

Atlas, a Van for all seasons

by Giancarlo Cavallini

In everybody's mind the name "*Triumph*" is indissolubly related to the nice and mythical British two-seaters built for over thirty years by the Coventry brand. In Italy this is even more true thanks mainly to the "*La dolce vita*" movie, where a young and bright Marcello Mastroianni, masterly directed by Federico Fellini, run about Rome driving not an elegant Lancia, not a fast Alfa Romeo and not even one of the nice Italian "*fuoriserie*" so diffused in the period, but a spartan TR3 unknown to the wide audience, but fascinating almost as the wonderful Anita Ekberg. Somebody could now remind me that the Standard Triumph also built sturdy saloons and some elegant Coupè, and to this point I would add that Triumph also addressed with success the manufacturing of light commercial vans. Since the fifties Standard looked with great interest to the commercial vehicles market, such to propose with a decent commercial success a series of pick-up and vans built on the base of the Triumph saloons.

Encouraged by the good sales and aware that this market segment was rising, in the second half of the fifties Standard tried a breakthrough aiming to conquer a permanent share on that market.



This was done by designing from scratch a van that was innovative under many respects, but that revealed quite a few naiveties, probably due to the lack of experience of the Coventry brand in this sector and to a not correct vision by the marketing. The Atlas, this was the name of the van, was announced in September 1958 after a long design activity that absorbed significantly the Standard

financial resources. The first vans were made available to the sales network only in August of the following year; the Atlas was available in the van version at 520 pounds, and the pick-up at 510, with carrying capacity between 10 to 12 CWT (500 to 600 kg). The new Standard van was therefore in direct competition with the Morris J2, the Ford Thames 400E and the Bedford CA, the latest leader in the United Kingdom sales.



Sold with the Triumph badge for question of image on certain markets, including the USA, the Atlas had a design modern and, under many respects, refined and was characterized by the fenders covering the wheels that, contrary to what one can think, were not an obstacle to the steering capacity that was on the contrary impressive and even better than that of the other competitors.

The bodywork was load-bearing but the engine and gear group was supported by an auxiliary frame; this could be easily separated from the body with all the engine allowing for a reduction in maintenance time and cost.

The front wheels were independent with a transversal leaf spring, while the rear had a strong rigid connection with a 6.66:1 ratio, supported by two longitudinal leaf springs. The body shape was studied to allow for a load compartment with a very regular shape to maximize the available volume and provide easy of access. A sliding driver door was in option and also, in addition to the rear door, lateral doors on one or both sides could be ordered as an optional. The idea of the designers and of the marketing people was that the smaller the engine, the cheaper would be the operation: the Atlas was therefore equipped with the small 948 cc, 35 BHP gasoline engine derived from the Standard Ten saloon.





This, that should have been one of the strong points of the project, proved to be its bigger limitation and problem.

The high load capacity led the Atlas to be used at her maximum capacity, if not beyond, and as a consequence her small engine was used constantly at full revs, leading to high fuel consumption and no more than sufficient performances.



The cockpit was noisy, and little insulated from the heat of the engine that was located between the two seats, while the gear lever (four gears, with the upper three synchronized) was in an uncomfortable position. After a promising start of the sales, the request rapidly slowed down and this just when, in 1960, the Standard Triumph was in the middle of a financial crisis.

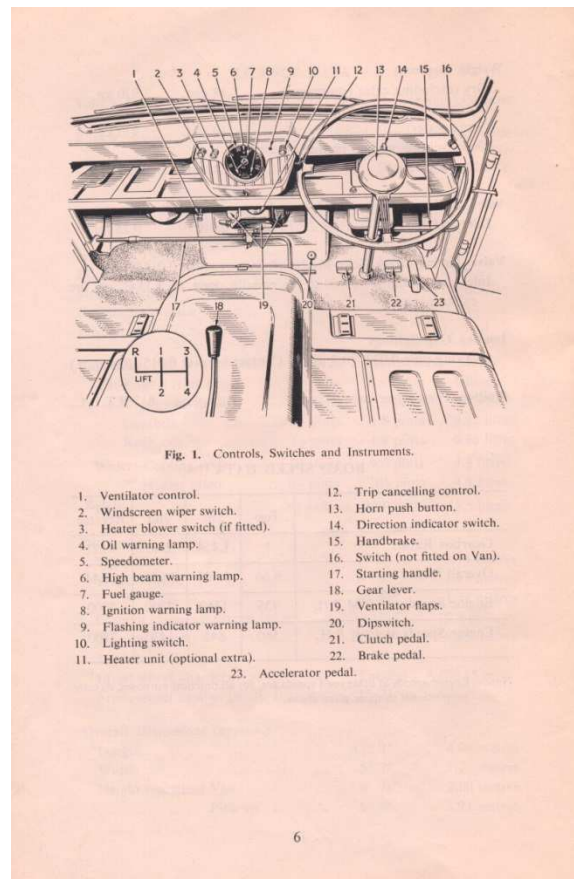
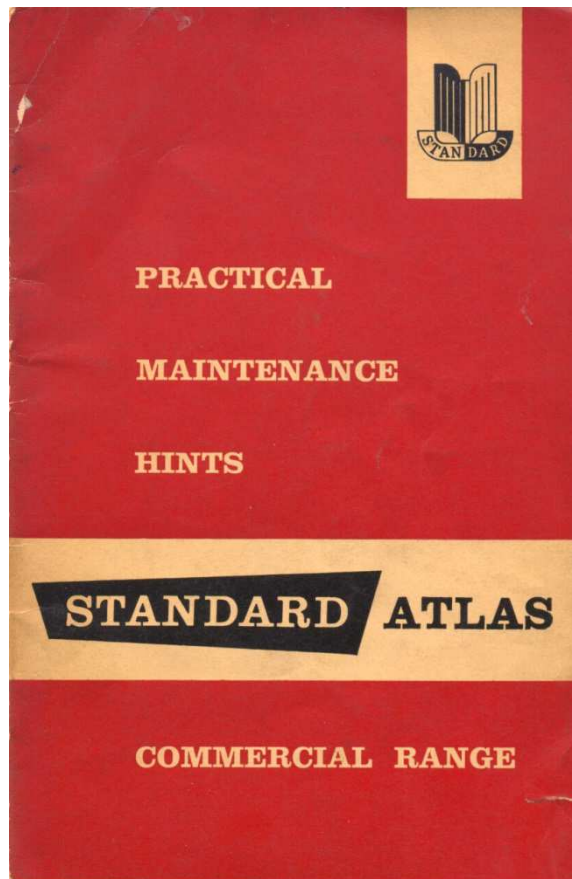


Fig. 1. Controls, Switches and Instruments.

