

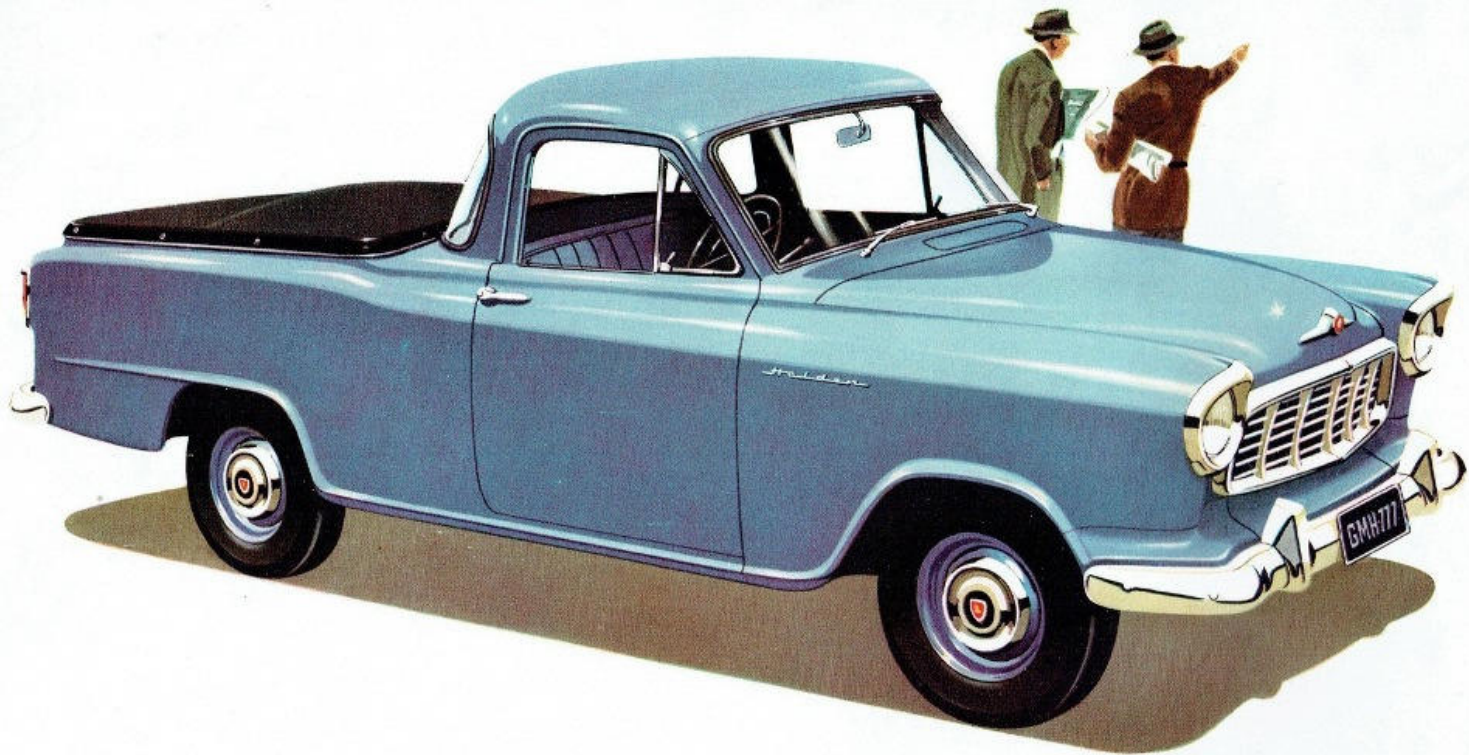
The new  
**HOLDEN**

*Australia's Own Utility*

*Australia's Own Panel Van*







## Holden Coupe Utility

What a wonderful advertisement

this new beauty would be for your business! What a thrill you'd get driving it on social occasions!

Holden styling is completely new with longer, lower lines—a handsome new front end and all round vision increased by over 34%. Once you take the wheel you will find other new things about Holden.

