

*Presenting the New*

**STANDARD**

**ATLAS 10/12 cwt.**



ATLAS RANGE

# Only **ATLAS** gives . . .

## **BIGGER LOAD SIMPLER SERVICING EASIER DRIVING**

Here is a van that carries more than any other in its class; turns as easily as a London taxi; is serviced easier and quicker than any other forward control vehicle. There's no doubt the new Standard ATLAS 10/12 cwt. van stands ahead of all others.

And those fine engineering qualities that have won world renown for the name of Standard, have gone into the 948 c.c. Power Plus engine.

A separate rigid chassis gives that extra strength to face the hardest wear and the severest conditions.

ATLAS is the ideal light van for every purpose. For the tradesman its amazing manoeuvrability and large capacity ensure speedy and economical deliveries. As a light van in a fleet it provides reliable, sturdy service. As a carrier in remote districts its large capacity with outstanding petrol economy makes it the obvious choice.

**Whatever the load, wherever the place, ATLAS will manage it easier and quicker.**



**ATLAS****carries more . . .****. . . than any other  
van in its class**

ATLAS has a load capacity of 180 cu. ft. taking the maximum internal dimensions as 92" long × 63" wide × 55" high, with additional space beside the driver when a passenger is not being carried—greater than that of any vehicle with a similar payload.

With this exceptional carrying capacity goes a low overall weight which enables ATLAS to give a better ton-miles-per-gallon and cubic foot-load-per-gallon performance than any other British vehicle of its class.

Indeed, the ATLAS takes a bigger load per journey than any other similar vehicle. This means that delivery costs are cut to a minimum.

A single hinged rear door and a low-loading height allow heavy and awkward articles to be lifted easily. The generous internal height enables the average man to work from inside without being cramped. A hinged side-loading door is available as an optional extra.

**With ATLAS you can load more,  
Load it easier, load it quicker**





ATLAS RANGE

# ATLAS

## has tightest turning circle

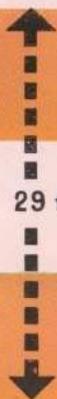
**URNS AND PARKS EASIER THAN ANY  
OTHER VAN IN ITS CLASS**

The ATLAS has a turning circle which is *considerably less than that of any other van in its class.*

Think what this means when your driver has to negotiate the congested streets of your town or city. How it will ease his parking and turn-round problems. How it will save time, fuel, wear and tear.

It means also that the ATLAS can be garaged easily, be driven down narrow lanes in country districts and handled effortlessly in confined spaces. Station yards, factory or warehouse loading-bays, docks and carriage drives, for example.

The 'taxi-turn' ATLAS saves money and man hours.