- | | |
|--------------------------------------|---------------------------------|
| 1. Ventilator control. | 12. Trip cancelling control. |
| 2. Windscreen wiper switch. | 13. Horn push button. |
| 3. Heater blower switch (if fitted). | 14. Direction indicator switch. |
| 4. Oil warning lamp. | 15. Handbrake. |
| 5. Speedometer. | 16. Switch (not fitted on Van). |
| 6. High beam warning lamp. | 17. Starting handle. |
| 7. Fuel gauge. | 18. Gear lever. |
| 8. Ignition warning lamp. | 19. Ventilator flaps. |
| 9. Flashing indicator warning lamp. | 20. Dipswitch. |
| 10. Lighting switch. | 21. Clutch pedal. |
| 11. Heater unit (optional extra). | 22. Brake pedal. |
| | 23. Accelerator pedal. |

The Atlas, that absorbed huge economical resources, was now failing to comply with the great expectations that were placed on the project.

History tells how the Standard was due to fall shortly under first the financial control, then the full operative control of Leyland, company leader in the van market and that was lacking just a light van.

The Atlas therefore fit perfectly in the Leyland strategies and at the end of the 1960 her engines were revised: to the version equipped with the 1147cc engine, now available, was added the "Major" type equipped with the 1670 cc engine of the Standard Ensign.



In 1963 the "Atlas" name was abandoned and the van was renamed "*Standard 15*" to underline her new load carrying capacity now at 15 cwt (750 kg); a few months later, in 1963, the *Standard* brand was abandoned and the Atlas was renamed: "*Leyland 15*" and "*Leyland 20*" became the new names of this interesting vehicle that, once overcome some youth defect, was now becoming very valid and competitive.

COMMERCIAL VEHICLE COLOURS	
TRIUMPH COURIER	
Paint Finish is included in the specification for this model.	
Body Colour	Trim Colour
White	Matador Red
Wedgwood	Matador Red
Gunmetal	Matador Red
STANDARD 7 CWT. VAN AND PICK-UP	
Body Colour	Trim Colour
Cactus	Matador Red
White	Matador Red
Wedgwood	Matador Red
E (9/64)	

The "*Leyland 20*" type, with a load of 20 cwt (1000 kg) and increased wheel base, was now equipped with the 2138 cc, four cylinders TR4 engine; not only that, a version with a 2260 cc, 60 BHP diesel engine, the same already adopted for the Vanguard and the tractors built by *Standard* for Ferguson, was available as well.

These new engines revitalized the interest for the Atlas: the sales increased making the Atlas to become, in a short time, an integral part of the landscape of many British towns.



The Atlas became also a valid base for transformations, usually work of small industrial bodyshops. Among these, the most successful versions made the Atlas become a camper, an ambulance, a minibus and also a small semi-trail.



ATLAS - always the best

Whether it's bread, milk, people, or frozen fish, whatever the load Atlas is *always* the answer. Atlas has everything: easier maintenance, taxi-turning, greatest load space, low loading level, high headroom, sliding or hinged cab doors. Wherever you look, there's an Atlas doing better, faster, more economical work. For instance . . .



◀ The Atlas Kenex Caravan

. . . has more body height and width than any comparable competitor outside the Atlas range, giving generous cupboard space and comfortable dining and sleeping for four people. Unmatched reliability, manoeuvrability and economy.



◀ The Atlas Lomas Ambulance

. . . has sound insulated engine, maximum interior room, low loading level, wide rear door with single action closing. It carries one stretcher case, three to four sitting patients plus attendant—or two stretcher cases and attendant. Interior equipment can be varied, of course, to suit individual requirements.

The Atlas Barham Bros. Milk Float
 . . . has remarkable running economy under start-stop conditions, a strong, hygienic alloy floor with storage compartment beneath, strong body pressings eliminating the need for additional side posts and driver access from either cab door. Atlas Milk Floats are the most manoeuvrable on the roads today.



▶ The Atlas Botwoods Insulated Van

. . . has a wide side loading door and low loading level for easy, speedy kerbside delivery. It has flat-topped wheel arches and a greater capacity than any other van in its class, enabling an insulated compartment of 80 cubic feet to be fitted.



◀ The Atlas Kenebrake

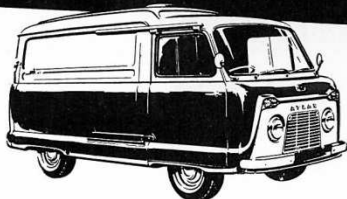
. . . has more head clearance than any other vehicle in its class, an incredibly tight turning circle and plenty of room to carry up to 12 passengers, including the driver, in real comfort. Wide rear and side doors.



◀ The Atlas Pickup

. . . has all the virtues of the Atlas Van with a steel tail-board which can be locked horizontally or dropped right down, extra large rear cab window, and reinforced all-steel chassis and body.

STANDARD



**ATLAS
10/12 cwt**

Van £475 Pick-up £465



SAHARA TESTED

In October 1958, a production model Atlas covered the 10,000 miles from Cape Town to Tangier via the Sahara desert

... and **STANPART** service wherever you go!
 WITH A TWELVE MONTH GUARANTEE, OF COURSE

STANDARD TRIUMPH
 STANDARD-TRIUMPH GROUP COVENTRY · LONDON SHOWROOMS: BERKELEY SQ.



With the fusion between Leyland and BMC in 1968 the production of the Atlas was stopped; the Atlas was infact overlapping with the new Morris JU250 van, launched in 1967 and rightly considered much more modern and competitive.



As happened in other similar cases, the production lines were transferred to India where the production of the Atlas was restarted in 1970 to come to a definitive end in 1980.





It is easy to figure that few examples have survived because, as was for many other commercial vehicles, also the Atlases were subject to a hard working life. If the vans are rare, even rarer are the pick-up and minibus type, while less difficult to find are the ones modified in camper. The result of this are values that, for vehicles perfectly restored and efficient, are very high.



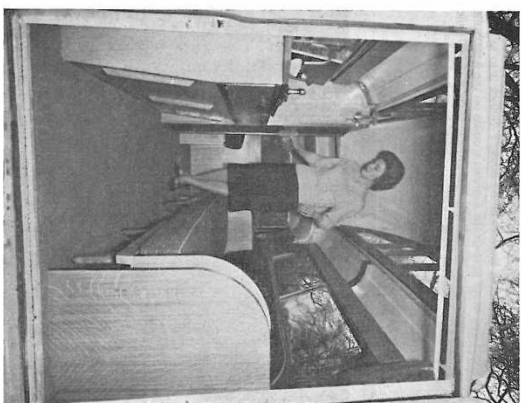
THE CAPETOWN TO TANGIER RAID

The Atlas was used as a support vehicle during the raid from Capetown to Tangier organized in 1958 for the launch of the Herald. During this crossing of Africa the Atlas behave more than admirably coping with any type of roads including the crossing of the Algerian desert. This adventure is told in the book "Turn Left for Tangier", published by Standard Triumph in 1960.



What they have done with Standard's latest commercial vehicle . . .

