

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 $3\frac{1}{2}$ 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, $5\frac{1}{2}$ in. Piston pin, $\frac{3}{4}$ 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. $9\frac{1}{2}$ Imp. gal. capacity tank attached by screws to brackets protruding from 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) 171 $\frac{1}{2}$ ins., overall width (over rear fenders) 66 $\frac{1}{2}$ 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, 16 $\frac{1}{2}$ ins. 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—43 $\frac{1}{2}$ in. long, 1 $\frac{1}{2}$ in. wide. Tension shackles with rubber bushings. Rear springs shot peened for increased durability.

SHOCK ABSORBERS : Shock absorbers front and rear; the front being integral with the independent front wheel suspension assembly.

BODYSTRUCTURE : 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. Gravel Deflectors. Door locks include anti-rattler and hinges are concealed. Externally operated door lock L.H. front door. Hold-open door checks on both doors.

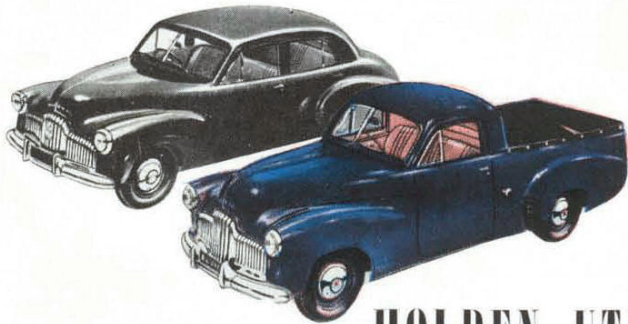
TOOLS : Tool container, adjustable wrench, combination pliers, hammer, open end wrench, screw-driver, wheel nut and spark plug wrench, jack and handle and wheel nut wrench handle. Tools along with the spare wheel and tyre are stored in a special compartment, easily accessible from the rear. This compartment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

GENERAL MOTORS - HOLDEN'S LIMITED
BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH



HOLDEN UTILITY OWNERS REPORT . . .

“Plenty of power” . . . “Outstanding performance” . . . “Amazing economy”

Reports from Holden Utility owners all over Australia praise Holden Utility’s power, performance and economy.

The average fuel consumption based on these reports is 30.4 m.p.g. ★

A farmer reports “ . . . 30,000 miles of trouble-free running ” . . . a country storekeeper writes “ . . . our running costs now exactly half our previous utility . . . ”

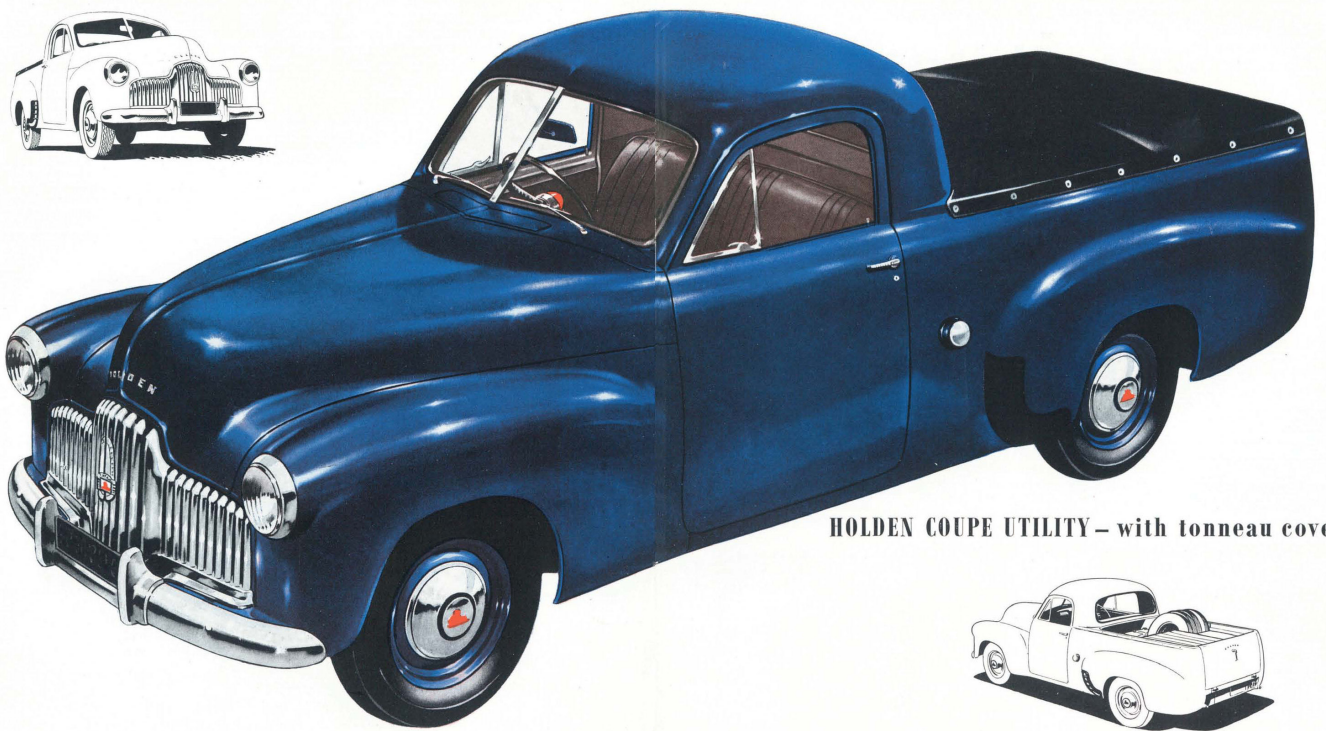
. . . An engineer on city inspection work is “ . . . averaging 30.5 miles to the gallon . . . ”