**29 ft. TURNING CIRCLE**

*smallest in its class*





# Amazing new construction slashes service time

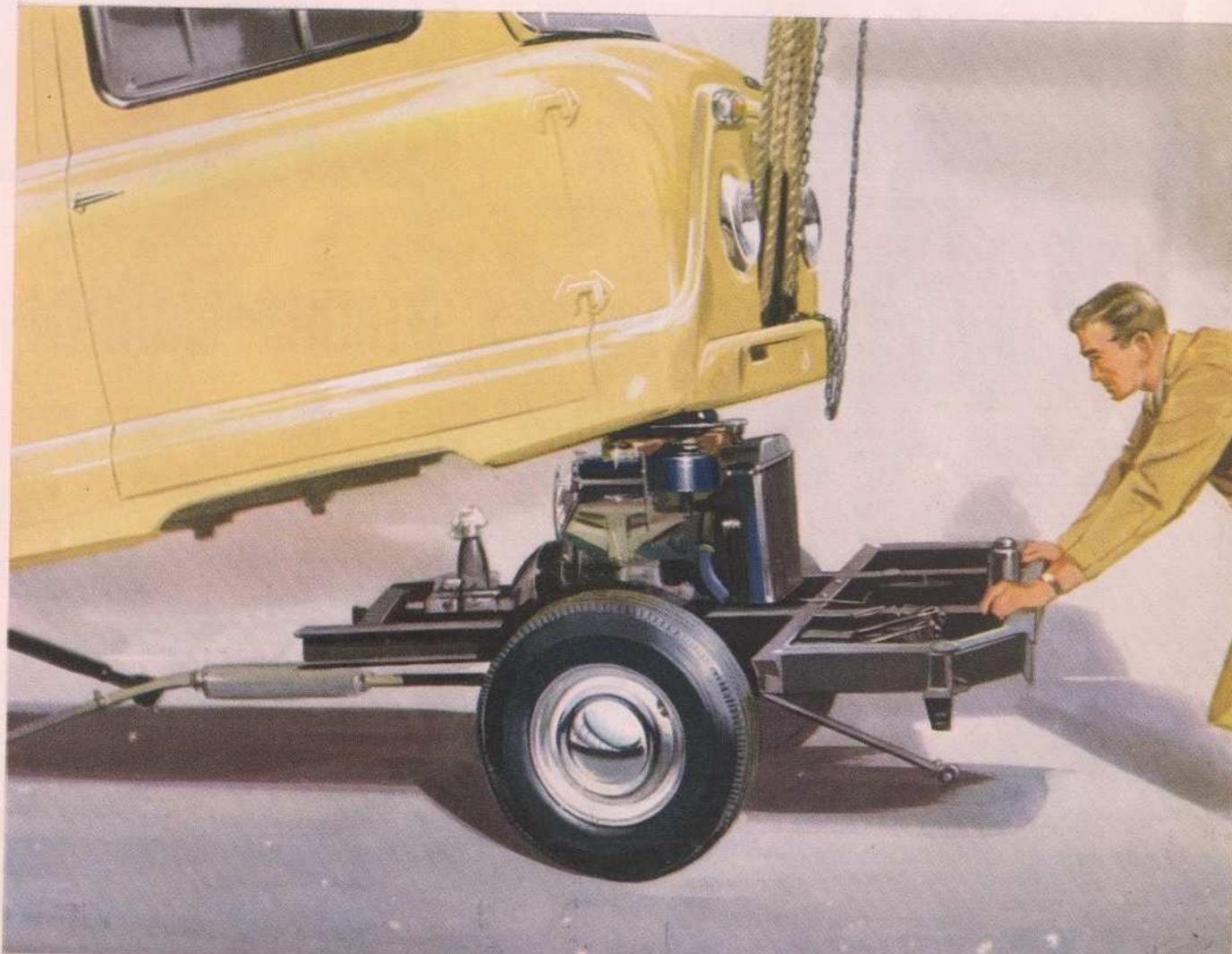
## unique 'quick-removal' chassis

A special feature of the ATLAS is the arrangement by which the engine and gearbox and front suspension are quickly removed as one unit for servicing.

The well-proved Standard 948 c.c. engine provides ample power and gives a petrol consumption of 35 miles per gallon on straight runs. For multi-stop urban delivery work, averaging four stops a mile, the consumption is still as low as 25 miles to the gallon. The petrol tank holds 10 gallons and permits non-stop journeys of up to 350 miles.

Vans with similar payloads to ATLAS are usually powered by much larger and less economical engines. ATLAS takes bigger loads at less running costs.

