

The 6 cylinder - 21 h.p.

HOLDEN

COUPE UTILITY

(7 cwt.)

HOLDEN UTILITY 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. ins. S.A.E. or R.A.C. rating 21 h.p., maximum brake horsepower 60 at 3,800 r.p.m. Maximum brake torque 100 ft. lbs. at 2,000 r.p.m.

COMPRESSION RATIO : 6.5 to 1.

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

PISTONS : Aluminium alloy "T" slotted type, two compression rings and one oil control ring, all above piston pin. Piston pin bushed with Cleveland bronze bushings.

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

CONNECTING RODS : Length, 5½ in. Piston pin, ¾ in. dia. Steel backed Babbitt crank pin bearings. Connecting rods heat treated and drilled for piston pin lubrication. A jet is incorporated in connecting rod to deliver oil positively to the thrust side of the cylinder bore.

OILING SYSTEM : Full pressure system embodying 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. Crank pins are lubricated through holes drilled in the crankshaft and oil jets from connecting rod big ends lubricate cylinder bores. Holes are rifle-drilled through the length of the connecting rods to lubricate piston pins under pressure. 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 an air scoop, with gauze filter, integral with the oil filler cap. Air passes through rocker and push rod chambers, picking up engine fumes which are drawn through 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 with vacuum-controlled power jet and positive action accelerating pump connected to the throttle control linkage. Hand controlled choke with throttle cracker. Octane Selector provides for regulation of timing to suit grade of petrol used. 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 attached by straps under floor of load compartment, towards front and on left-hand side. Filler neck extends through left rear-quarter panel of body, just in front of rear fender. Fuel mixture heated (thermostatic control) in 3 port intake manifold heat chamber. Exhaust muffler flexibly mounted L.H. side. A.C. air cleaner and silencer (provision made for oil bath air cleaner).

ELECTRICAL—IGNITION : Distributor fully automatic—centrifugal and vacuum type advance control—coil mounted on dash—6 volt starting motor with starting relay, solenoid operated by dash push button. Generator—6 volt, 28 amps.—drive ratio, 1.76 to 1. Cut-out relay incorporated as part of voltage and current regulator, 14 mm. spark plugs.

ELECTRICAL—BATTERY : 6 volt 11 plate mounted on R.H. side of dash under engine hood. Headlamps are standard Sealed Guide "Tilray" mounted in front fenders, incorporating parking lamps. Dimmer switch located on toe board. Dome lamp with integral switch, combined single tail, stop and licence plate illumination lamp, single horn mounted between radiator and grille.

TRANSMISSION : Three speed type with helical gears all round and Synchro-mesh for second and high speeds. Gear shift lever mounted on steering column. Three forward speeds and one reverse. Ratio : 1st, 2.98 to 1 ; 2nd, 1.59 to 1 ; 3rd direct ; reverse 2.98 to 1. Transmission extension with outboard bearing to reduce length of propeller shaft.

PROPELLER SHAFT : Open propeller shaft type with Mechanics' needle bearing universal joints at front and rear. Rear supporting flange splined to hypoid pinion and retained by special high strength nut.

WHEELBASE : 103 ins., overall length (with bumper) 171½ ins., overall width (over rear fenders) 66½ ins.

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.

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 spiral bevel hypoid drive. Gear ratio, 3.888 to 1.

BRAKES : Four wheel hydraulic semi-huck 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 wheels, with drop centre type rim integral with wheel—size, 15 x 3.50. Stainless steel hub caps.

TYRES : Low pressure balloon, 5.50—15 x 4 ply. Spare wheel and tyre located horizontally on a specially designed carrier in a well under rear of load compartment floor. Chain clearance provided for 5.50 x 15 tyres.

STEERING : Worm and sector type. Two spoke steering wheel, 16½ in. dia., with horn button at centre and hard rubber rim. Gear ratio, 14 to 1.

TURNING CIRCLE : 37 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—43½ in. long, 1½ in. wide. Tension shackles with rubber bushings. Rear springs shot peened for increased durability and fitted with metal covers to retain lubricant.

SHOCK ABSORBERS : Double-acting cast iron Delco shock absorbers front and rear ; the front being integral with the independent front wheel suspension assembly.