The Calthorpe Home Cruiser—an Atlas conversion by Calthorpe, Ryton-on-Dunsmore, offers complete caravan facilities including cooker, sink unit, wardrobe, cupboard and toilet.



THE ADAPTABLE ATLAS

SINCE the announcement of the Atlas late last year, the *Standard Car Review* has been besieged with news of conversions. The stream of information on how to turn these versatile vans into milk floats, buses, caravans and bakers' specials has resulted in this article designed to place the best of these features on record.

Alphabetically, we begin with B for Baker, and confidentially B for Belfast, because from that City comes the Atlas with a sliding second roof. Customers buying from this van are protected from the elements and so are the goods. This novel conversion was carried out by Clarence Engineering Co. Ltd., Ormeau Avenue, Belfast.

Still with the B's we come to Buses. Kenes Limited of Dover has fashioned four conversions and named them the "Kenbrake", the "Kenbrake Yeoman", the "Kenbus" with upholstered seats, and the "Kenbus" with slatted seats. These conversions are all from the Atlas with side loading door, front passenger seats, heavy duty tyres and heavy duty shock absorbers. The "Kenbrake" has twelve seats of which eight (including that of the driver) are forward facing, the other four being arranged length ways on either side of the vehicle at the rear.

The "Yeoman" is similar to the "Kenbrake" with the exception of the rear lengthways seats which are wooden slatted and not upholstered.

In the "Kenbus" (with upholstered seats) the ten rear seats are arranged lengthways on either side of the vehicle. With this exception, the construction of the seating and the trim are as the

"Kenbrake". There is also available the "Kenbus" with wooden slatted seats, which are similarly positioned.

Eastern Automobiles of Chelmsford have also converted an Atlas into a bus, with a seating capacity for ten people.

C for Caravans, and C for Calthorpe (Home Cruiser) Ltd., of Park Lane, London, who have produced an outstanding caravan conversion. This is such a magnificent job that it justifies a separate article to describe it. From the illustration it is possible to see some of the inventive genius which has made the conversion. More about this in a subsequent issue.

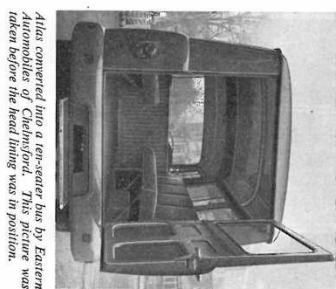
Milkmen have received a lot of attention from the converters and the first M for Milk float comes from Two Gates Garage, Ryton-on-Dunsmore, Coventry.

Somerset Motors Limited of Taunton, have also produced a Milk float conversion.

There isn't the slightest doubt that this short article will spark the imagination of others and we expect the flood of conversion news to continue to produce material for yet another feature in a later issue.

An interesting final note! One of Standard's Home Sales Zone Representative made a conversion in two seconds when he was asked to suggest a time-saver for a milkman about to buy his first Atlas. "Why not have a left-hand drive model?" he said.

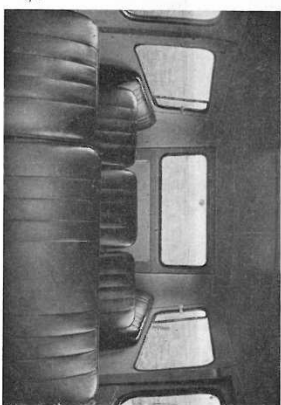
That milkman is reported to be saving time and money by this simple suggestion and he doesn't have to wait for the traffic to pass in order to leave his driving seat. This may not appeal to all, but he found it very useful.



Atlas converted into a ten-seater bus by Eastern Automobiles of Chelmsford. This picture was taken before the head lining was in position.

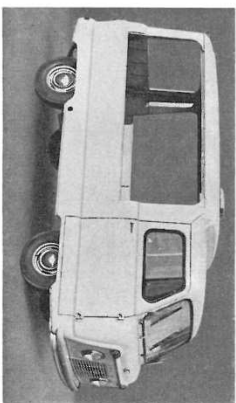


This will please the baker's customers. A pull-out extra roof fitted by Clarence Engineering Co. Ltd., Belfast.



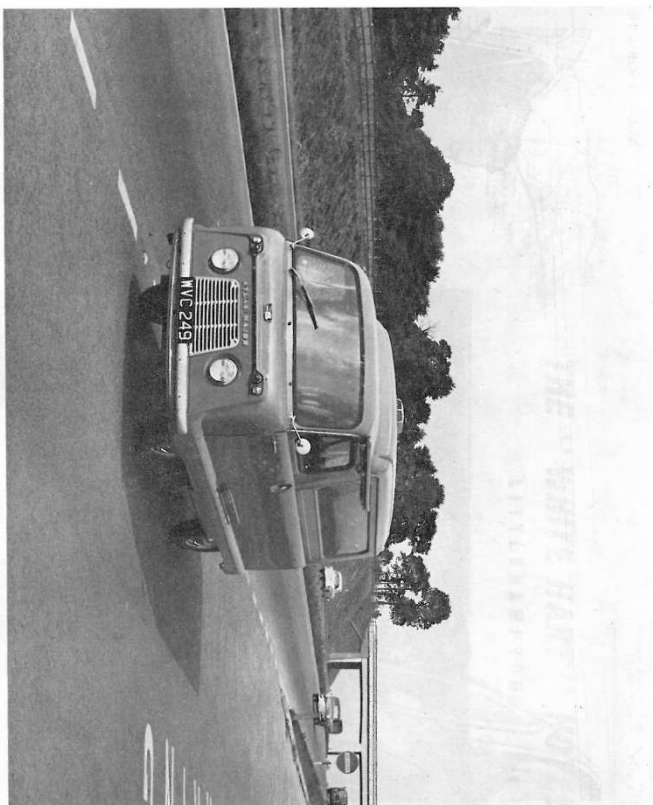
An interior view of the Standard Atlas conversion by Kenes Ltd. of Dover, showing the layout of the seating arrangement.

Milk float by Two Gates Garage, Ryton, Coventry, who claim it will carry 48 crates or 120 gallons with shelves for butter, cream and orange juice.



Another milk float conversion by Somerset Motors of Taunton with similar amenities. The window behind the driver is the one taken from the rear of the Atlas before conversion.





NEW ATLAS "MAJOR" at the COMMERCIAL MOTOR SHOW

The new Atlas "Major" delivery van and pick-up truck, introduced at the Commercial Motor Show combines the practical features of the Atlas forward control range, but with the 1670 c.c. o.h.v. four cylinder engine proved in the Standard Design Saloon.

Designed to meet the requirements of operators making regular deliveries over a wide area, the Atlas "Major", with its more powerful engine, can carry large loads effortlessly, offering great flexibility and economy over long distances at higher average speeds. The body and chassis of the 12 cwt. Atlas van are already well-known in the commercial field at home and abroad for outstanding carrying capacity, low loading level, good headroom, rapid maintenance by removal as one unit of engine, gearbox and front suspension, and unrivalled manoeuvrability due to the 29 ft.

turning circle. These features are retained when the Atlas is equipped with the Engine engine which develops 50.5 b.h.p. at 4,000 r.p.m. giving a top speed of 60 m.p.h.