There's a new recirculating ball bearing steering, new front suspension with stabiliser bar, new low centre of gravity, wider front track and longer wheelbase of 105" to give you a new experience of comfort and easy handling.

Now more than ever you get more for your money in Holden—Australia's biggest selling utility.





## **New visibility . . . new driving ease and safety**

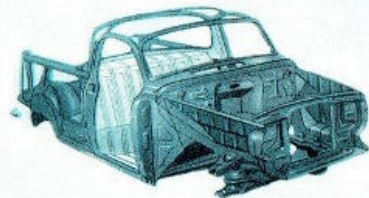
With its new curved one-piece windscreen, wrap-around rear light and rear quarter windows, visibility in the new Holden Utility is increased by over 34%. This makes it wonderfully easy to back in to pick up or set down loads and to park in congested areas. And Holden's new recirculating ball-bearing steering, new front suspension and new front stabiliser give you a marvellous feeling of positive control, both on the open highway and in jammed city traffic.

## **Ample capacity for bulky loads**

With 2" longer wheelbase, and 3.67" longer overall length, the new Holden Utility offers you generous payload space for profitable carrying. A series of welded channel-section members, and a flooring of laminated plywood and masonite with steel skid strips ensure the hard working durability of the cargo space.

### **NEW WIDER SEATING AND NEW INTERIOR BEAUTY**

A handsome helpmate teaming sparkling good looks with readiness for daily work, the new Holden Utility offers two passengers and the driver the comfort and high styling of today's sedans. There's nearly three inches more hip room. There's new beauty in the well grouped instrument panel and graceful steering wheel. Upholstery is in rich, tough, P.V.C. plastic coated fabric. Headlining colours harmonize with the upholstery in washable ripple grain P.V.C. fabric.