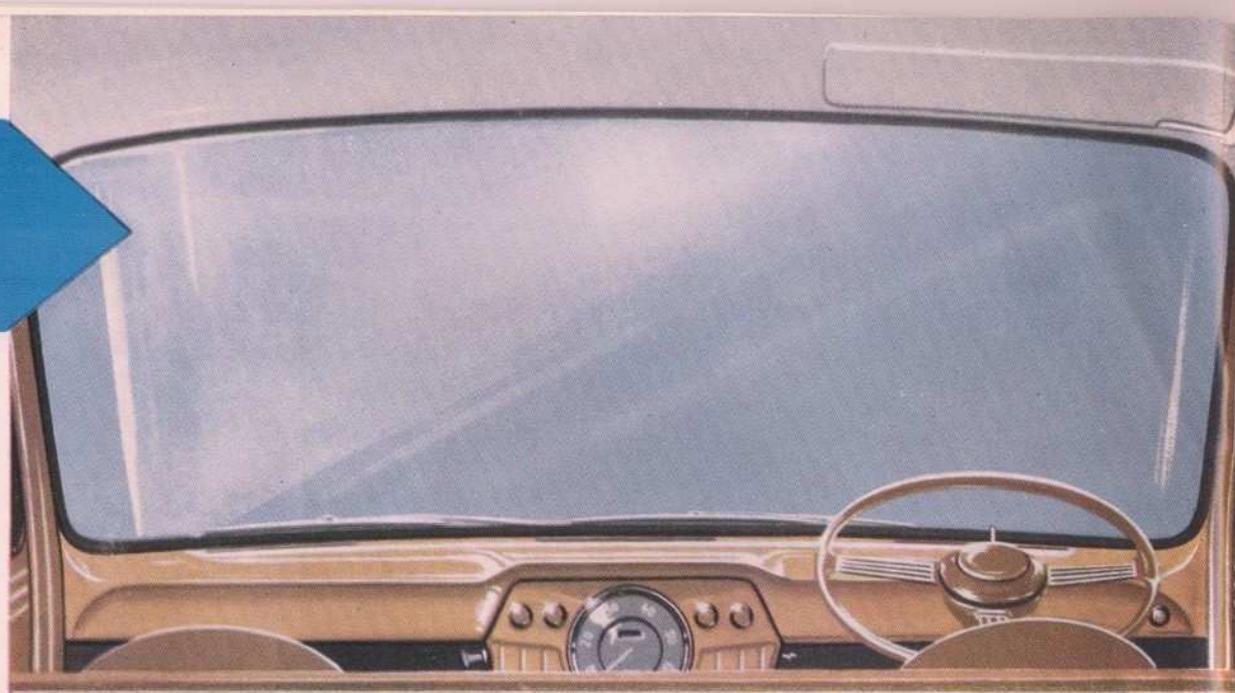
**Quicker maintenance means  
Maximum running hours with less cost**



## BIGGER WINDSCREEN THAN ANY OTHER VAN IN ITS CLASS

The driver of the ATLAS enjoys full visibility through a large curved windscreen of 1,128 sq. inches, *larger than that of any comparable van.*

Placing the driver's cab as far forward as possible not only increases load space, but also improves weight distribution. Light, positive steering and hydraulic clutch operation reduce driver fatigue. This will make ATLAS a favourite with lady drivers. Large diameter hydraulic brakes bring ATLAS to a quick stop in an emergency.



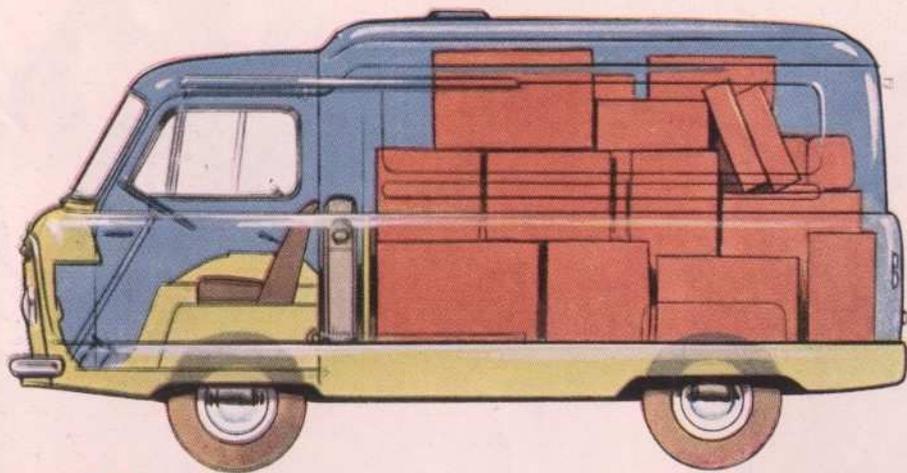
**PLUS**

## Forward control for maximum visibility and greater capacity

Everything has been done to provide the driver with the greatest possible comfort. There is a well-spaced, deeply cushioned seat. Instruments and controls are all within easy reach. The seat is adjustable for drivers of different heights and so placed that easy entry and exit are possible. Washable plastic headlining in the cab reduces wear and acts as an extra insulation against heat and cold.