The price of the Atlas "Major" is £230 for the van and £510 for the pick-up truck.

The 10/12 cwt. Atlas forward control delivery van and pick-up truck equipped with the 948 c.c. o.h.v. engine continue to offer a unique combination of a large load space and a very low fuel consumption, ideal for the delivery of bulky but light goods over shorter distances or where many stops and starts are necessary.

A full range of bodies for specialist users is offered on the Atlas chassis, and includes motorised caravans, vans, milk floats, ambulances and personnel carriers.

BRIEF SPECIFICATION

Brief Description. Large capacity van body. Steel panelled, rust proofed and fully dust proofed. Curved screen fitted with toughened safety glass. Two hinged doors and large hinged goods door at rear. Each cab door fitted with sliding windows and pivoting ventilator. Full width window in goods door.

Engine : Number of cylinders 4. Bore of cylinder 76 mm. (2.992 in.) ; Stroke of crank 92 mm. (3.622 in.) ; Capacity 1670 cc. (102 cu. in.) ; Compression Ratio 7-1 ; R.A.C. Rating 14.3 h.p.

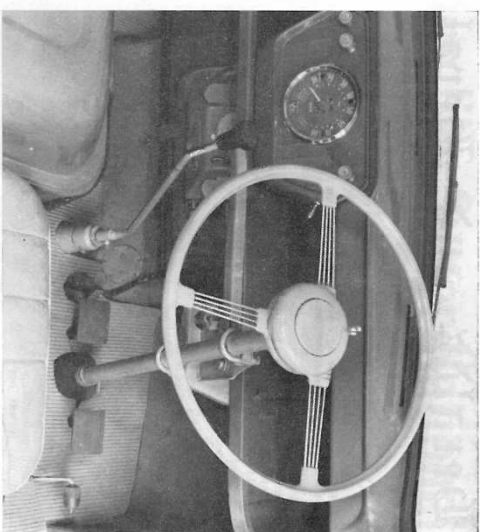
General Dimensions. Wheelbase : 7 ft. 0 in. (2135 mm.) ; Track—Front 3 ft. 9 in. (1145 mm.), Rear 4 ft. 3½ in. (1315 mm.) ; Ground Clearance (Static Laden)—7½ in. (195 mm.) ; Turning Circle—29 ft. 0 in. (885 metres) ; Overall Dimensions—Length 13 ft. 4½ in. (4070 mm.) ; Width 5 ft. 7 in. (1700 mm.) ; Height (unladen) 6 ft. 7½ in. (2025 mm.).

Interior Dimensions. Floor 92 in. × 63 in. (2340 mm. × 1600 mm.) ; Rear door opening 47½ in. × 42 in. (1205 mm. × 1065 mm.) ; Loading height 22½ in. (570 mm.) ; Load capacity 180 cwt. (5.1 cum.).

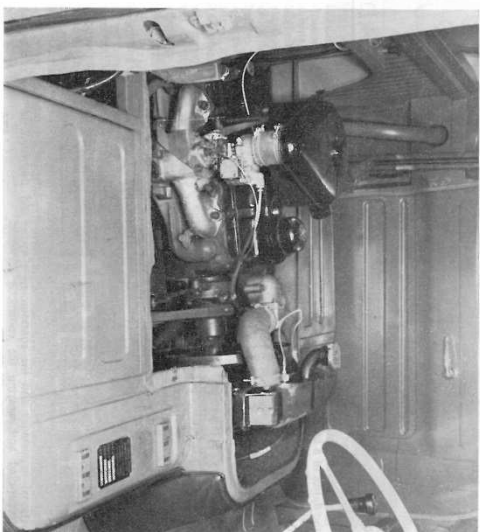
Weight (Approx.)—Dry (excluding extra equipment) 21½ cwt. (1100 kg.) ; Complete (including fuel, tools, oil and water) 22½ cwt. (1140 kg.) ; Gross vehicle weight (including passenger) 37½ cwt. (2175 kg.) ; Capacities—Fuel Tank 10 gallons (45.5 litres) ; Engine Oil 10 pints (6 litres) ; Gearbox Oil 1½ pints (0.85 litre) ; Rear Axle Oil 1½ pints (0.85 litre) ; Cooling System 12 pints (6.85 litres). Tyre Size—6.40—13" Tubeless 6 Ply Rated.

Performance Data. Max. B.H.P. 57.5 at 4000 r.p.m. (gross) and 50.5 at 4000 r.p.m. (net) ; Piston Speed at 30 m.p.h. in top gear 1160 ft./min. at 1920 r.p.m.

Engine Speeds (R.P.M.) at 10 m.p.h.—Top 645, Third 590, Second 1355, First 2285, Reverse 2940 ; 10 km.p.h.—Top 400, Third 355, Second 845, First 1420, Reverse 1830 ; Road Speed at 1000 r.p.m. in top gear 15.5 m.p.h. **Maximum Speed**—62 m.p.h.



Controls of the Atlas "Major" 12 cwt. forward control van, including the central gear change lever instead of the rear mounted lever on the 948 c.c. Atlas.

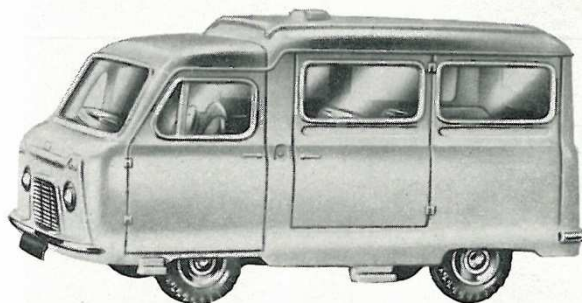


The 1670 c.c. o.h.v. four-cylinder engine so well proved in the Standard Design Saloon.

MODELS

A model of the Atlas in 1:43 scale was produced by Dinky with catalogue number 295, in the versions minibus and ambulance.

ATLAS DINKY



MECCANO LIMITED, makers of Dinky Toys, have recently produced a realistic miniature of the Standard Atlas Bus, conversion by Kenex. It is the first model they have produced fitted with interior seating and a steering wheel, and it is also the first commercial vehicle in the Dinky Toys range to be fitted with four-wheel suspension. The Atlas Bus is to the usual Dinky Toys scale of quarter inch to one foot. It has plated wheels and an attractive two-tone colour scheme of pale blue and grey and is 3 $\frac{3}{8}$ inches in length. Numbered 295 in the Dinky Toys range, its price in the United Kingdom is 3/9d.