. . . Others report “ . . . regularly run 200 miles on six gallons . . . ” “ . . . 35 m.p.g. on straight runs . . . ” “ . . . it’s an amazing performance . . . ”

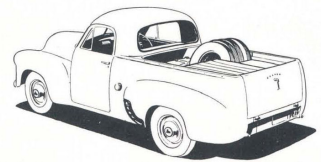
These reports are from business men to whom money saved on running costs and trouble-free operation is money earned. They have kept a careful check on petrol, oil, maintenance and repairs and pay tribute to Holden Utility’s “amazing low-cost operation.”

Farmers, builders, tradesmen, signwriters, carriers, men in many other occupations praise the 6-cylinder power, the 21 h.p. performance, the economy and dependability of Holden Coupe Utility.

★ Where owners have reported greater economy on long runs and a lower average under normal working conditions, the lower figure has been taken for working out the average Holden Utility petrol consumption.



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.





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 . . . An engineer on city inspection work is " . . . averaging 30.5 miles to the gallon . . . "
 . . . Others report " . . . regularly run 200 miles on six gallons . . . " " . . . 35 m.p.g. on straight runs . . . " " . . . it's an amazing performance . . . "

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HOLDEN UTILITY ABRIDGED SPECIFICATIONS

ENGINE: Six-cylinder overhead valve design, 2000 cc. (121 cu. in.) bore 3.125 in. (stroke 3.75 in.). Compression ratio 12.5 to 1. Carburettor, 1.5 in. diameter. Maximum speed 100 m.p.h. at 3300 r.p.m.

COMPRESSION RATIO: 12.5 to 1.

CRANKSHAFT: One-piece, forged steel, fully counterbalanced, with 5. Thomson Ballbearings.

PISTONS: Aluminium alloy, 70-30 alloy, one-piece piston rings and steel wrist pins. Piston cooling by splash lubrication.

CAMSHAFT: Four-bearing shaft forged with hardened steel, with hardened steel cam followers and steel pins. Piston cooling by splash lubrication.

CONNECTING RODS: Length, 5.5 in. Forged steel, with hardened steel wrist pins and steel pins. Piston cooling by splash lubrication.

VALVING SYSTEM: Full pressure system, overhead valves, 1.5 in. diameter, with hardened steel stems and hardened steel seats. Piston cooling by splash lubrication.

INTEAKE MANIFOLD: Cast iron, with hardened steel valves and hardened steel seats. Piston cooling by splash lubrication.

EXHAUST SYSTEM: Cast iron, with hardened steel valves and hardened steel seats. Piston cooling by splash lubrication.

CLUTCH: Single-plate, cast iron, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

GEAR BOX: Cast iron, with hardened steel gears and hardened steel shafts. Piston cooling by splash lubrication.

PROPELLER SHAFT: Cast iron, with hardened steel yokes and hardened steel shafts. Piston cooling by splash lubrication.

DIFFERENTIAL: Cast iron, with hardened steel gears and hardened steel shafts. Piston cooling by splash lubrication.

AXLES: Cast iron, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

WHEELS: Cast iron, with hardened steel spokes and hardened steel hubs. Piston cooling by splash lubrication.

TIRES: 12 in. diameter, 1.5 in. wide, with hardened steel beads and hardened steel rims. Piston cooling by splash lubrication.

STEERING: Worm and sector type, with hardened steel worm and hardened steel sector. Piston cooling by splash lubrication.

