



# HOLDEN

## COLOUR CARD

MAGIC-MIRROR COLOUR RANGE





### WHAT DOES MAGIC-MIRROR MEAN TO YOU?

Magic-Mirror Acrylic Lacquer is far superior to other automotive finishes. It keeps its lustre far longer — needs little polishing. It resists fading — allows pastel shades not practical in other paints. It is harder and resists chipping and cracking. And it keeps your car new-looking longer, protects resale value. Magic-Mirror Lacquer is applied by the new "Bake-Sand-Bake" process which results in a more uniform high gloss.

### How Holden's new 'Rustgard' process guards against corrosion problems.

Holden's paint finish is as permanently beautiful as a car's can be . . . for two basic reasons. One of these you can see for yourself — the obvious superiority of 'Magic-Mirror' acrylic lacquer over other automotive paints. The other you can't see; but years from now you'll know it's there. We refer to the 'Rustgard' treatment given to every Holden body before the final paint coats are applied.

The treatment starts by coating key panel areas that could be subject to rust with zinc rich primer, **before** they are assembled. Next comes a careful cleaning, degreasing and hot phosphate coating, after which the assembled body is dipped in primer for complete underside protection.


Corrosion-resistant primer, then red oxide primer/surfacer provide further rust protection and a perfect base for the final paint-work. In addition, plastisol and bituminous compounds and a new petroleum based wax are applied to seal out water and dust.

The entire vehicle is then thoroughly sanded before the final application of three coats of 'Magic-Mirror' acrylic finish which give Holden its unbeatable, and much admired, gloss.

Whatever colour you finally choose — and **that** can be quite a problem with all these beauties to tempt you — you can confidently expect it to stay bright and beautiful for years.

GENERAL MOTORS - HOLDEN'S  
Melbourne, Australia

REGULAR — ORDER NO. A407

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A MASON FIRTH & MACUTCHERON COMPANY 