



BEAUTY IS ONLY ONE REASON FOR HOLDEN POPULARITY

What a perfect Australian setting for a family picnic — the golden glory of wattle under a bright, blue sky . . . the familiar, handsome lines of Holden.

But beauty is only part of the Holden story. It is the lowest priced car in which you can carry a family of six comfortably. It is the lowest priced car with a six cylinder engine and has the best top-gear performance of any car near its price. Yet Holden owners consistently report 30 miles to the gallon. In traffic and when parking you'll find Holden marvellous to handle. All this explains why

Australia's Own Car is such a pronounced favourite with Australian car buyers.

You have the choice of three different sedans including the de luxe model Holden Special, illustrated above. Yours, too, is the

choice of a wide range of glamorous colours. Prices are from as low as £870 plus tax. Convenient GMAC Hire Purchase is available if required.

Australia's  Own Car
HOLDEN*

*Registered Trade Mark

GENERAL MOTORS HOLDEN'S LTD. — BRISBANE • SYDNEY • MELBOURNE • ADELAIDE • PERTH

W224



THE BEAUTIFUL HOLDEN - AUSTRALIA'S OWN CAR



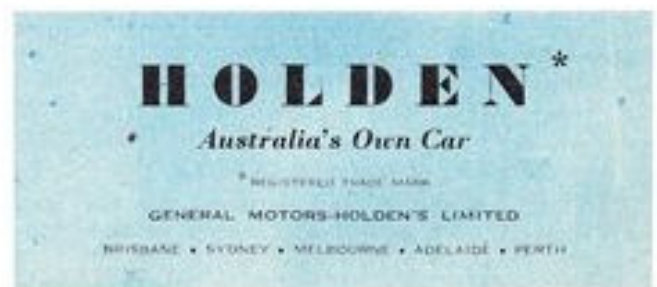
HOW NATURALLY Holden fits into this typically Australian scene — sunshine, the wayside stall, gum trees in the background and the family group selecting choice fruit for their picnic meal.

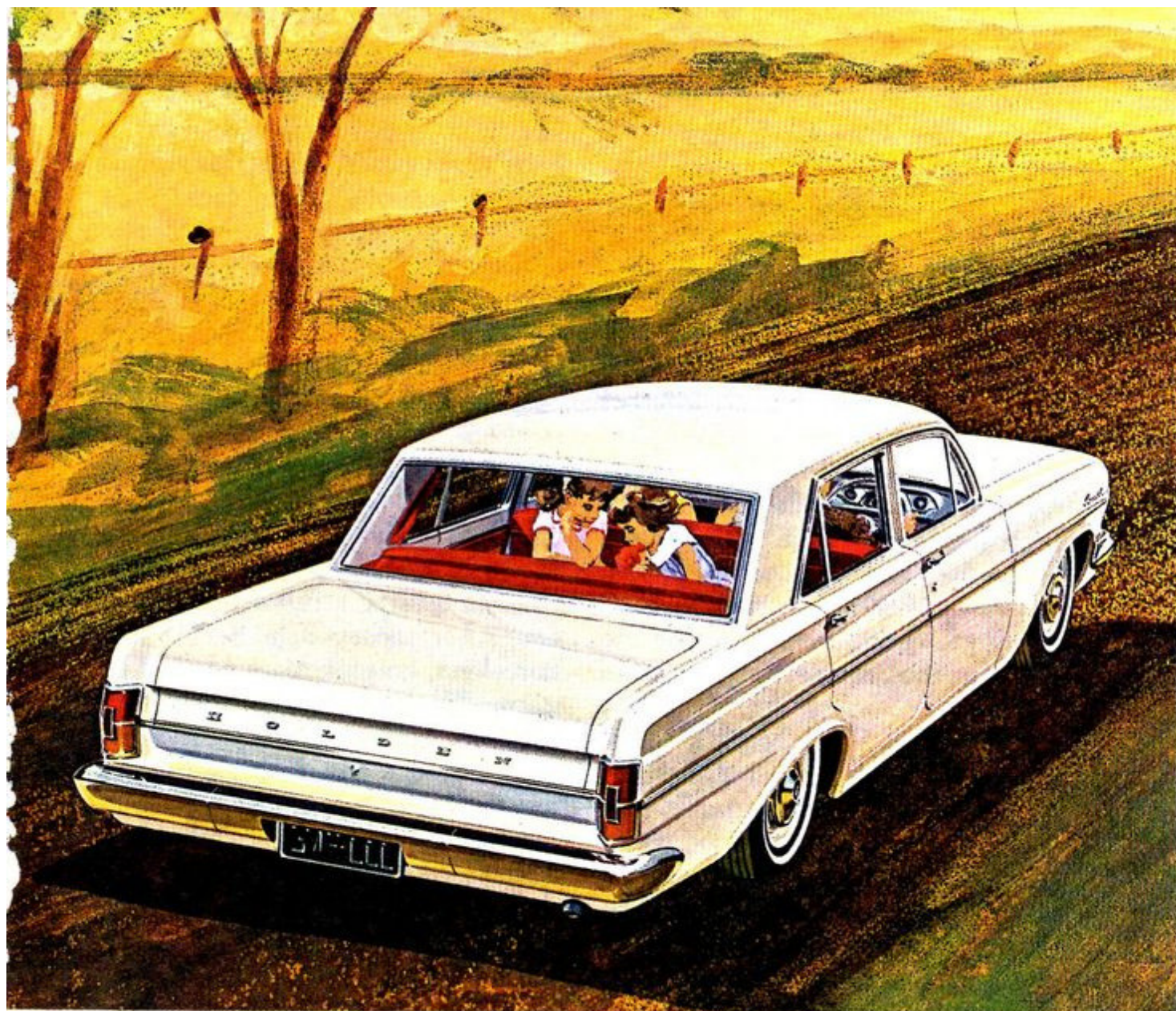
Holden has won a special place in the hearts of most Australians for the beauty of its styling and for practical reasons, too. The six cylinder engine provides ideal top gear performance for city driving or long-distance travel. The all-steel Aerobilt body has room and comfort for a family of six. Handling in traffic is delightful—the gears change smoothly—the cushioned steering gives positive control—the handy lock makes parking easy.