Lighting and ventilation have been designed for the maximum comfort and convenience. In addition to sliding windows and pivoting quarter draughtless vents on the doors, air is admitted into the cab through scuttle ventilators. The goods compartment has a roof ventilator. The roof light is placed so as to illuminate both the cab and the goods compartment.





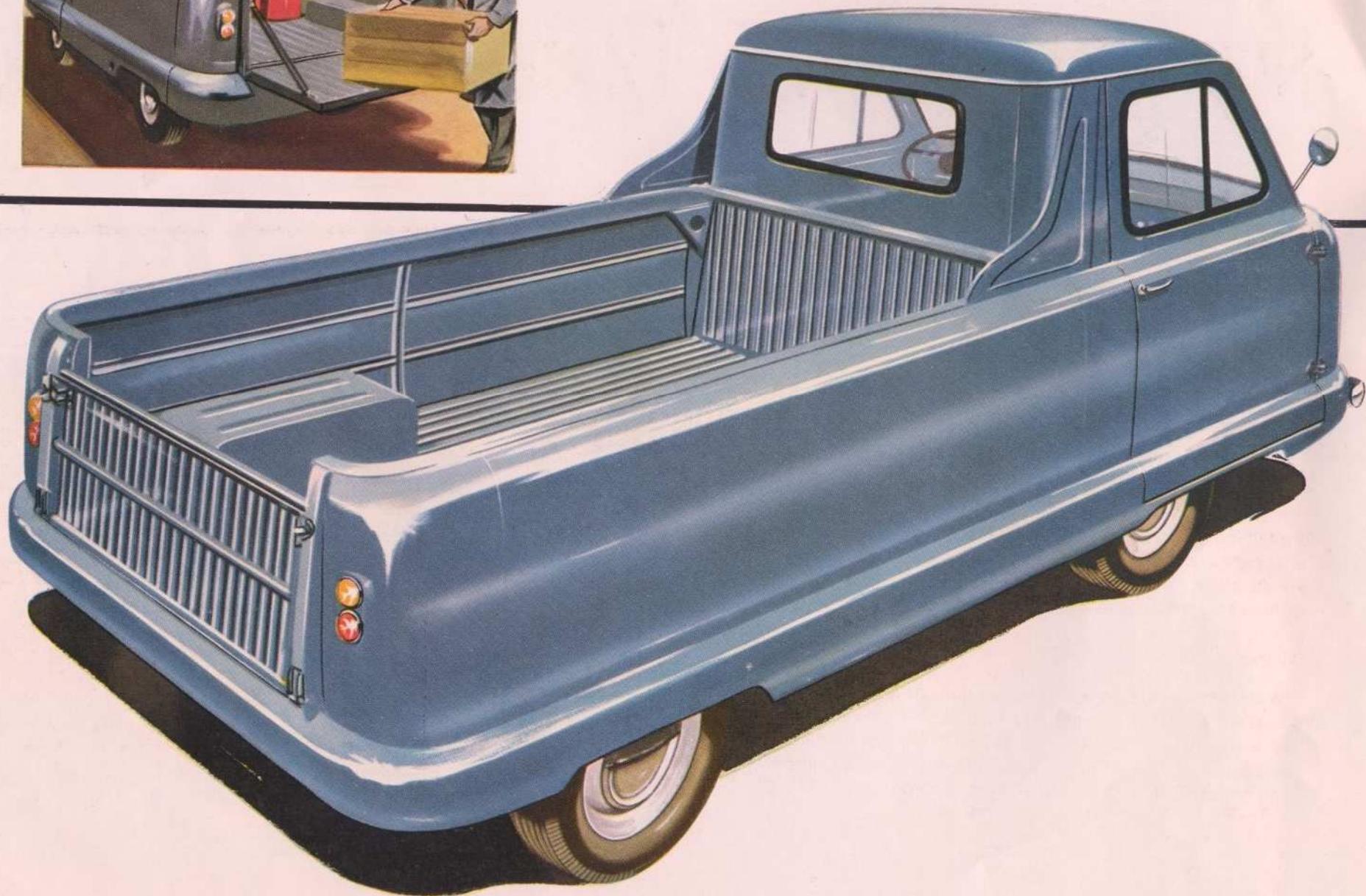
**PLUS**

## Easy loading . . . easy access

ATLAS, with its extra capacity, easy loading through a single hinged door—a hinged side-loading door can be fitted as an optional extra—is easily adapted for all kinds of goods. Shelves can be installed, windows cut in the sides without seriously damaging or weakening the superstructure. Bread, milk, gowns, suits, papers, carpets, furniture, general goods—anything and everything can be carried in ATLAS.

Wide, forward-hinged cab doors are fitted as normal equipment, but sliding doors are available for multi-stop delivery work at a small extra charge. The half-portion behind the seat makes it possible for the driver to unload small packages without opening the rear door. A passenger seat is available as an optional extra.