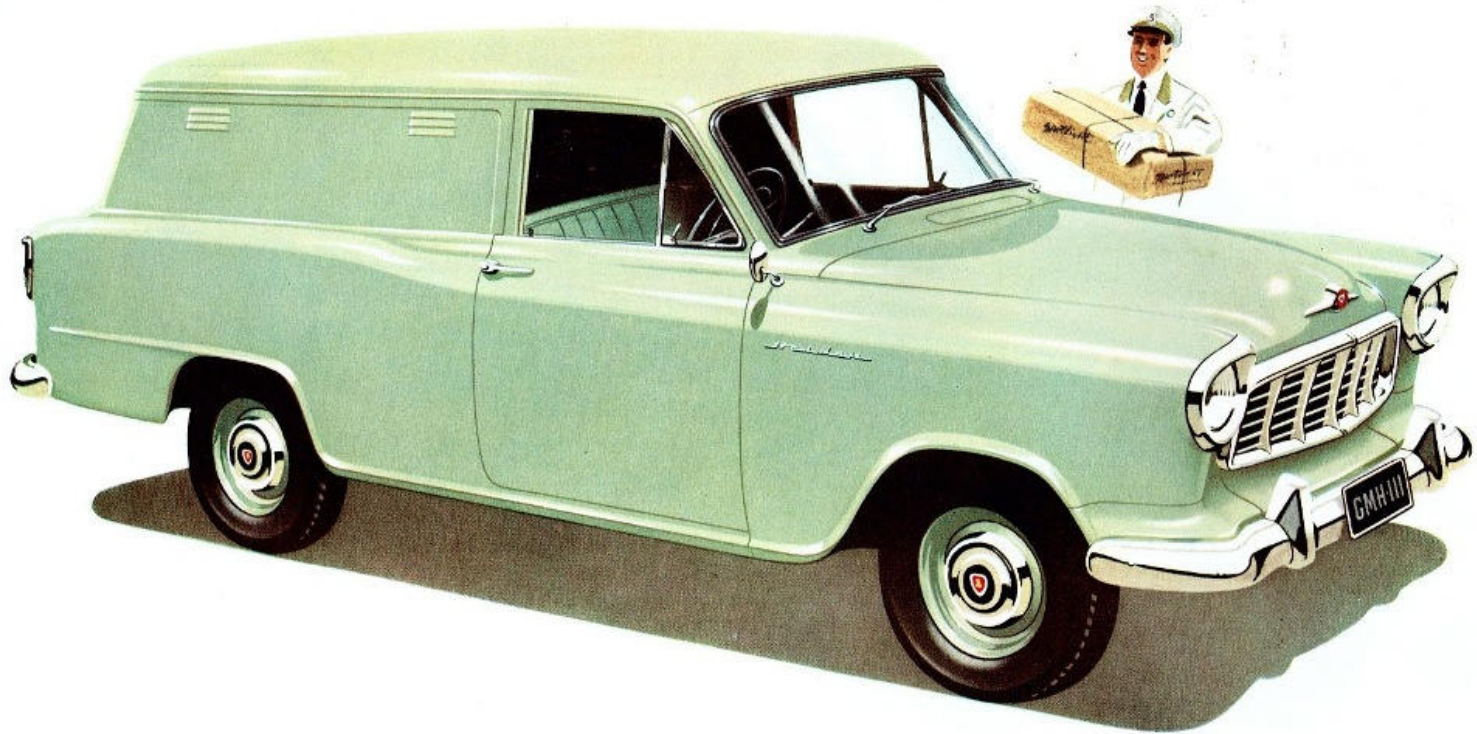


### **AEROBILT CONSTRUCTION**

Holden Utility has earned a great reputation for the strength and long life of its single unit body and frame construction where the whole of the welded all steel structure carries its share of the load stresses. New box section cross members in the front end structure now add further toughness to this Aerobilt construction.



To comply with State regulations operative in Victoria and Western Australia, externally located rear view mirror is fitted in these States.



**Holden Panel Van** Perfect combination of beauty and utility, the brilliant new Holden Panel Van has sweeping new lines, and handsome styling that will add a distinctive touch to your business activities. Every detail is smart, modern and practical . . . the distinctive new radiator grille, the longer, flatter bonnet and hooded headlamps, the one-piece curving windshield — and larger driving and passenger door windows. Magnificent new appearance is matched by other advances — new recirculating ball-bearing steering, new front suspension with stabiliser bar, new low centre of gravity plus the reliability and economy for which Holden is famous.



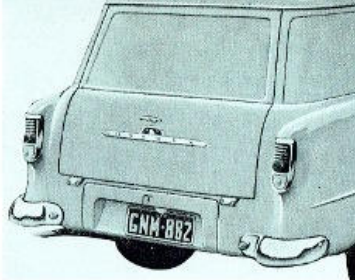
## Impressive new appearance . . . ideal power . . .

With its exceptional utility and smart styling that is ideal for present day business, Holden, designed for duty as well as beauty, offers the perfect combination of low first cost, day by day economy and complete reliability in the haulage and delivery of your merchandise.

The comfortable cab with its almost 3" wider seat, has plenty of room for three. The smart new instrument panel features a large locking glove box. There's a new ramp type seat adjuster; with backward adjustment the seat drops, and when adjusted forward the seat rises.

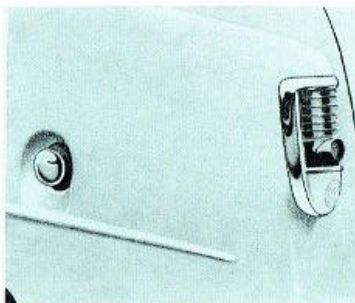
The side areas of Holden Panel Van's large load compartment are particularly adaptable to the use of striking advertising treatments which will draw attention to your business and attract new customers.

Rear entrance to the Panel Van has been specially designed with an eye to ease of loading and unloading in confined space such as narrow lanes. The top section of the rear door opens upward, while the lower section opens flat or drops completely. The lower door carries an outside locking handle. A full width window for the upper rear door is available as an optional extra.



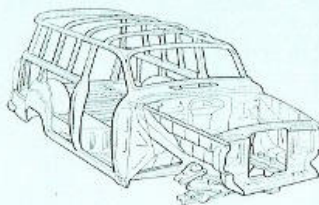
### TWIN TAIL LAMPS

Holden's new styling extends right to the rear of the vehicle. The modern new tail lamp assemblies have provision for fitting reversing lamps as an optional extra. Also optional are flashing light direction signal indicators.