ATLAS AND ATLAS MAJOR BROCHURES





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

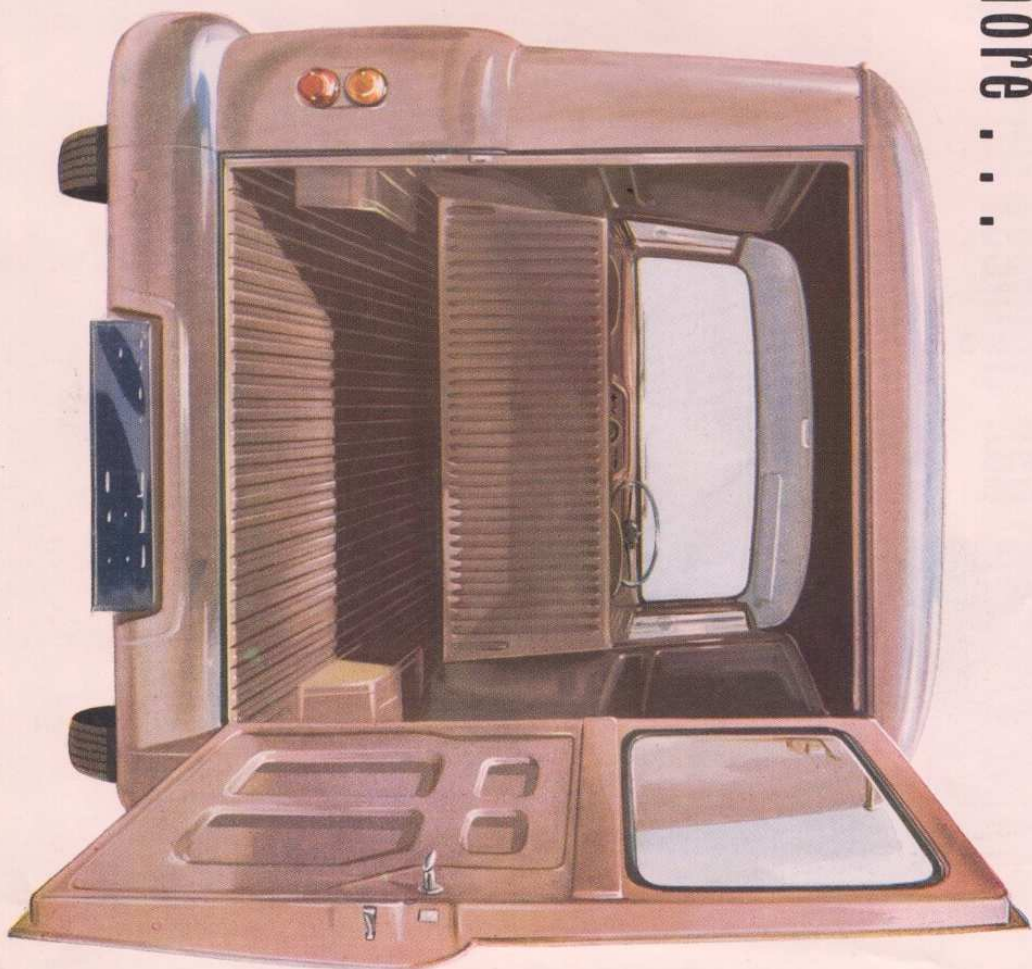
ATLAS has a load capacity of 180 cu. ft. taking the maximum internal dimensions as 92" long × 63" wide × 55" high, with additional space beside the driver when a passenger is not being carried—greater than that of any vehicle with a similar payload.


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 RANGE

ATLAS has tightest turning circle

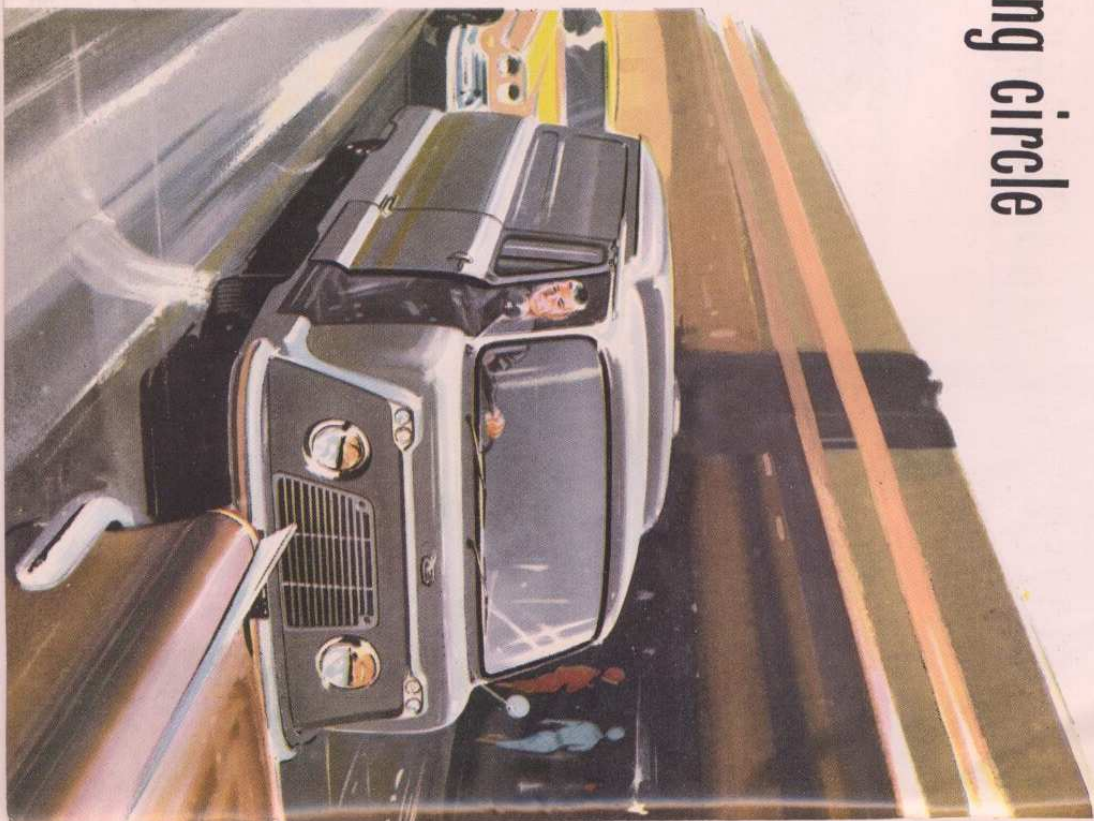
TURNS AND PARKS EASIER THAN ANY OTHER VAN IN ITS CLASS


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.