BODY STRUCTURE : All steel "Aerobilt" 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 subsequent 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 panels, and has removable wooden floor boards with ribbed section metal retaining strips designed for easy handling of load and accessibility for service. No running boards. Alligator type hood release operated from driver's compartment. Hinged strut to hold hood open.

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

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

EQUIPMENT—BODY : Fine quality restful upholstery. Sun visors. Rear view mirror. Ashtray concealed type incorporated in instrument panel grille. All safety glass windows, readily removable. Floor covering—rubber mat in front. Cowl ventilator, friction controlled no draught ventilation. Safety glass "V" type windshield. Seat is fitted with new type "Z" springs and is adjustable fore and aft. Convenient parcel shelf behind seat. Scuff plates. Rubber pads on pedals. Door locks include anti-rattler and hinges are concealed. Externally operated door lock L.H. front door. Hold-open door checks on both doors.

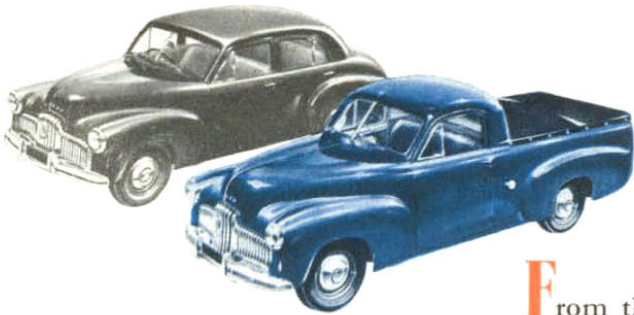
TOOLS : Tool container, adjustable wrench, combination pliers, hammer, open end wrench, screw-driver, wheel nut and spark plug wrench, jack and handle and wheel nut wrench handle. Tools along with the spare wheel and tyre are stored in a special compartment, easily accessible from the rear. This compartment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

PROTECTIVE OWNER-SERVICE POLICY

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 new 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.

G E N E R A L M O T O R S - H O L D E N ' S L I M I T E D
B R I S B A N E . S Y D N E Y M E L B O U R N E A D E L A I D E . P E R T H

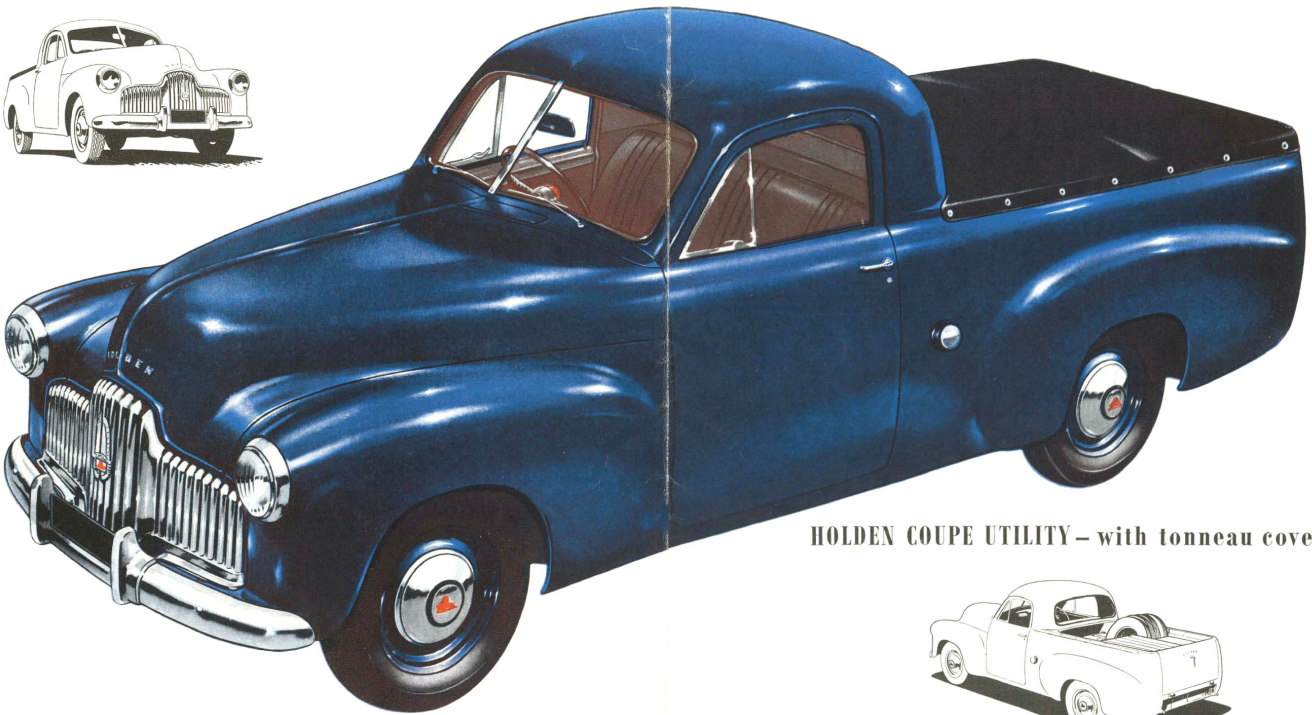
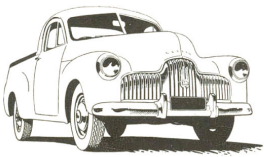