The

**ATLAS**

# 10/12 cwt. Pick-up truck

The ATLAS 10/12 cwt. Pick-up truck has all the virtues of the ATLAS van. Sturdy, reliable, easy to handle and always quick off the mark whatever the weather conditions, it is the ideal vehicle for building contractors, plumbers, farmers, dairymen—in fact, all those whose businesses call for loads to be carried regularly and quickly.

The all-steel chassis frame and body are designed and mounted in such a way that all component parts combine to lend strength to the entire structure. Extra durability and reliability are given by the steel box-section reinforcements.

A steel tailboard is fitted to the rear and can be held in the horizontal position if required, or dropped vertically. At the rear of the driver's cab an extra large window is provided to give maximum visibility.

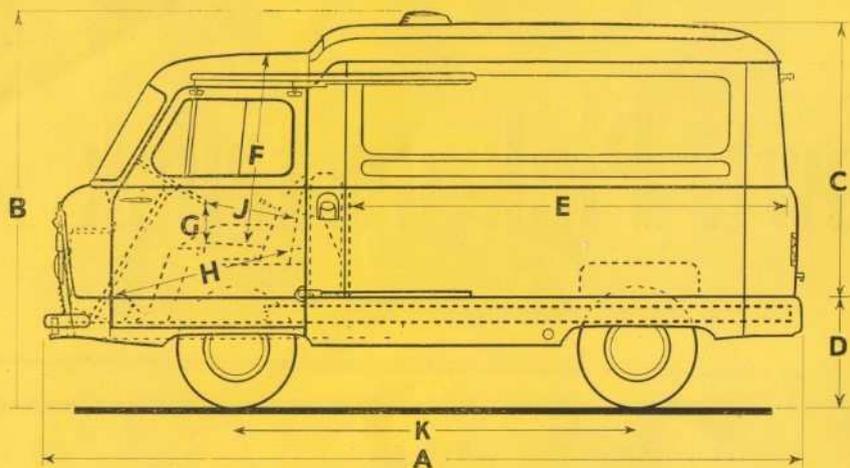
Such easy loading. Such easy running. Such easy turning. Indeed, the ATLAS 10/12 cwt. has no rival in its class.