ATLAS RANGE


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.*

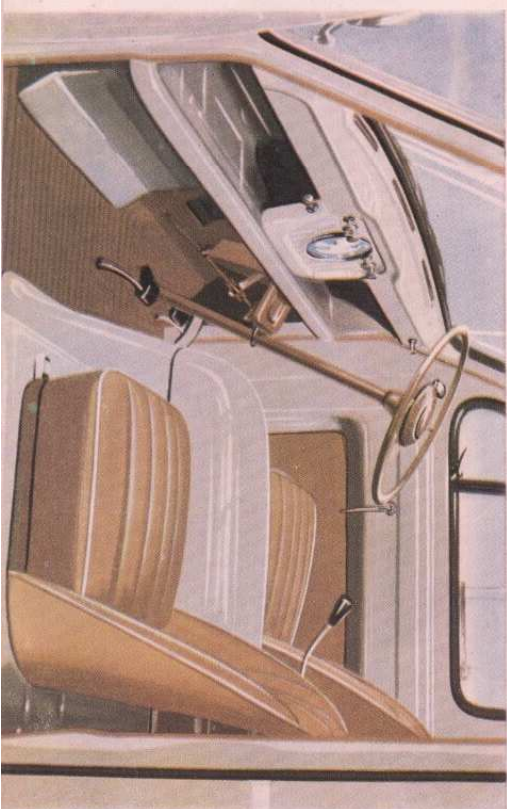
Placing the driver's cab as far forward as possible not only increases load space, but also improves weight distribution. Light, positive steering and hydraulic clutch operation reduce driver fatigue. This will make ATLAS a favourite with lady drivers. Large diameter hydraulic brakes bring ATLAS to a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

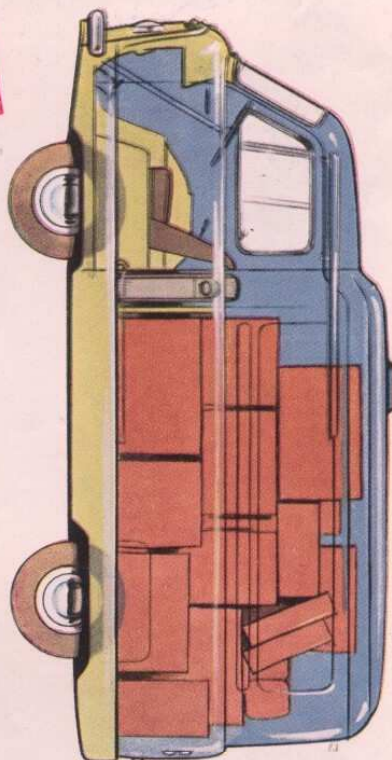
PLUS

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.

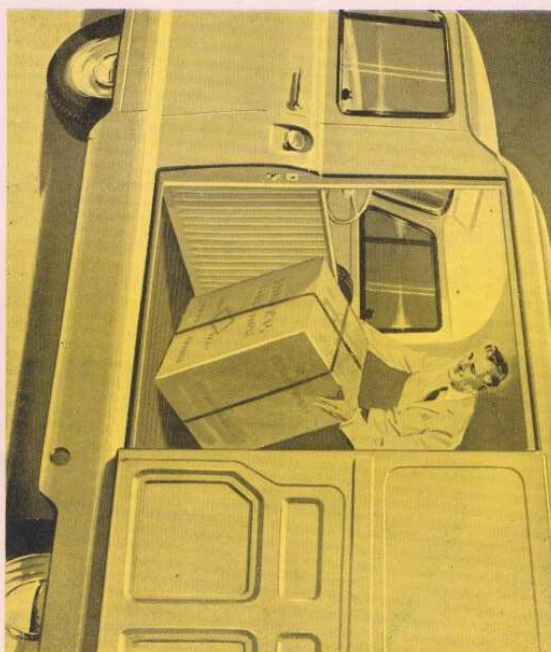




plus
Easy loading... easy access

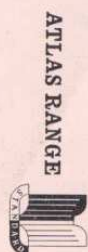
ATLAS, with its extra capacity, easy loading through a single hinged door—a hinged side-loading door can be fitted as an optional extra—is easily adapted for all kinds of goods. Shelves can be installed, windows cut in the sides without seriously damaging or weakening the superstructure. Bread, milk,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

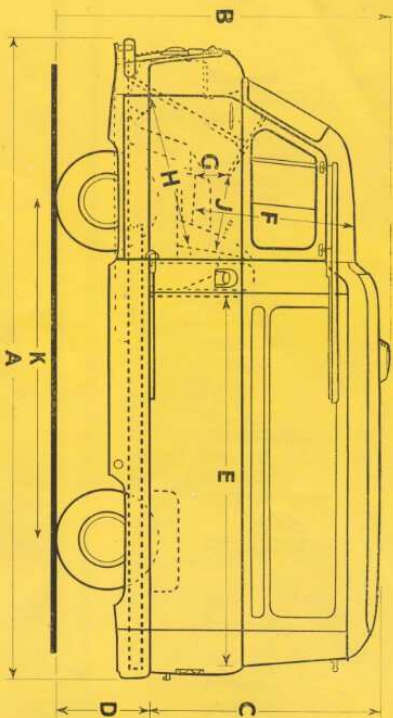
Such easy loading. Such easy running. Such easy turning. Indeed, the ATLAS 10/12 cwt. has no rival in its class.



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' 4 1/2" (4080 mm.)	13' 4" (4065 mm.)
B. Overall height (unladen) ...	6' 7 3/4" (2025 mm.)	6' 4" (1930 mm.)
C. Floor to roof (max.) ...	55" (1400 mm.)	—
D. Loading height ...	22 1/2" (570 mm.)	26 1/2" (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 ...	8 1/2" (215 mm.)	8 1/2" (215 mm.)
H. Squab to clutch pedal: Max. ...	36" (915 mm.)	36" (915 mm.)
Min. ...	34" (865 mm.)	34" (865 mm.)
I. Steering wheel to squab: Max. ...	15 1/2" (395 mm.)	15 1/2" (395 mm.)
Min. ...	13 1/2" (345 mm.)	13 1/2" (345 mm.)
J. Wheelbase ...	7' 0" (2135 mm.)	7' 0" (2135 mm.)
K. Max. interior width ...	63" (1600 mm.)	64" (1625 mm.)
Max. exterior width ...	67" (1700 mm.)	67" (1700 mm.)
Rear door opening height ...	47 1/2" (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 fascia containing: speedometer with trip, fuel gauge, ignition and oil pressure warning lights. Direction indicator warning light mounted in fascia. **Controls:** Buttons mounted in fascia 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 fascia. 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, wheelbrake, 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.

ATLAS RANGE



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, hypoxine 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 $\frac{1}{2}$ in. dia., hydraulically controlled. Gearbox, four forward speeds and reverse, with change lever centrally placed. Synchronesh 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,

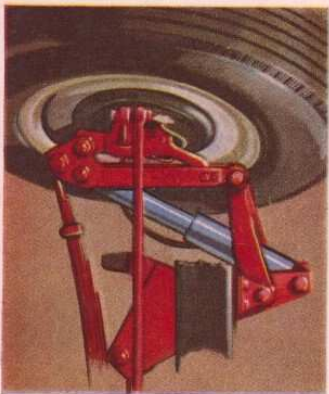
controlled by lever arm piston-type dampers. Steel disc wheels with chromium nave plates.

