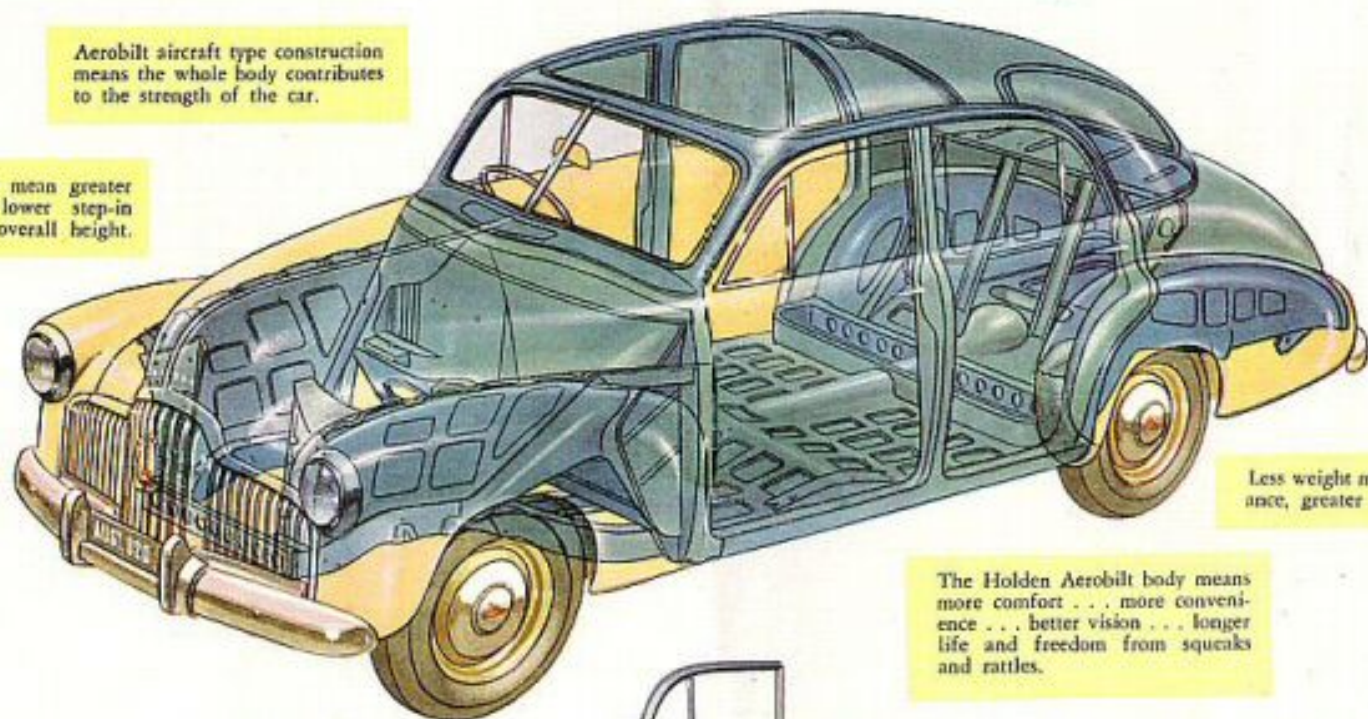


It's beautiful, it's modern, it's a car you will be proud to own. And you'll find its practical features more than match its fine appearance. There's performance in the car that will astonish you . . . an acceleration that will challenge anything on the road . . . a sense of security in its handling that makes it a pleasure to drive. Comfort and safety are big features too—due to the Aerobilt single-unit construction of body and chassis. There's ample room for 5 or 6—real room too, with seat width, leg room and head room equal to or better than many bulkier cars. And finally, Holden creates entirely new standards of petrol economy.

# This is news . . . modern all-steel turret-top Aerobilt design

Aerobilt aircraft type construction means the whole body contributes to the strength of the car.

Specific advantages mean greater width of body, lower step-in height and lower overall height.



Less weight means better performance, greater operating economy.

The Holden Aerobilt body means more comfort . . . more convenience . . . better vision . . . longer life and freedom from squeaks and rattles.