*The driving cab of the ATLAS 10/12 cwt. Pick-up truck has comfortable seating, a hinged door with opening quarter lights and extra wide visibility.*



*The remarkable 'taxi-turning' circle of the ATLAS 10/12 cwt. Pick-up truck, its nippy engine and its economy add up to more than any other vehicle in its class can offer.*



## DIMENSIONS

## VAN

## PICK-UP

A. Overall length ... ..	13' 4½" (4080 mm.)	13' 4" (4065 mm.)
B. Overall height (unladen) ...	6' 7¾" (2025 mm.)	6' 4" (1930 mm.)
C. Floor to roof (max.) ...	55" (1400 mm.)	—
D. Loading height ...	22½" (570 mm.)	26½" (675 mm.)
E. Length of body floor ...	92" (2340 mm.)	92" (2340 mm.)
F. Headroom ... ..	39" (990 mm.)	39" (990 mm.)
G. Steering wheel: Clearance from seat ...	8½" (215 mm.)	8½" (215 mm.)
H. Squab to clutch pedal: Max. ... ..	36" (915 mm.)	36" (915 mm.)
Min. ... ..	34" (865 mm.)	34" (865 mm.)
J. Steering wheel to squab: Max. ... ..	15½" (395 mm.)	15½" (395 mm.)
Min. ... ..	13½" (345 mm.)	13½" (345 mm.)
K. Wheelbase ... ..	7' 0" (2135 mm.)	7' 0" (2135 mm.)
Max. interior width ...	63" (1600 mm.)	64" (1625 mm.)
Max. exterior width ...	67" (1700 mm.)	67" (1700 mm.)
Rear door opening height	47½" (1205 mm.)	—
Rear door opening width	42" (1065 mm.)	—
Payload floor area ...	42 sq. ft. (3.9 sq.M.)	42 sq. ft. (3.9 sq.M.)

VAN LOAD CAPACITY : 180 cu. ft. 5.1 cu. M.

# Specification

**BODY: VAN:** Large capacity van body, steel panelled, rust proofed and fully dust proofed. Curved Screen fitted with safety glass. Two hinged cab doors, large hinged goods door at rear. Cab doors fitted with sliding windows and pivoting, no draught ventilators. Full length window in goods door. Adjustable bucket seat trimmed in Vynide. P.V.C. leathercloth headlining. **Instruments:** One 5" instrument dial centrally mounted in facia containing: speedometer with trip, fuel gauge, ignition and oil pressure warning lights. Direction indicator warning light mounted in facia. **Controls:** Buttons mounted in facia for head lamps, side lamps and screen wiper. Ignition switch, choke control and starter button mounted behind engine cover. **Parcel and Spare Wheel Accommodation:** Deep parcel shelf extending full width of facia. Spare wheel housed in rear of cab behind driver's seat. **Ventilation:** Scuttle vent for additional cab ventilation. Roof ventilator for goods compartment. **Locks:** External locks for goods and driver's door. Passenger door has internal lock. **General Equipment:** Sun Visor. Channelised swaging type goods floor heavily bonderized before painting. Horn button in steering wheel centre boss. Speedometer illuminating light. Rubber floor covering in cab. Control for flashing indicators on steering column with warning light, self cancelling switch. Roof lamp with integral switch. Fittings included for installation of extras, i.e. air conditioning, heating and demisting unit. Passenger footrest (incorporating starting handle stowage). Spare wheel and tyre. Jack, wheelbrace, starting handle and tool roll. Engine cover arranged with fastener permitting quick removal. Headlamps flush fitting sealed units, pre-focus bulbs. Dipswitch foot operated. Front parking lamps flush fitting. Separate direction indicator lamps. Number plate illumination light. Twin rear/stop lamps. Separate rear direction indicator lamps. Front bumper painted (porcelain ceramic). One screen wiper, with electric motor under bonnet. Provision for fitting second arm and blade. Two outside driving mirrors.