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 $\frac{1}{2}$ " 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.

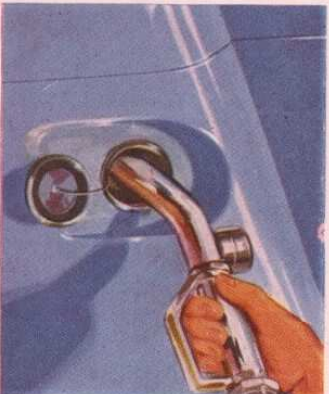
FRAME: Box section side and cross members. In two sections bolted together. Front portion readily detachable for removal of engine, gearbox and front suspension as a complete unit for major service.

JACKING: Four point side-jacking.

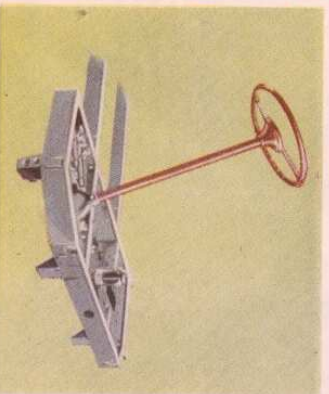
Specification continued overleaf.



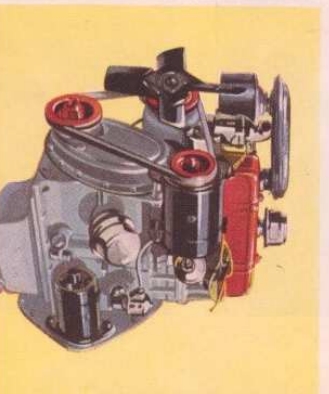
The ATLAS front transverse spring suspension with telescopic shock absorbers, ensures maximum comfort and steadiness.



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 x 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 Stamptax replacement units.

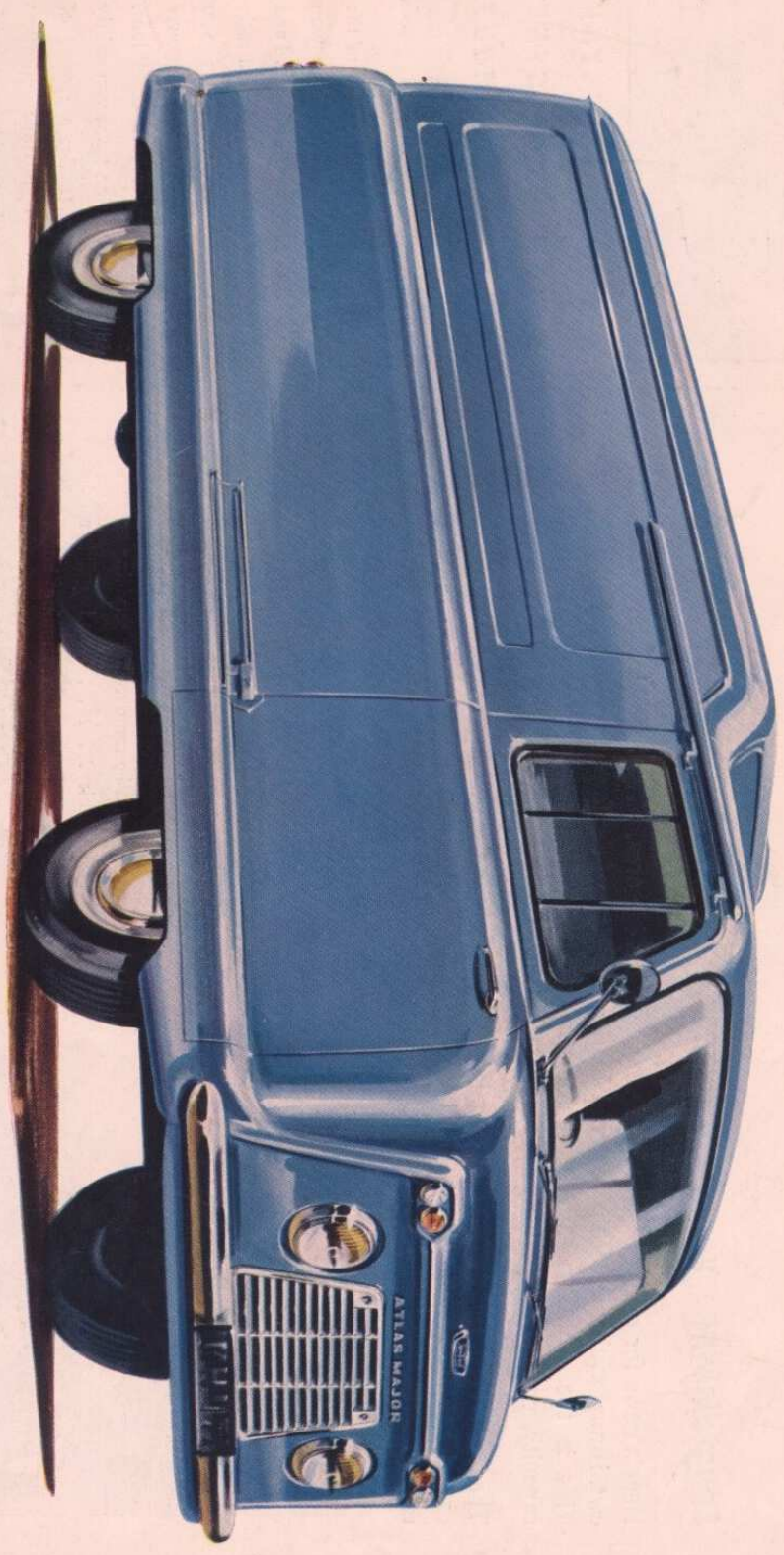
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1969

THE
NEW
ATLAS MAJOR 10/12 GWT.



STANDARD TRIUMPH

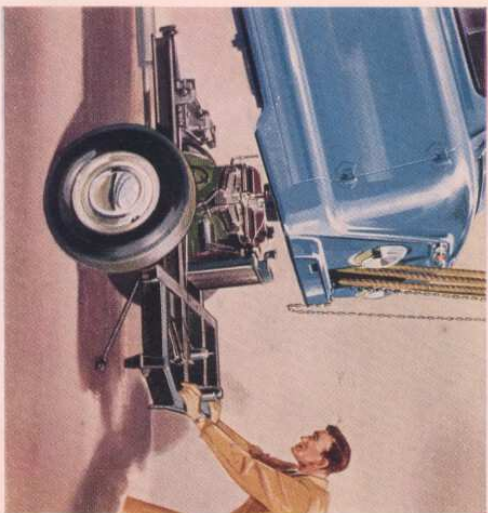
- MORE POWER TO THE ATLAS

ATLAS MAJOR

Long-distance version of the wonderful 948 c.c. ATLAS

HERE'S news for everyone who uses vans over a wide area. The famous ATLAS 10/12 cwt. is now available with a powerful 1670 c.c. version of the famous Vanguard engine. This is the new ATLAS MAJOR long-distance model—a perfect balance of load capacity, compactness and ease of operation.

