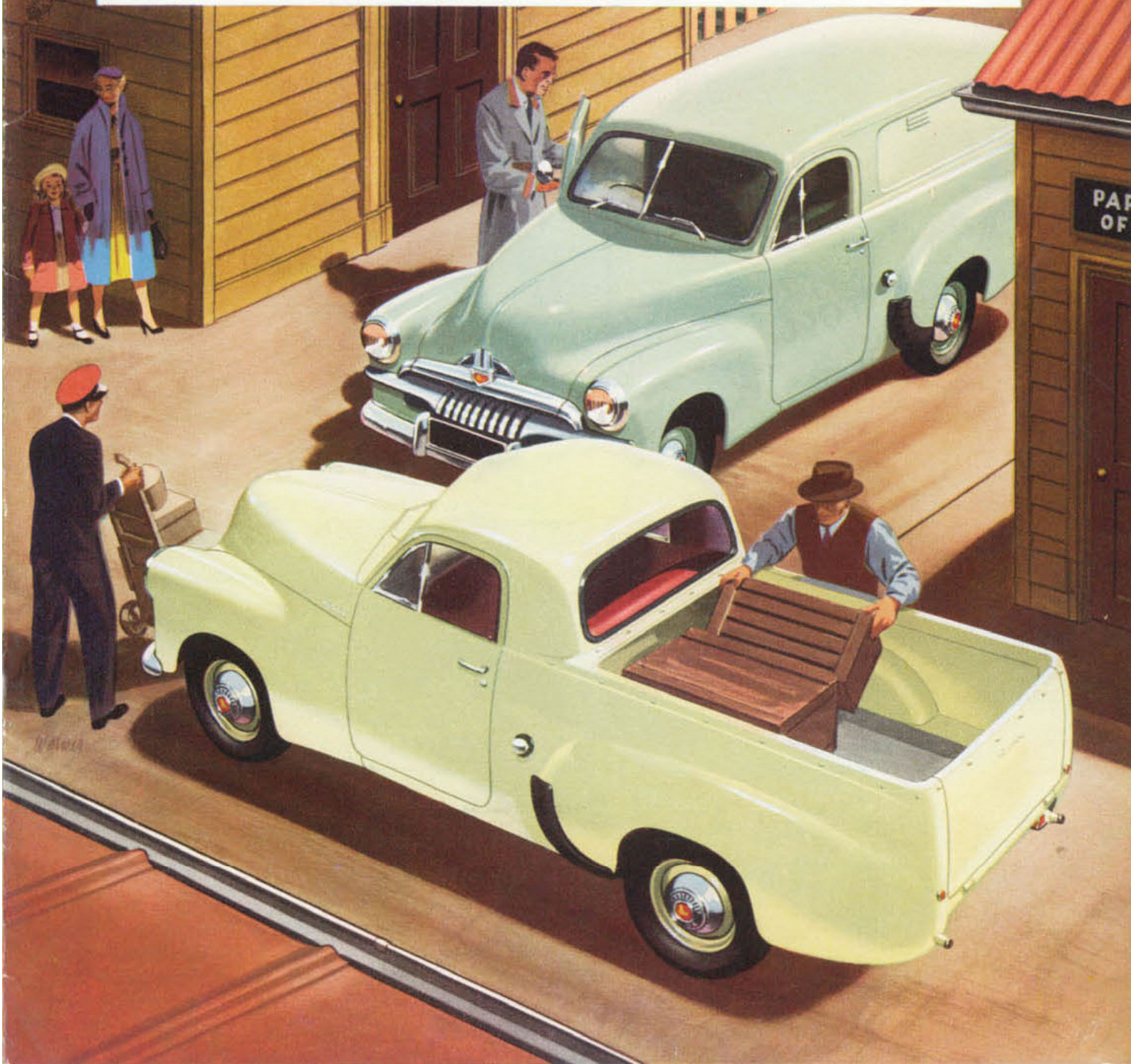




HOLDEN

Australia's Own Utility

Australia's Own Panel Van



Holden Utility is Rugged, Economical, Powerful, Smart . . .