**PICK-UP:** Cab details as for Van. Large capacity pick-up body with lowering tailboard.



**ENGINE:** 4 cylinders: 63 mm. bore (2.48 in.), 76 mm. stroke (2.992 in.), 948 c.c. capacity (57.8 cu. in.). Compression ratio 7 : 1. Aluminium alloy, split skirt pistons. Three main bearing crankshaft of robust construction with integral balance weights. Push rod operated overhead valves. Chain-driven 4 bearing camshaft, hyposine cams.  $7\frac{1}{2}$  pints capacity cooling system ( $8\frac{1}{2}$  pints if heater fitted). Pump circulation, thermostatically controlled flow.  $12\frac{1}{2}$ " dia. four-bladed fan with vee-belt. 10 gallon (45.5 litres) fuel tank at side. Mechanically operated petrol pump, diaphragm type. Solex down-draught carburettor. Hot spot manifold, inlet and exhaust integral. Combined air cleaner and silencer. High capacity internal gear rotor pump, with feed to main bearings, big end and all camshaft bearings under pressure. Sump capacity 7 pints. By-pass oil cleaner. Coil ignition,

centrifugal and vacuum automatic advance control. Dynamo-ventilated type with vee-belt drive. Flexible rubber mountings for engine and gearbox unit.

**TRANSMISSION:** Single dry plate Borg and Beck clutch,  $6\frac{1}{4}$  in. dia., hydraulically controlled. Gearbox, four forward speeds and reverse, with change lever centrally placed. Synchromesh silent helical gears on 2nd, 3rd and top. Overall ratios: Top 6.66, 3rd 9.684, 2nd 16.38, 1st and reverse 28.44. Hardy Spicer all-metal propeller shaft, needle roller bearings. Final drive hypoid bevel gears. Taper roller bearings. Ratio 6.66.

**SUSPENSION:** Front: Transverse leaf spring with anti-roll bar characteristics, controlled by telescopic direct acting dampers. Rear: Semi-elliptic springs,

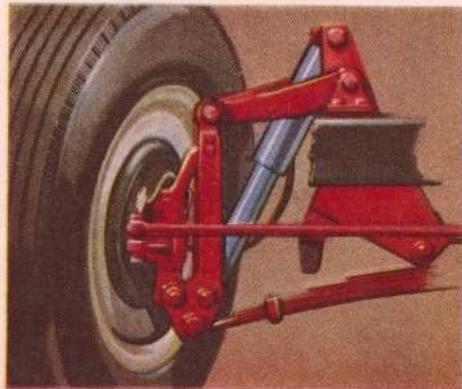
controlled by lever arm piston-type dampers. Steel disc wheels with chromium nave plates.

**BRAKES:** Hydraulic operation. Two leading shoe for front wheels. Leading and trailing shoe type for rear wheels. Alloy cast-iron drums, 9" dia  $\times$   $1\frac{3}{4}$ " wide front, 8" dia.  $\times$   $1\frac{1}{4}$ " wide rear. Total area 99 sq. in. Hand-brake to rear wheels only (mechanical). Pistol-grip lever under dash.

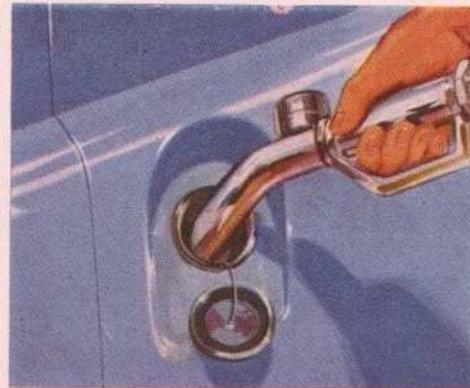
**FRAME:** Box section side and cross members. In two sections bolted together. Front portion readily detachable for removal of engine, gearbox and front suspension as a complete unit for major service.