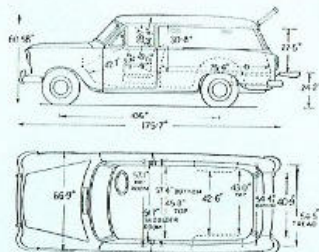
### NEW RECESSED FILLER CAP

The petrol tank filler cap is in a moulded recess in the left rear fender—so there is no projection to mar Holden's flowing body lines.



### RUGGED STRENGTH

Sturdy, Aeroblitz construction of Holden Panel Van gives single unit rigidity to body and frame, providing greater strength with less weight . . . giving outstanding performance and economy in operation.

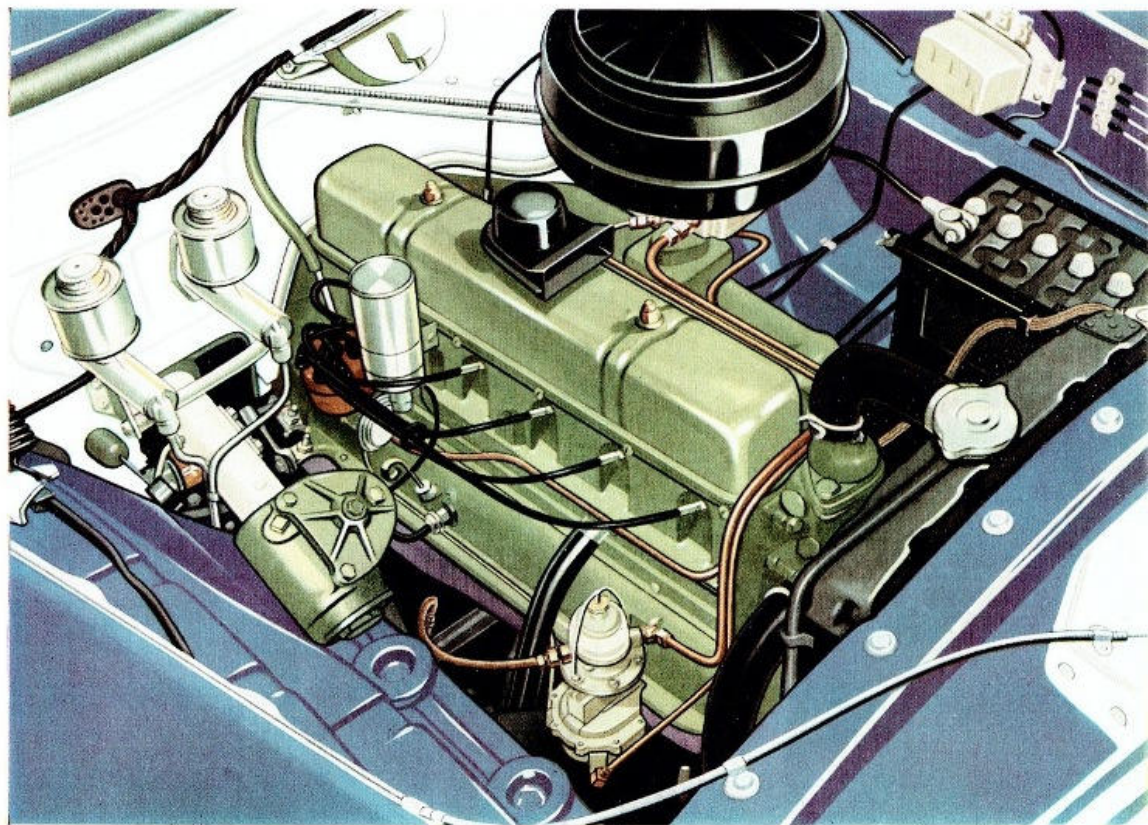


### PROFIT-MAKING CAPACITY

This plan shows just how much room the Holden Panel Van has to carry a really profitable load. With a loading height of only 23.10 ins., goods can be easily fitted into the Holden.