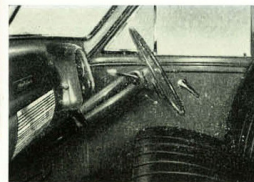
HOLDEN COUPE UTILITY WITH TONNEAU COVER

(To comply with State regulations in Victoria and West Australia, rear view mirror is located externally)
Holden is Australia's Own Utility—designed and built by General Motors-Holden's Ltd. in plants employing more than 15,000 Australian men and women.

For town or country . . . work or pleasure, Holden Utility offers the best combination of power, economy, durability and value. And the main reason is that Holden—Australia's Own Utility—is designed and built for Australian conditions. Consider some of the advantages you enjoy in Holden at a low first cost. You'll like the lively acceleration and ideal top gear performance of the 6 cylinder, 21 h.p. 'square' engine with its new higher 70 gross brake horsepower.

Matching this fine performance is a remarkable petrol economy—unequaled by any other utility of comparable size and power. You'll appreciate the durability and long, trouble-free service for which Holden has such a high reputation. And—when repairs eventually do become necessary—you'll make big savings in time and money through the ready availability of low-cost factory-guaranteed parts and specialised service.

These are only a few of the highlights which make Holden first choice of utility buyers throughout Australia. Further advantages are described on this page and elsewhere in the catalogue.



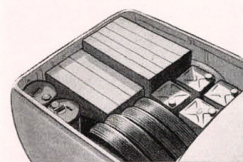
ROOM FOR THREE

Actual dimensions are: Leg room 42 $\frac{1}{2}$ in.; head room 35 $\frac{3}{8}$ in.; hip room 54 $\frac{1}{8}$ in. Upholstery on seats and squabs is P.V.C., a material of exceptional durability with an attractive antique finish.



AEROBILT CONSTRUCTION

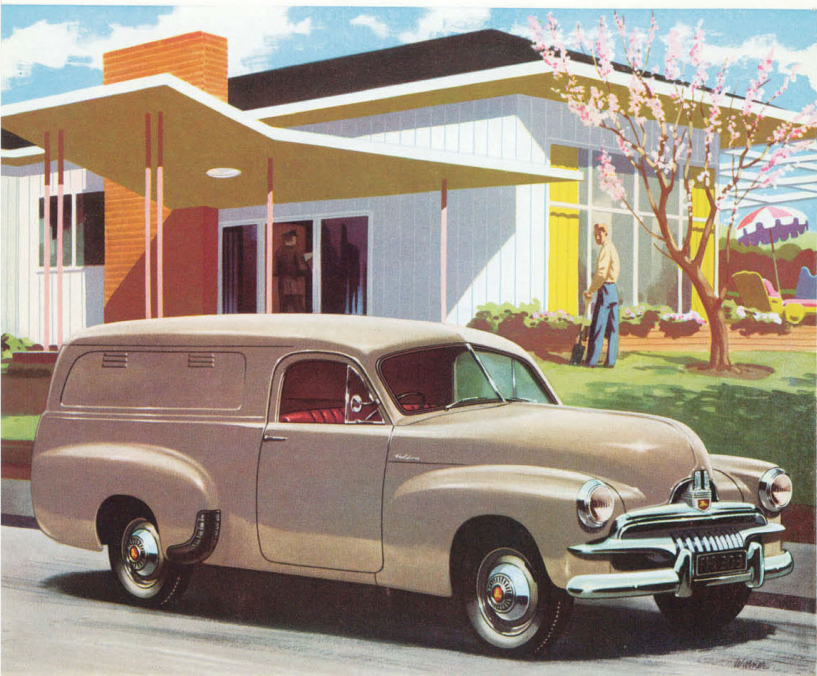
All-steel single unit body and chassis construction provides greater strength because every part of the all-steel structure is called on to carry its share of the load.



SPACE FOR PROFITS

You get all this space for a profitable load; Floor length 75 $\frac{1}{2}$ in. (with tailboard horizontal 96 $\frac{1}{2}$ in.); width at front 54 $\frac{1}{8}$ in.; width between wheel arches 43 in.; mean depth 19 $\frac{1}{2}$ in.