**JACKING:** Four point side-jacking.

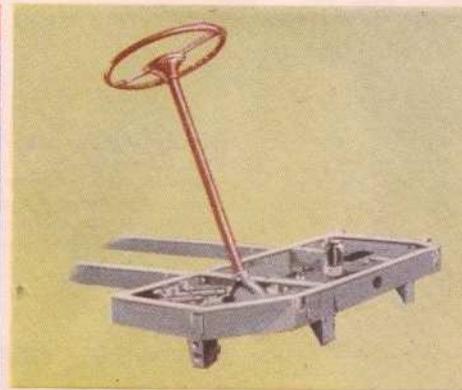
*Specification continued overleaf.*



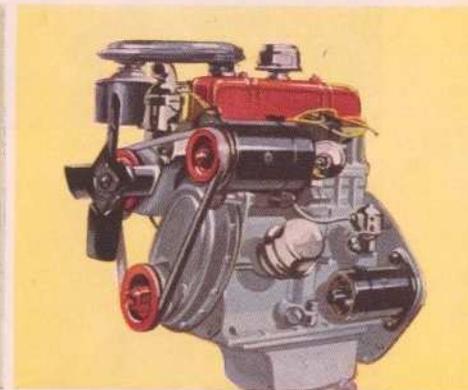
*The ATLAS front transverse spring suspension with telescopic shock absorbers, ensures maximum comfort and steadiness.*



*The ATLAS petrol tank, holding 10 gallons, has a greater capacity than any other van in its class, and will permit non-stop journeys of up to 350 miles.*



*Exceptionally light positive steering is assured with the ATLAS through the recirculatory ball system.*



*The ATLAS is powered by the famous Standard 948 c.c. engine which gives a petrol consumption, fully loaded, of 35 m.p.g. on straight runs.*



ATLAS turns tighter.



ATLAS cuts delivery costs.



ATLAS carries more.



ATLAS slashes service time.

Specification continued

**STEERING:** Burman recirculating ball type, steering wheel 16 in. dia. (406 mm.), three spoke. Optional right or left-hand drive.

**TYRE SIZE:** 6.40 × 13" Dunlop tubeless.

**ELECTRICAL EQUIPMENT:** 12 volt large capacity battery located behind passenger seat platform.

**TURNING CIRCLE:** 29 feet (8.85 metres).

**OPTIONAL EXTRAS:** Heater, passenger seat, rear corner bumpers, second wiper blade, second sun visor, Dunlop heavy duty tyres/shock absorbers. Painted Cornflower Blue, Pearl Grey, Coffee, Jamaican Yellow.

**VAN ONLY:** Interior rear goods loading lamp, sliding cab doors, side-loading door, low-loading platform, manual control unit for roof ventilator.

(Note: Side-loading door and pivoting, no-draught ventilators available with hinged cab doors only).

## Performance data

**Engine Performance:** 35 B.H.P. @ 4500 TORQUE: 560 lb. in. @ 2750 B.M.E.P. 112 lb/sq. in.

**Vehicle Performance (fully laden):** Max. speed 52 m.p.h.

Engine r.p.m. at road speeds of:	Top	3rd	2nd	1st and reverse
10 m.p.h. ....	935	1360	2300	4000
10 km.p.h. ....	580	845	1430	2500

**Consumption (fully laden):**

Petrol (non-stop) 35 m.p.g. averaging 30 m.p.h.

4 stops per mile (15 sec.) 25 m.p.g. averaging 20 m.p.h.

Oil—4 stops per mile (15 sec.) averaging 3,000 m.p.g.

**CONDITIONS OF SALE:** The goods manufactured by The Standard Motor Company Limited are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Company reserves the right to vary the list of prices at any time and all goods are invoiced at the prices current on the day of delivery, ex-works. The Company reserves the right on the sale of any vehicle to make before delivery, without notice, any alterations to, or departure from, the specifications, design or equipment detailed in its various publications. Every precaution has been taken to ensure accuracy, but the Company accepts no liability for errors or omissions.



In addition to country-wide service The Standard Motor Company offers a generous guarantee with all its products, and all Stanpart replacement units.

**THE STANDARD MOTOR COMPANY LIMITED · GOVENTRY · ENGLAND**

REF. 279/12/SB REP

PRINTED IN ENGLAND BY H. A. SMITH & SON LIMITED, COVENTRY.