# HOLDEN'S TIME AND MONEY

**Dependability  
and economy  
with the proven  
6 cyl. O.H.V.  
21 h.p.  
engine**

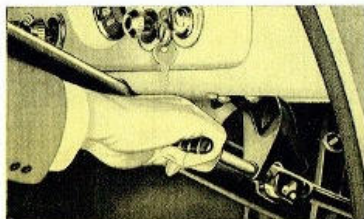


Part of Holden's great popularity has always been the magnificent record of its 6 cylinder 21 h.p. "square" design engine, proved over millions of miles of Australian roads. 70 gross b.h.p. and a compression ratio of 6.8 to 1 mean lively

acceleration, fine top gear and hill climbing performance. And Holden's petrol economy is famous. Holden's new 12-volt electrical system promises even more efficient lighting, starting and ignition performance.

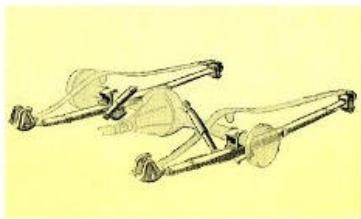


# SAVING ADVANTAGES . . .



## NEW HAND-BRAKE

A completely re-designed hand-brake linkage now gives surer, more positive braking with minimum effort and greater mileage between adjustments.



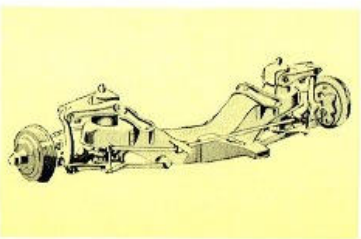
## NEW REAR SPRING SYSTEM

Rear wheel shocks are now deeply cushioned by six spring leaves, giving even greater strength. The rear springs are attached off centre for added stability.



## NEW HYDRAULIC CLUTCH CONTROL AND PENDANT PEDALS

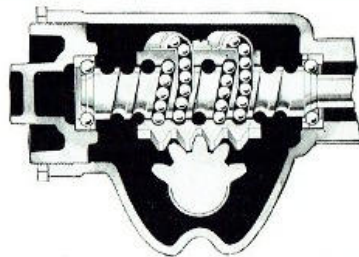
The new hydraulic clutch control ensures smooth, cushioned operation. Pendant type brake and clutch pedals, pivoted above, leave the cab floor clear.



## NEW FRONT SUSPENSION

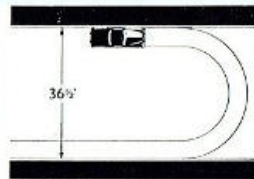
The new front suspension with new stabiliser bar and longer 105 in. wheelbase give a superlative ride. New sized wheels—13 in. with 4.50J. rims—are fitted with tubeless tyres.

## New driving ease at every turn



The new recirculating ball-bearing steering system has dozens of steel balls rolling freely in the threads of the nut to provide you with maximum driving ease with minimum friction and wear. Pick ups and deliveries in tight parking spots are now simpler than ever, and this new steering system gives you a sense of precise command in traffic and on the open road.

## New tighter turning circle



With a new turning circle of only 36½ feet, deliveries in Holden can now be made faster, more easily in narrow city and suburban streets.

# Holden Utility and Holden Panel Van

## ABRIDGED SPECIFICATIONS

**ENGINE:** Six-cylinder, overhead valve design, unit power plant type; 3-point rubber suspension, one at the front and one at each side of the flywheel housing. Bore 3 in. Stroke 3½ in. Displacement 132.5 cu. in. S.A.E. or R.A.C. rating 21.0 h.p. maximum gross brake horse-power 70 at 4,000 r.p.m. Maximum gross brake torque 110 lb. ft. at 1,200 r.p.m.

**COMPRESSION RATIO:** 8.8 to 1.

**CRANKSHAFT:** Drop-forged, heat treated, fully counter-balanced with a Harmonic Balance.

**PISTONS:** Aluminium alloy, two taper-faced torsional type compression rings and one oil control ring with expander all above piston pin.