Style, Distinction, Power and Economy . . . Holden Panel Van



HOLDEN PANEL VAN

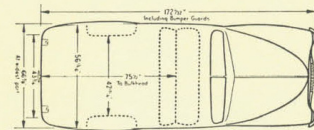
(To comply with State regulations in Victoria and West Australia, rear view mirror is located externally.)

The Holden Panel Van is designed and engineered for Australia; it combines impressive styling with ideal power, economy and dependability. It is another success for Holden Engineers.

The bold, distinctive radiator grille, the monogrammed hub caps, the strong clean lines of fenders, cabin and load compartment, are all features that make Holden Panel Van a first line business ambassador for you.

And your first drive will convince you that the 6 cylinder, 21 h.p. performance of Holden makes it an outstanding unit for transporting lightweight merchandise quickly and profitably.

Add to the beauty and power of Holden Panel Van the advantages of economy, proven dependability and a low list price and it's apparent why Holden is becoming the choice of more and more panel van buyers.

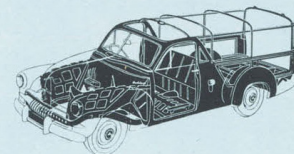
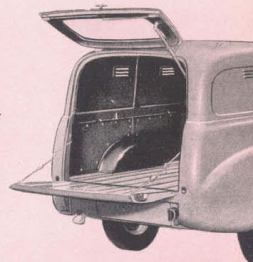


ROOMY PAY-LOAD AREA

This plan illustrates Holden's ample space for a really profitable load. Maximum height of the load area is 41 $\frac{1}{8}$ in. Loading height is only 22 $\frac{3}{4}$ in.

IDEAL FOR LOADING IN NARROW LANES

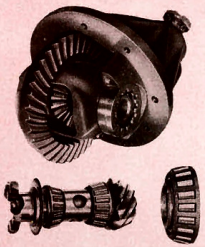
Top section of rear door opens up. Lower section opens flat or drops fully. Outside lock on top section. Lower inside handle operates only when top door opens.



GREATER STRENGTH

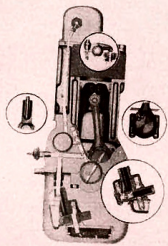
Sturdy, single unit body and chassis construction provides greater strength with less weight, permitting improved performance and better operating economy.

Holden gives you all the features you want . . .



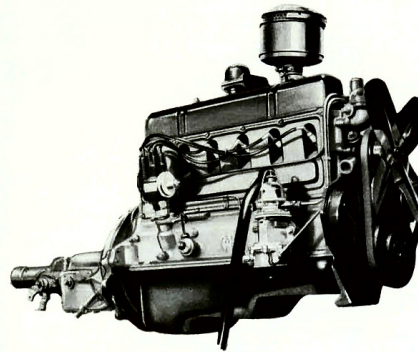
REAR AXLE ASSEMBLY

The Holden rear axle assembly is of sturdy banjo construction with taper roller pinion and differential side bearings adjustable for easy servicing. Rear axle wheel bearings are long-lasting and have sturdy load carrying capacity.



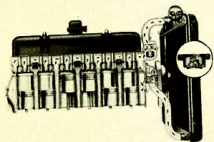
LUBRICATION

Oil is supplied under pressure to all engine bearings including crankshaft, connecting rods and camshaft bearings. Metered flow protects against over-lubrication.



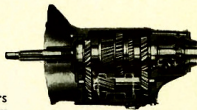
NEW POWER, yet economical as ever

Now greater value than ever before. Holden Utility has magnificent new power with its 6 cylinder 21 h.p. overhead valve 'square' engine now developing 70 gross brake horsepower; higher 6.8 to 1 compression ratio; new inlet valves to fit increased diameter seats, and larger inlet ports. New reserves of power mean still easier handling in traffic . . . still greater load pulling capacity. Matching up with this finer performance is a petrol economy that's really remarkable, engine tests proving that Holden Utility is as economical as ever.