ELECTRICAL-IGNITION: Distributor, fully counterbalanced, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

FRONT WHEEL SUSPENSION: Independent front suspension, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

REAR SUSPENSION: Independent, drive shaft, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

SHOCK ABSORBERS: Cast iron, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

BODYSTRUCTURE: All-steel, "Austral" bodywork, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

INSTRUMENT PANEL: Instrument panel, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

EQUIPMENT-BODY: Free trailer hitch, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

TOOLS: Two complete sets of tools, with hardened steel springs and hardened steel plates. Piston cooling by splash lubrication.

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GENERAL MOTORS - HOLDEN'S LIMITED
 MELBOURNE SYDNEY BRISBANE ADELAIDE PERTH

The 6 cylinder - 21 h.p.

HOLDEN COUPE UTILITY

(7 cwt.)

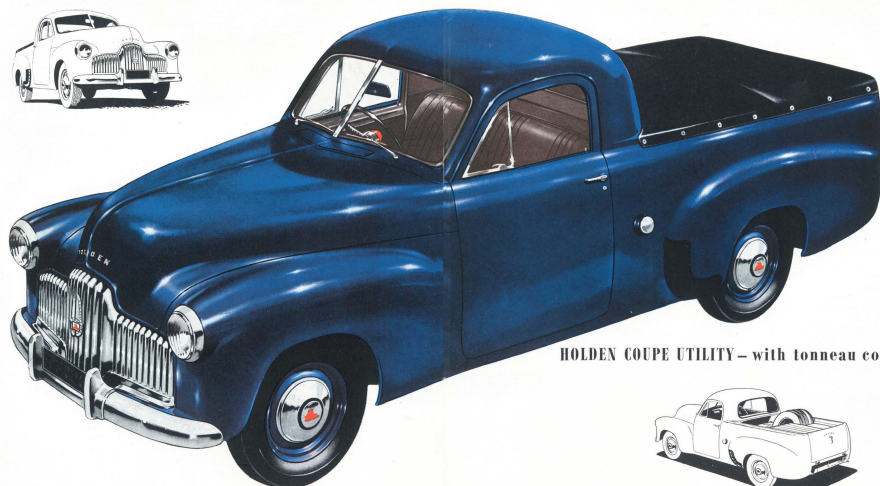
HOLDEN is smart . . . business-like

Holden's smart, business-like appearance will add new prestige to your name. Take a good look at its powerful, modern lines . . . here is the ideal engine that carries four loads of 6-11, 21 h.p. . . . feel the punch and power of that 6-11, 21 h.p. But for a real test take Holden out on the road. That makes it a pleasure to drive four after four, through heavy traffic or on rough country roads. But it's your balance sheet that will tell you definitely that Holden rear loads your family, comfortably, so that you can drive all day without becoming road weary. None the less, the reason for the really sensational story of Holden's economy is in part an old companion and in part a new one. Holden's new standard in overall economy . . . a lower average under normal working conditions, the reason being an efficient partner for your days and an attractive companion for your leisure.

But it's not a white and feel how the speciality-designed Holden rear loads your family, comfortably, so that you can drive all day without becoming road weary. None the less, the reason for the really sensational story of Holden's economy is in part an old companion and in part a new one. Holden's new standard in overall economy . . . a lower average under normal working conditions, the reason being an efficient partner for your days and an attractive companion for your leisure.

Holden is designed for handling large windows that give you an unimpeded view of the road ahead. All General Motors' resources, all the best Australian, all General Motors' knowledge, all the best equipment that have been devised to provide you with a utility that will meet the special conditions of the country. The result is a vehicle you will be proud to own.





HOLDEN COUPE UTILITY—with tonneau cover



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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 tired 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 increase rear window that lets you see your load . . . gives you perfect vision for backing and manoeuvring on the job.

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GENERAL MOTORS HOLDENS LIMITED
BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH

PROGRESSIVE OWNERSHIP POLICY
The vehicle is owned by the Finance Corporation of Australia (FCA) and is leased to you for a period of 3 years. At the end of the 3 years you have the option of purchasing the vehicle for a nominal sum or returning it to the FCA. This policy offers you the advantages of ownership without the disadvantages of a cash purchase.

FINANCE CORPORATION OF AUSTRALIA
The Finance Corporation of Australia is a government-owned corporation established under the Finance Corporation Act, 1951. It is a body corporate with a separate legal personality and is authorized to raise and invest funds for the purpose of financing the acquisition and disposal of motor vehicles.

LEASE AGREEMENT
This lease agreement is made between you and the Finance Corporation of Australia. It sets out the terms and conditions of the lease, including the amount of the weekly payments, the term of the lease, and the responsibilities of each party.