From the time the Holden car was announced letters from owner-drivers began to roll in from every corner of the country. Gradually the evidence built up . . . here was proof that Holden, the first car “made to order” for this country, was a pronounced success.

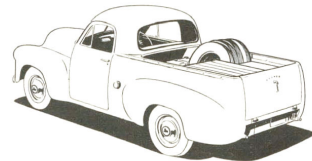
The Holden car’s astounding performance under every conceivable road and climatic condition made it obvious that Holden would make a great utility. Look at some of the features that owners have mentioned in their letters—features that mean profitable operation to utility operators.

“Brisbane to Coolangatta—43 m.p.g. . . .” “Trip to Perth averaged 36 m.p.g. . . .” “Super riding and comfort . . .” “Rough roads appear not to exist . . .” “Confirms the maker’s claims . . .” “. . . Used for droving sheep and general paddock work . . .” “. . . Big mileages over paddocks and bush tracks in my business as an excavation contractor . . .” “My work in banana growing industry compels me to travel over the worst roads in Australia . . .” “. . . 85,000 miles . . . not yet been decarbonized . . .” “. . . 57,000 odd miles . . . on the original set of tyres . . .” “. . . 75,000 miles . . . Melbourne City Council . . . annual inspection . . . by competent inspectors . . . no mechanical repairs whatsoever were ordered.”

If you have a transport job for a willing, go-anywhere utility you won’t do better than Holden. It gives you sensational economy (over 100 owners’ reports averaged 31 m.p.g.), flashing performance, dependability and good looks, nation-wide service—*Holden is Australia’s own utility.*



HOLDEN COUPE UTILITY - with tonneau cover



HOLDEN is smart . . . business-like

Holden's smart, business-like appearance will add new prestige to your name. Take a good look at its beautiful, modern lines . . . here is the ideal dual-purpose vehicle—an efficient partner for your work days and an attractive companion for your leisure.

Sit in it for a while and feel how the specially-designed Holden seat holds you firmly, comfortably, so that you can drive all day without becoming travel weary. Note the roominess of the cabin compartment. Here is room for three without crowding . . . elbow room . . . leg room . . . and head room, too.

You'll like the unusually large windows that give you an uninterrupted view of the road around you . . . and oversize rear window that lets you see your load . . . gives you perfect vision for backing and manoeuvring on the job.

Pay load area is generous . . . roomy . . . profitable—ideal for the business man and farmer alike.



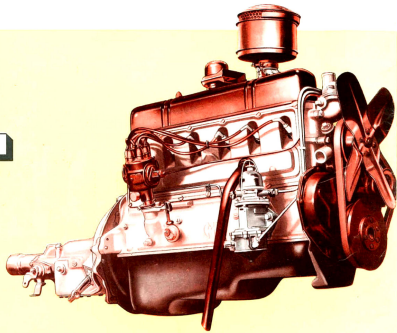
But for a real test take Holden out on the road . . . feel the punch and power of that 6-cyl., 21 h.p. engine that carries your loads over the toughest hills . . . gives you performance challenging anything on the road . . . a sense of security in handling that makes it a pleasure to drive hour after hour, through heavy traffic or on rough country roads.

But it's your balance sheet that will tell you the really sensational story of Holden. Here are entirely new standards in overall economy . . . in petrol and oil consumption and in maintenance—that will cut your overheads and make operation more profitable in any business.