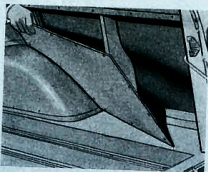
COOLING

Holden has automatic all-weather engine temperature control, with full length water jackets completely surrounding all cylinders to help ensure maximum economy and engine life.



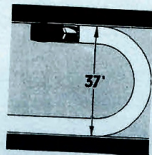
GEAR BOX

General Motors type 3-speed, genuine synchromesh means silent changing in second or top gears. Gears are "crown shaved" for smooth operation.



REMOVABLE INNER PANELS

Body repairs can be made without expensive dismantling charges. The flooring is first-grade hardwood protected by steel skid strips. Floor boards are removable to allow easier service.



SMALL TURNING CIRCLE

With 37 foot turning circle, steering ratio of 14 to 1 and 16½ in. diameter steering wheel, Holden gives easy manoeuvrability and quick response for convenient handling under all conditions.

Owner Testimonials

Letters from owners all over Australia tell of the low cost operation and rugged dependability of Holden Utility.

"May we take this opportunity of giving you a report on our 1951 Holden Utility.

This vehicle was purchased in April 1951 and has just completed 40,000 miles of trouble free motoring. . . This vehicle, . . . in city and country, gave a steady 30 miles per gallon. . .

The outstanding features of our Holden Utility were its consistent economical performance under all conditions, fast acceleration and power when under load, plus its excellent resale value."

E. O. DORNEY, Dorney Hatchery
20 Norseman Avenue, Westbourne Park, S.A.

" . . . It was with some misgivings that I changed from a heavy type Utility to a Holden, my main concern being as to whether the continued running (and generally loaded to capacity) involved in the carrying on of a Plumbing Business in the suburbs would be too much to expect of a utility of this size.

I am pleased to say, however, that not only has

it stood up to this arduous task admirably, but has proved to be a money-saver too, because of its remarkable economy in petrol and trouble-free running; this feature, of course, makes it a first class utility for use as a car and business vehicle too . . ."

W. J. THOMPSON
8 Wingrove Avenue
Epping, N.S.W.

"In April '51, I purchased a Holden utility and have now done 40,000 miles. This vehicle is used for every purpose a man on the land can put a vehicle to, mustering sheep, fox hunting, etc. and in that time the only repair has been a new set of spark plugs at 33,000 miles. The petrol consumption I find amazing and its convenience when making visits to the city is very good."

D. R. UNGER
Mt. Gambier.

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 $3\frac{1}{4}$ in. Displacement 132.5 cu. ins. S.A.E. or R.A.C. rating 21.6 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: 6.8 to 1.

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

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, $5\frac{5}{8}$ in. Piston pin, $\frac{3}{4}$ in. dia. Steel backed Babbitt crankpin 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 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 filler 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 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. Low contour oil bath air cleaner and silencer.

ELECTRICAL—IGNITION: Distributor fully automatic—centrifugal and vacuum type advance control—coil mounted on dash—6 volt starting motor, solenoid operated by dash push button. Generator—6 volt, 33 amps.—drive ratio, 1.71 to 1. Cut-out relays 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 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 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), $171\frac{1}{2}$ in. overall width (over rear fenders) $66\frac{1}{2}$ in.

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, 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. 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 with drop centre rim integral with wheel—size, 15 x 4.00J. Stainless steel hub caps.

TYRES: Tubeless low pressure balloon, 5.50x15—4 ply. 5.90x15—6 ply optional at extra cost. 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, $16\frac{1}{2}$ 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—46 in. long, $2\frac{1}{4}$ in. wide. Tension shackles with rubber bushings. Rear springs shot peened for durability.

SHOCK ABSORBERS: GMH Delco. Direct acting tubular telescopic shock absorbers front and rear; the front being integral with the independent front 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, lighting switch. Glove box with 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.

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 "Z" type 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, 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 2309 lb.; PANEL VAN, 2350 lb.

MAX. G.V.W. UTILITY AND PANEL VAN: 28 cwt.

CUBIC CAPACITY PANEL VAN: 81 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 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

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