TERMS AND CONDITIONS
1. The vehicle is leased to you for a period of 3 years, commencing on the date of delivery to you.
2. You shall pay to the Finance Corporation of Australia the weekly payments of \$10.00, plus GST, in arrears.
3. You shall be responsible for the maintenance and repair of the vehicle during the term of the lease.
4. You shall not be permitted to sub-lease the vehicle or to use it for any purpose other than that specified in the lease agreement.
5. At the end of the 3 years, you shall have the option of purchasing the vehicle for a nominal sum of \$1.00, or returning it to the Finance Corporation of Australia.

HOLDEN UTILITY VEHICLES SPECIFICATIONS

(7 cyl.)

HOLDEN

COUPE UTILITY

The 6 cylinder - 21 h.p.

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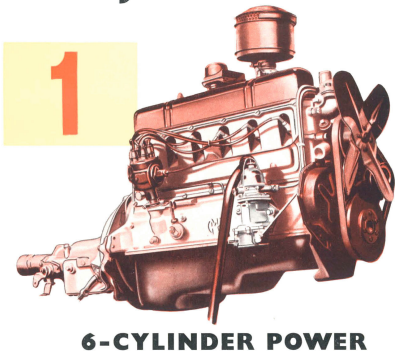
m.p.g. on straight runs " . . . " . . . it's an amazing performance " . . .

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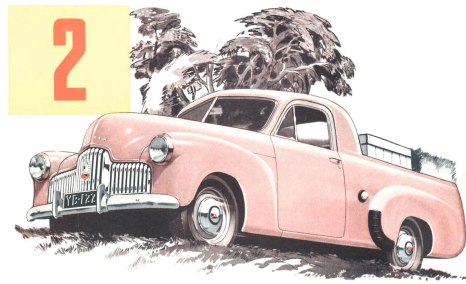
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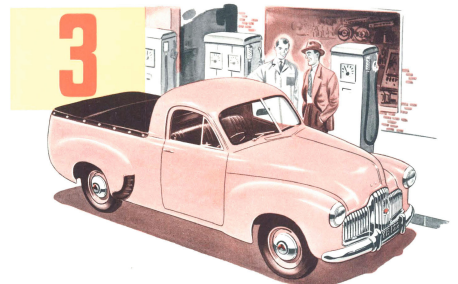
Only Holden Utility combines these 3 great advantages . .



6-CYLINDER POWER

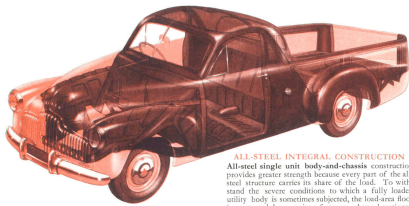


21 HORSEPOWER PERFORMANCE

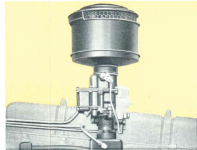


30 M.P.G. ECONOMY
(as reported by owners)

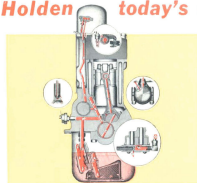
Here are just a few of the features that make Holden today's outstanding utility value . .



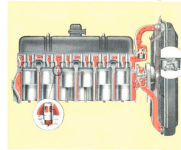
ALL-STEEL INTERNAL CONSTRUCTION
All-steel single unit body-and-chassis construction provides greater strength because every part of the all-steel structure carries its share of the load. To withstand the severe conditions to which a fully loaded utility body is sometimes subjected, the load-area floor is supported by a series of strong, channel-sectioned members scientifically welded together. Integral construction ensures an even distribution of the most concentrated load.



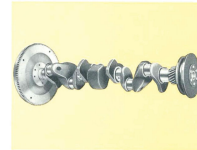
CARBURETOR
The double venturi down-draught carburetor is extremely simple in design and efficient in operation. Vacuum operated power by-pass jet means greater economy and faster pick-up. Design of carburetor and inlet manifold ensures an even distribution of gas. Air-cleaner and intake silencer are fitted and a hand choke with a diaphragm cracker simplifies starting from cold.



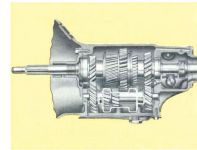
LUBRICATION
100% full pressure metered-flow lubrication contributes to Holden's outstanding performance and economy. Oil is supplied under pressure to all bearings, including crankshaft, connecting rods, piston pins and camshaft bearings. Oil is thrown in a jet at every revolution from the connecting rod big ends to lubricate the cylinder walls and piston. Metered-flow protects against over lubrication.