Holden is designed for Australia and built in Australia. All General Motors' resources, all their experience, all their knowledge, all the best technical skill of the world and the very finest equipment have been drawn upon to provide you with a utility that will meet the special conditions of this country. The result is a vehicle you will be proud to own.

You must look to Holden for these two great, exclusive advantages

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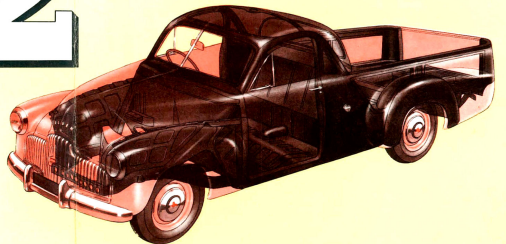
Powerful 6-cylinder 21 b.p. engine gives you plenty of power and acceleration plus outstanding economy!

In the combination of these two great engineering achievements lies the secret of Holden's astonishing performance. The lively fast-stepping engine is made more effective because of the high power-to-weight ratio of the vehicle. Relieved of the job of hauling unnecessary weight the engine gives faster acceleration, better hill climbing, higher speed, and more miles to the gallon.

The 6-cylinder engine is an overhead valve type with a nominal horsepower of 21. Maximum brake horsepower is 60 at 3,800 r.p.m. and maximum torque 100 ft. lbs. at 2,000 r.p.m. Bore is 3 in. and stroke 3 1/2 in. The almost equal dimensions of bore and stroke result in a number of definite advantages: reduced weight; more rigid crankshaft (because of overlapping bearings); stronger big ends; lower piston speeds (therefore less wear); and smoother operation (because of the lack of vibration).

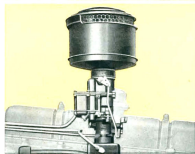
The Holden Utility follows the practice—already successfully employed in the Holden Sedan—of building the body and chassis as all one unit. This all-steel "Acrobilt" construction provides greater strength because every part of the all-steel structure is designed to carry its share of the load. To withstand the most severe conditions to which a fully loaded utility body is sometimes subjected, the load area floor is supported by a series of strong channel-sectioned members scientifically welded together. This body construction assures the even distribution of the most concentrated load.

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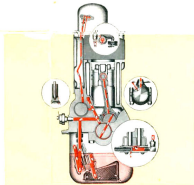
Body and chassis all one unit—all-steel "Acrobilt" construction—gives you greater strength, less weight, lively performance.

Here are just a few of the engineering features that have won the approval of Holden car owners everywhere. None of these features are experimental—all have been proved. In fact they represent the engineering experience of the General Motors organization—makers of more than 50 million vehicles.



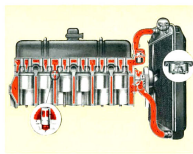
CARBURETTOR

The double venturi down-draught carburettor is extremely simple in design and efficient in operation. Vacuum operated power jet pump means greater economy and faster pick-up. Design of carburettor and inlet manifold ensures an even distribution of gas. Air-fixture and intake slipper are fitted and a hand choke with a throttle cracker simplifies starting from cold.



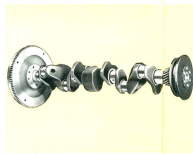
LUBRICATION

Oil's full measure metered-down lubrication contributes to Holden's outstanding performance and economy. Oil is supplied under pressure to all bearings, including crankshaft, connecting rods, piston pins and camshaft bearings. Oil is thrown in a jet at every revolution from the connecting rod big ends to lubricate the cylinder walls and pistons. Metered-down pressure against over-lubrication.



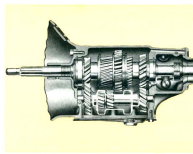
COOLING

An automatic, all-weather thermostat controls water circulation and keeps the Holden engine at top efficiency regardless of outside temperature. Full length water jackets completely surround all cylinders and the cylinder head is provided with jet cooling of exhaust valves, sure to prolong the life of the valves and seats. Radiator pressure cap increases the boiling point by 16 deg. ensuring proper cooling in hot climates.



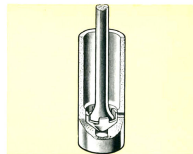
CRANKSHAFT

The completely balanced crankshaft, with its over-lapped bearings, is more rigid. It is balanced to a fraction of an ounce to give smoother engine performance at top speeds. An additional feature which neutralizes vibration and ensures smooth engine performance throughout the entire engine speed range is the Harmonic Balancer mounted on the forward end of the crankshaft and supported on rubber insulation.