Low cost factory guaranteed spare parts and specialised service available from Holden Dealers throughout Australia.

Holden dependability and economy are also outstanding with many owners reporting 30 miles to the gallon.

Your Holden Dealer would like to tell you more about Australia's Own Car. You have three models to choose from at prices from as low as £870 plus tax. Convenient GMAC Hire purchase is available if required.





HOLDEN SPECIAL SEDAN

Performance...to set your spirits soaring!

There's only one way you can truly appreciate the pure pleasure of Holden's new performance. That's to slip behind the wheel and try it yourself. For instance, words and pictures just can't convey the thrill of Holden's new power. Or the hushed smoothness of an engine with hydraulic valve lifters and a 7-bearing crankshaft. And they certainly can't

HOLDEN

describe the even-keel way Holden handles the most vicious bumps and curves! In fact, with Holden, one drive is worth a whole lot of pictures — and a whole lot more words. Prove it for yourself. Your Holden Dealer is ready and waiting to let you try out a new

Holden* just as soon as you ask him. Why not make it today? Prices from £885 plus tax.

AUSTRALIA'S OWN CAR — POWERED TO PERFORM IN GREAT NEW STYLE!

M136

GENERAL MOTORS-HOLDEN'S *REGD.

85

HOLDEN—THE GREAT HIGHWAY PERFORMER



Try the sure-fire way it flattens hills!

There's a certain quiet satisfaction in flattening a big hill merely by putting your foot down. But behind the wheel of a new Holden it's a delight! Here you're in proud command of a *real* hill-flattener — your choice of Holden's lively 100-hp '149' engine, or the big 115-hp '179'. Lively, remarkably smooth and quiet, too, thanks to a seven-bearing

crankshaft and hydraulic valve-lifters. Whichever engine you choose, on hills and level highways Holden gives you the kind of vivid, velvet-smooth going that melts the miles, especially with famous Red Carpet Ride looking to your personal comfort. Sample the Great Highway Performer's brand of action for yourself—see your Holden* Dealer soon!

AUSTRALIA'S OWN CAR. From £885 plus tax.

GENERAL MOTORS-HOLDEN'S

The Reader's Digest, December 1964

* REGD. X183

21

EH Holden, 1964



There's a lot to be said
for stepping out in style.
And Holden says it all... beautifully

To look at them you'd almost think dress and car were made for each other. And in a sense they were. For there's more than just a touch of high fashion in Holden's new curved beauty. In those sleek, sweeping lines you see the look that will be as glamorous and modern next year as it is right now. But this is only one of the ways Holden knows how to please a lady. There's the wonderful new spaciousness, the rich colours and materials of its interior. The smooth, powerful performance that whisks you on your way. And much, much more. If you really enjoy stepping out in style, there's no other choice anywhere near the price.

HOLDEN
AUSTRALIA'S OWN CAR - FROM 4995 PLUS TAX

Holden Kingswood, 1968

You can judge a car
by the company it keeps.

New Premier. From its four headlights to its executive roofline, a distinctively superior motor car. And inside, interiors that spoil you for anything less. Quiet luxury from their deep carpet up. Four choices of soundless power. Beginning with a big six, and ending with an incredibly powerful V-8. Matched with new 3-speed Tri-matic. A silk smooth automatic transmission which computes the exact gear you need. New Premier. The total concept of luxury motoring. Nothing less.

PREMIER BY HOLDEN

Means prestige. And shows it.



Holden Premier, 1970

Monaro GTS

the machine to light your fire

Warning. Contains 5 litre V8! Kicks out 240 horsepower at 4,800 rpm. Easily capable of 0 to 60 in under 10 secs.

You'll get the idea when you put your foot down.

Do it gently and you'll hear a sound something like an approaching thunderstorm. Prod hard and suddenly you're homing in on the far horizon. If this car doesn't light up your soul - you've got no soul to light up.



Get one - before you're too old to understand.

Monaro  
at your Holden dealer

A-Q 4802

Holden Monaro GTS, 1973



General Motors-Holden's Sales Pty. Limited. K205

Holden Sandman Panel van, 1978