**CAMSHAFT:** Four-bearing steel forging with integral cams and helical gear for distributor and oil pump drive.

**CONNECTING RODS:** Length 5½ ins. Pinion pin, ¾ in. dia. Steel backed Babbs big end bearings. Connecting rods, heat treated. A jet is incorporated in connecting rod to deliver oil positively to the thrust side of the cylinder bore. Small end of connecting rod bushed with bronze bushing to take piston pin.

**OILING SYSTEM:** Full pressure system embodying helical gear type pump whence oil is fed through a short pipe to a main gallery drilled lengthwise through the crankcase. Crosswise passages carry oil from gallery to camshaft bearings, main and connecting rod bearings and timing gears. Crankpins are lubricated through holes drilled in the crankshaft and oil jets from connecting rod big ends lubricate cylinder bores. Lubrication of rocker gear, tappets, etc., is provided by a pipe from the cylinder block to the valve rocker shaft.

**CRANKCASE VENTILATION:** Ventilation of the engine crankcase, valve cover, etc., is provided by air intake through gauze filter, integral with the oil filter cap. Air passes through rocker and push rod chambers, picking up engine fumes which are drawn from the push rod chamber via a ventilator pipe located externally on R.H. side and communicating with push rod chambers. Pipe is extended downwards with lower end shaped to give extractor effect so as to maintain a constant flow of air through the crankcase.

**FUEL SUPPLY:** Stromberg double venturi down-draught type carburettor with vacuum-controlled power jet and positive action accelerating pump connected to the throttle control linkage. Hand-controlled choke with throttle cracker. A.C. fuel and vacuum booster pump, with glass filter bowl driven by an eccentric on camshaft and located at front right side of engine. 9½ Imp. gal. capacity tank under floor of spare wheel compartment. Filter neck extends through left rear-quarter panel of body. Fuel mixture heated (thermostatic control) in 3-port intake manifold heat chamber. Exhaust muffler, oval shaped, full bore reverse flow type. Low contour oil bath air cleaner and silencer.

**ELECTRICAL—IGNITION:** Distributor fully automatic—centrifugal and vacuum type advance control. Onlane selector provides for regulation of timing to suit grade of petrol used. Coil mounted on engine—12 volt starting motor, solenoid operated by combined starting and ignition switch on instrument panel. Generator—12 volt; 20 amps. and drive ratio 1.7 to 1. Cut-out relay incorporated as part of voltage and current regulator, 14 mm. spark plugs.

**ELECTRICAL—BATTERY:** 12 volt 7 plate mounted on L.H. front fender skirts under engine hood. Headlamps mounted in front fenders incorporate parking lamps. Dimmer switch located on toe board between clutch and foot brake pedals. Dome lamp with integral switch, combined tail and stop lamps. License plate light. Single low note wind tone horn mounted between radiator and grille.

**TRANSMISSION:** Three speed type with helical gears all round and synchromesh for second and high speeds. Gear shift lever mounted on steering column. Three forward speeds and one reverse. Ratio: 1st, 2.99 to 1; 2nd, 1.59 to 1; 3rd, direct; reverse 2.99 to 1. Transmission extension with outboard bearing to reduce length of propeller shaft.

**PROPELLER SHAFT:** Open propeller shaft type with needle bearing universal joints at front and rear. Rear supporting flange splined to hypoid pinion and retained by self locking nut.

**WHEELBASE:** 105 ins., overall length (with bumper) 175 45/64 in., overall width 66 29/32.

**CLUTCH:** Single plate, dry disc diaphragm type spring; driven plate cushioned to the hub by four high rate coil springs. Moulded facings riveted to plain faced driven plate. Clutch release bearing is sealed ball bearing. Clutch is hydraulically controlled.

**COOLING:** Cellular type radiator with pressure cap. (Thermostat for control of water temperature—bellows type.) Water pump of centrifugal type, 4-blade fan.

**REAR AXLE:** Banjo construction, semi-floating, final drive hypoid pinion carried by two taper roller adjustable pinion bearings; differential and crown wheel assembly carried by two taper roller adjustable side bearings; flanged axle shafts. Ratio: 3.888 to 1.