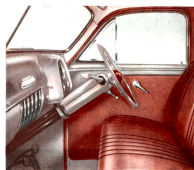
GEARBOX

3-speed, genuine synchro-mesh means absolutely silent changing up or down in second or top gears. Gears are precision "crown shaved" to give you the smoothest, quietest gear changing you have ever known. The gear shift control is mounted on the steering column—leaving the entire cabin clear and contributing to safety and comfort. The inclusion of helper springs makes the operation of the gear shift almost effortless.



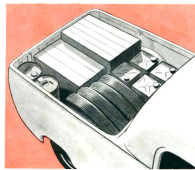
TAPPETS

Precision-made, hardened steel tappet inserts mean less adjustment, smoother running, less wear and long life. The inserts are fitted at the point where contact with the push rod normally causes wear. The inserts are made by an exclusive process that overcomes any possibility of failure. Meticulous steering process that they will give long, satisfactory service. Tappets are lubricated by a flow of oil from the piston.



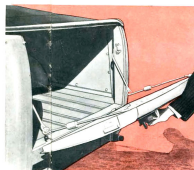
BIG, ROOMY COUPE

In styling, smartness, and money comfort Holden's super-compact yet big standards in Australian body work. Most efficient basic design has resulted in a surprising amount of wheelbase ratio. Actual dimensions are: 122.00 in. (100.00 in. wheelbase), 144.00 in. (110.00 in. wheelbase). The car is built with advanced trim materials are most attractive. Wear and tear reducing, P.V.C. coated fabric is fitted to car cushions and seats.



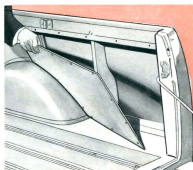
GENEROUS LOAD AREA

Check these dimensions: 60 x 58 for yourself how much more load capacity you are deriving from Holden. Length on floor 51 inches; maximum width at floor 60 inches; width between wheelbases 43 inches; depth at floor 22 inches. Here is ample space to store a portable load—space that makes the willing, go anywhere within the legal vehicle for the rear on the land and tradesman with a transport job to do.



EASY-OPENING TAILBOARD

Just a twist and the tailboard is open. This exclusive Holden invention will be appreciated by busy tradesmen. No use of handling when your arms are loaded. All you need is one hand and the job is done. The tailboard opens to be flat, making a firm loading platform, or it can be dropped fully to permit the trailer to be backed right up to the load. A heavy-duty strap-type hinge gives strength and stability without annoying rattle.



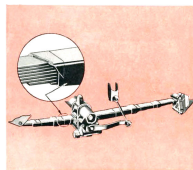
REMOVABLE INNER PANELS

Removable inner panels permit repairs to be made to the bodywork without expensive dismantling charges. The inner panels are held in position by screws which can be removed in a few minutes giving access to the pressed steel outer panels. The floor, constructed from first grade hardwood, is lined with steel skid strips to ensure long and satisfactory wear. Floor boards are fastener accessible for service.



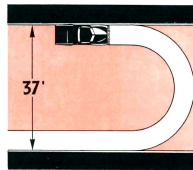
AMPLE REAR VISION

The large one-piece curved back light gives splendid rear vision, permitting the driver to see over his load for safer maneuvering, backing and parking. The large, curved window gives a very attractive appearance to the body work as well as increasing the safety factor by improved vision. The castor, maneuvering made possible by this increased vision will be appreciated by utility operators who must pick up their loads in congested and difficult areas.



FRONT AND REAR SUSPENSION

Independent front wheel springing with double acting shock absorbers levels out the roughest roads and makes steering easier. Extra heavy semi-elliptic rear springs (10 leaves) 4 1/2 in. long by 1 1/2 in. wide have been fitted to take the punishment of full loading over the roughest roads. DELOX TYPE double-acting shock absorbers fitted front and rear.



SMALL TURNING CIRCLE

Holden's small turning circle of 37 feet gives remarkably easy handling and quick maneuverability. Holden steers with a finger flip... its response is immediate and positive. Holden steering system moves both front wheels uniformly and permits less deflection in wheel position as they rise and fall. The steering ratio is 14 to 1, which, together with the 1 1/2 inch diameter steering wheel, gives almost effortless steering with perfect control.