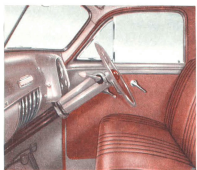
COOLING
An automatic, all-weather thermostat cools water circulation and keeps the Holden engine at efficiency regardless of outside temperatures. Full rich water jackets completely surround all cylinders and the cylinder head is provided with jet cooling exhaust-valve seats to prolong the life of the valvular seats. Radiator pressure cap increases the boiling pt by 14 deg. ensuring proper cooling in hot climate.



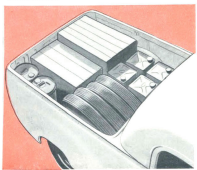
CRANKSHAFT
The completely balanced crank is in over-lapping bearings, 31 more rigid. It is balanced to a fraction of an ounce to give smoother engine performance at top speeds. An additional feature which neutralizes vibration and ensures smooth engine performance throughout the engine speed range is the Harmonic Balancer mounted on the forward end of the crankshaft and supported on rubber insulators.



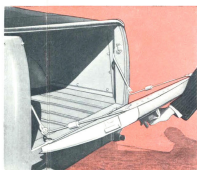
GEARBOX
3-speed, genuine synchro-mesh means absolutely silent changing up or down in second or top gear. Gears are precision "cross shaved" to give you the smoothest, quietest gear changing you have ever known. The gear shift control is mounted on the steering column—leaving the coupe cabin clear and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



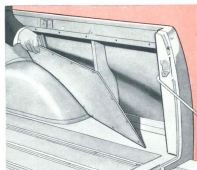
BIG, ROOMY COUPE
In styling, spaciousness, and roomy comfort Holden unapologetically sets new standards in Australian body work. More efficient basic design has resulted in a surprising spaciousness to wheelbase ratio. Actual dimensions are: Leg room 43 in.; Hip room 44 in.; Head room 56 in. The seat is easily adjustable. Trim materials are most attractive. Wear and fire resisting, P.V.C. coated fabric is fitted to seat cushions and squabs.



GENEROUS LOAD AREA
Check these dimensions . . . see for yourself how much more load capacity you are getting from Holden: Length on floor 71 1/2 inches (with tailboard in horizontal position 66 inches) maximum width at front 56 inches; width between wheelarches 41 in.; depth at front 16 inches. Here is ample space to take a profitable load—space that makes this willing, go-anywhere utility the ideal vehicle for the man on the land and tradesman with a transport job to do.



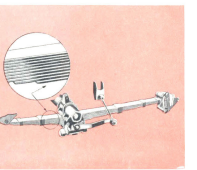
EASY-OPENING TAILBOARD
Just a twist, and the tailboard is open. The exclusive Holden mechanism will be appreciated by heavy tradesmen. No more fumbling when your arms are loaded. All you need is one hand and the job is done. The tailboard opens to lie flat, making a firm loading platform, or it can be dropped fully to permit the utility to be backed right up to the load. A heavy duty snap-type hinge gives strength and stability without annoying rattle.



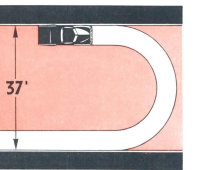
REMOVABLE INNER PANELS
Removable inner panels permit repairs to be made to the bodywork without expensive dismantling charges. The inner panels are held in position by screws which can be removed in a few minutes giving access to the pressed steel outer panels. The floor, constructed from heat-treated backwood, is fitted with steel skid strips to ensure long and satisfactory wear. Floor boards that are removable for easy service accessibility are another feature contributing to Holden's low-cost maintenance.



AMPLE REAR VISION
The large one-piece curved back light gives excellent rear vision, permitting the driver to see in his load for safer manoeuvring, backing and parking. This large, curved window gives a very attractive appearance to the body work as well as an increase in safety factor by improved vision. The easier manoeuvring 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 levels out the rougher roads and makes steering easier and safer under all conditions. Extra heavy semi-elliptic rear springs (16 leaves) 41 in. long by 2 1/2 in. wide have been fitted to take the punishment of full loading over the roughest roads. Shock absorbers fitted front and rear contribute to the smooth, sitting ride that is a feature of Holden Coupe Utility.



SMALL TURNING CIRCLE
Holden's small turning circle of 37 feet gives remarkably easy handling and quick manoeuvring. Holden steer with a finger rib . . . its response is immediate and positive. Holden steering system moves both front wheels uniformly and permits less deflection in wheel positions as they rise and fall. The steering ratio is 14 to 1, which, together with the 16 1/2 inch diameter steering wheel, gives almost effortless steering with perfect control.