**BRAKES:** Four wheel hydraulic semi-bush type internal expanding articulated shoe type; brake drums are composite cast iron and steel with cooling ribs for heat dissipation.

**HANDBRAKE:** Operates mechanically on rear service brakes through cable control. Handbrake control located under instrument panel on R.H. side of driver.

**WHEELS:** Demountable disc with drop centre rim integral with wheel—size 13 x 4.50J. Stainless steel hub caps.

**TYRES:** Tubeless low pressure balloon, 6.40 x 13 x 6 ply. Spare wheel and tyre located horizontally on a specially designed carrier in a well under rear of load compartment floor. Chain clearance provided.

**STEERING:** Recirculating ball type. Two spoke steering wheel, 16½ in. dia., with horn blowing ring and hard rubber rim. Gear ratio: 14 to 1.

**TURNING CIRCLE:** 36.5 feet.

**FRONT WHEEL SUSPENSION:** Independent coil spring S.L.A. (short and long arm type) assembled to the front end frame as a complete unit.

**REAR SUSPENSION:** Hotchkiss drive with heavy duty semi-elliptic springs—48 in. long, 2 in. wide. Tension shackles with rubber bushings. Rear springs shot peened for durability.

**SHOCK ABSORBERS:** G.M.H. Delco. Direct acting tubular telescopic shock absorbers front and rear; the front being integral with the independent front suspension assembly.

**BODY STRUCTURE:** All steel "Aerobik" body with chassis and body built as one strong rigid unit. The structure being so designed to share the whole vehicle load without movement and consequent body squeaks and noises. The load area floor is supported by a series of strong channel sectioned members scientifically welded together, which distributes evenly the most concentrated load. The passenger compartment is finished to provide passenger car comfort. The load area is fully lined with detachable side panels and removable floor to give accessibility for service. No running boards. Alligator type hood; release operated from driver's compartment. Counterbalanced hinges to hold hood open.

**INSTRUMENT PANEL:** Indirectly lighted with rheostat for dimming instrument lights, includes combined ignition and starter switch, choke, speedometer, petrol gauge, head indicator, oil pressure and generator charging warning lights, lighting switch. Glove box with locking lid. Provision for radio installation. Windshield wiper control. Control knob for unlocking engine hood. Cowl vent control knob.

**EQUIPMENT—CHASSIS:** Dual windshield wipers with vacuum booster and automatic blade parking feature. Front bumper with guards. Rear bumperettes.

**EQUIPMENT—BODY:** Fine quality restful upholstery. Sun visors. Rear view mirror. Ashtray concealed type incorporated above instrument panel. All safety glass windows. Floor covering—rubber mat in front. Cowl ventilator, friction controlled, no-draught ventilation. Safety glass one-piece type windshield. Seat is fitted with "Z" type springs and is adjustable fore and aft; also by use of shim seat can be adjusted up or down. Convenient parcel shelf behind seat. Seat plates. Door locks include safety interlocking feature and anti-rattle. Hinges are concealed. Externally operated door lock L.H. front door. Hold-open door checks on both doors.

**TOOLS:** Tool container, combination pliers, screwdriver, wheel nut and spark plug wrench, jack and handle and wheel nut wrench handle. Tools, along with the spare wheel and tyre, are stored in a special compartment easily accessible from the rear. This compartment has a drop-type door and is fitted with a slam-type lock with special key.

**KERB WEIGHT:** Utility—2,345 lb. (approx.); Panel Van—2,360 lb. (approx.).  
**MAX. G.V.W. UTILITY AND PANEL VAN:** 29 cw.

**CUBIC CAPACITY PANEL VAN:** 67 cubic feet.

The well-known General Motors-Holden's Ltd. warranty protects you against defective workmanship or materials for 90 days or 4,000 miles of operation. Through the G.M.H. dealer-owner Service Policy you are also entitled to two thorough inspections and adjustments of your Holden without charge. Holden spare parts and expert service available throughout Australia. Specifications and equipment subject to change without notice.

G.M.A.C.'s Confidential Plan  
is available for your convenience.

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