One of the biggest single advances in the new Holden is the discarding of the conventional idea of having a body and chassis as two separate units. In the Holden car the body and chassis are all one unit, making for greater strength and comfort as well as better performance and economy.

It is only a few years since bodies were made of wood and steel with slats and fabric across the roof. Then came the all-steel body with the Turret Top. Here's the next big advance—the all-steel turret-top *Aerobilt* body with chassis and body all in one strong, rigid, solid unit.

Greater strength is achieved because every part of the all-steel body structure contributes to the strength of the car. As an illustration: instead of a thick, heavy side rail as in the conventional chassis, the full depth of the body in the Holden constitutes the



Doors are of all-welded construction for additional strength, longer life and better fitting.



The Holden Aerobilt body is thoroughly heat and sound insulated for greater comfort.

side rail. This not only adds to strength but eliminates that annoying characteristic of the conventionally-built car—body squeaks and noises. This principle of engineering is exactly similar to that used in modern aircraft, where the whole of the structure is called on to carry its share of the load.

Another advantage is that by eliminating heavy side rails, the car body can be designed for a low-slung position, giving the whole car a more streamlined appearance without sacrificing road clearance. Side-sway is reduced too, especially at speed.

But in addition to getting a stronger, safer body, weight is cut down too. The result is that the engine is relieved of the job of hauling around unnecessary weight, permitting faster acceleration, better hill-climbing, higher speed and more miles to the gallon.

Nowhere will you get a car body better designed or better built.

It's fast . . . it has terrific acceleration . . . it's quiet . . . and it's economical.

The heart of the Holden car is the engine. Its astonishing performance is not the result of any one major factor but rather of a group of basic engineering advantages which it was possible to build into the engine because it was made on new equipment in a new plant to the best design suited to Australian conditions.

It is an overhead valve 6-cylinder engine with a nominal horsepower of 21.6. The lively, fast-stepping engine has good performance made more effective because of the high power-to-weight ratio of the car, due to savings in unnecessary weight throughout the engine and body. Bore is 3 in. and stroke 3½ in. Because they are of almost equal dimensions this is called "square design" and results in a number of advantages: reduced weight, more rigid crankshaft (because of the overlapping bearings), stronger big ends, lower piston speeds (therefore less wear), and smoother operation because of lack of vibration.

The cylinder head combustion chamber is of special shape to concentrate the petrol-air mixture for more power and no "ping."

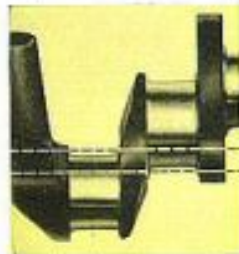
An exclusive feature of the valve tappets is the precision-made hardened steel insert where the push rod contacts it. Normally wear at this point means sloppy engine performance; but in the Holden engine the tappets have been given the necessary strength

just where they take the load of the push rod. The result is less adjustment, smoother running, more economy and longer life.

An outstanding characteristic of the Holden engine is its economy. We prefer not to quote figures that are not taken from standard automobile club tests or from actual owner's letters. At the time of printing this catalogue these figures were not available; but this much can be said: Holden gave an average petrol economy of over 37 miles to the gallon in a 600 mile test of two cars, over varying conditions of driving and roads, at speeds which averaged 35 miles an hour.



Hardened steel inserts reduce tappet wear



See how bearings overlap each other to give greater rigidity



Aluminium Pistons

Aluminium for lightness . . . lightness for better engine flexibility and acceleration. Bearing loads are considerably reduced, thus prolonging the life of bearings. Pistons are surface hardened by an anodising process and are "T" slotted and cam ground, so that they conform accurately to the shape of the cylinder under all operating conditions.



Completely Balanced Crankshaft

The Crankshaft, with its overlapping bearings, is more rigid and is completely balanced to a fraction of an ounce to give smooth engine performance at speeds up to and over 80 m.p.h. An additional feature which neutralises vibration and gives smooth engine performance is the Harmonic Balancer, mounted on the forward end of the crankshaft.