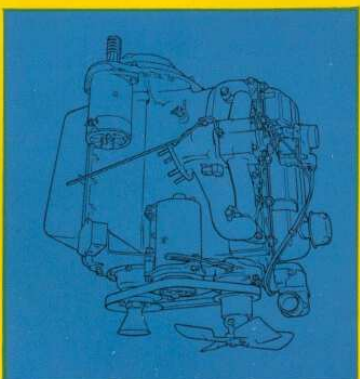
The new ATLAS MAJOR has all the unique features of the ATLAS 948 c.c. range; a bigger capacity than any other vehicle in its class; a hairpin-tight turning circle; unmatched ease of servicing; Standard-Triumph qualities of engineering.



UP AND AWAY

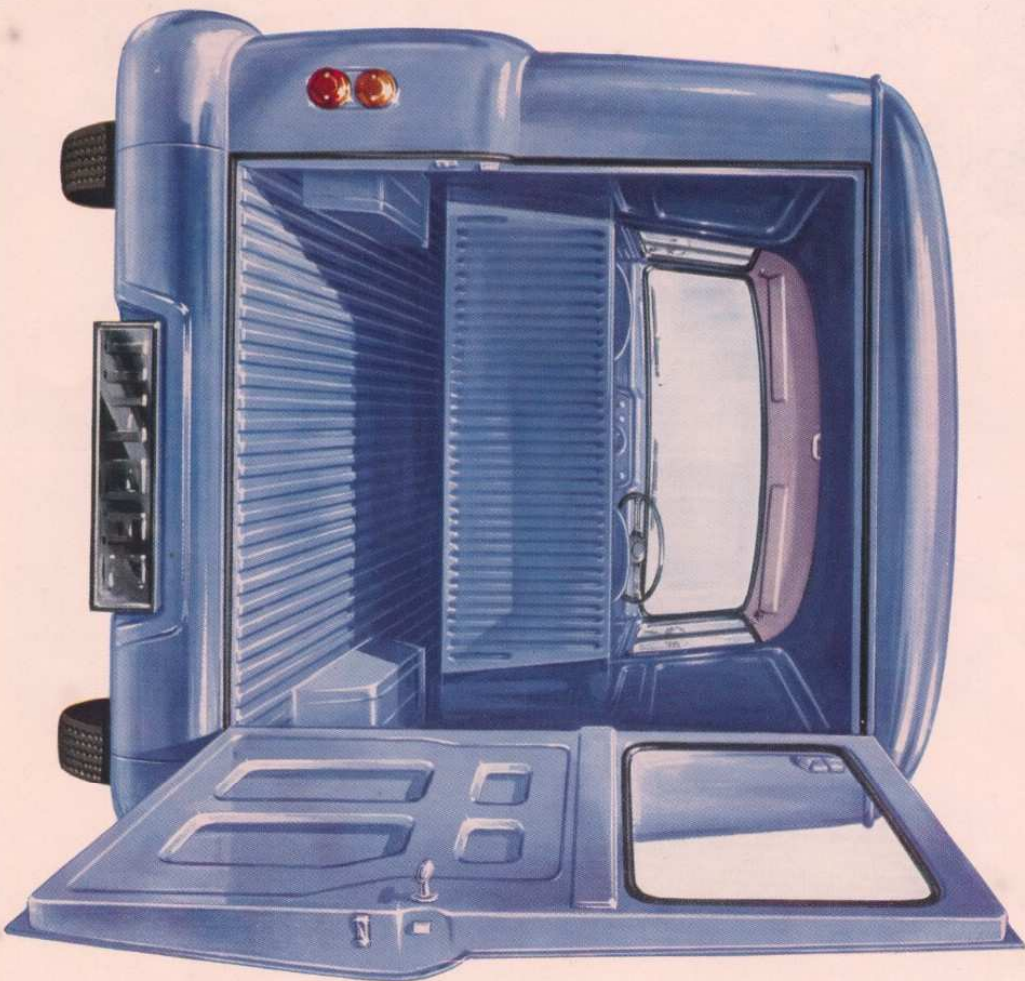
Because of its unique chassis and sub-frame arrangement the ATLAS MAJOR engine, gearbox and suspension can be removed for servicing as one complete unit and quicker maintenance means maximum running hours with less cost.

SERVICE TIME CUT BY HOURS



A VERSION OF THE VANGUARD ENGINE WITH THE FAMOUS WET LINERS

This is the 1670 c.c. version of the Vanguard engine which has won fame for the Standard Vanguard and Triumph T.R.3. Compression ratio is 7 : 1. 57 B.H.P. gives you remarkable economy with the power you need under all conditions. Lively acceleration takes you swiftly through town traffic; a reserve of power makes possible effortless cruising speeds on the open road. The replaceable wet liners mean longer life, and lower overhaul costs.



***INSIDE STORY of the biggest
load carrier
on seven feet!***

The ATLAS MAJOR packs a load of 180 cu. ft.—all on a 7 ft. wheelbase. This is a greater capacity than any other vehicle with a similar payload. The main goods compartment is 92" long, 63" wide, 55" high. There's additional space beside the driver when no passenger is carried.

A large rear door, nearly 4 ft. by 3 ft. 6 in., and a low floor height make packing heavy or awkward goods a simple matter. And the average man will not be cramped working inside. A side-loading door can also be fitted.

ATLAS MAJOR

- turns like a London taxi!

The ATLAS MAJOR turning circle is far less than that of any other van in its class.

It is only 29 ft.

See what this means in congested streets. Parking is easier, turn-round is quicker. Garaging is simpler, narrow lanes or restricted yards pose no problems.

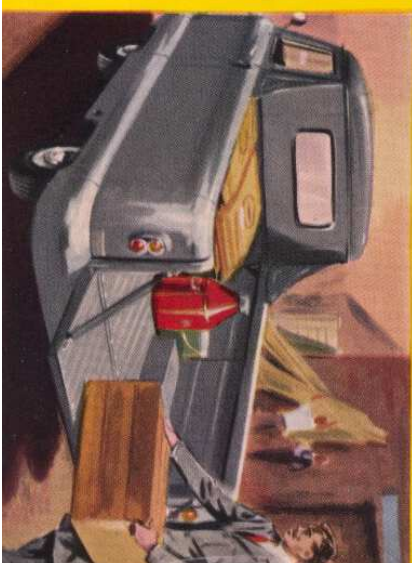
Hairpin turning saves you money and man hours.

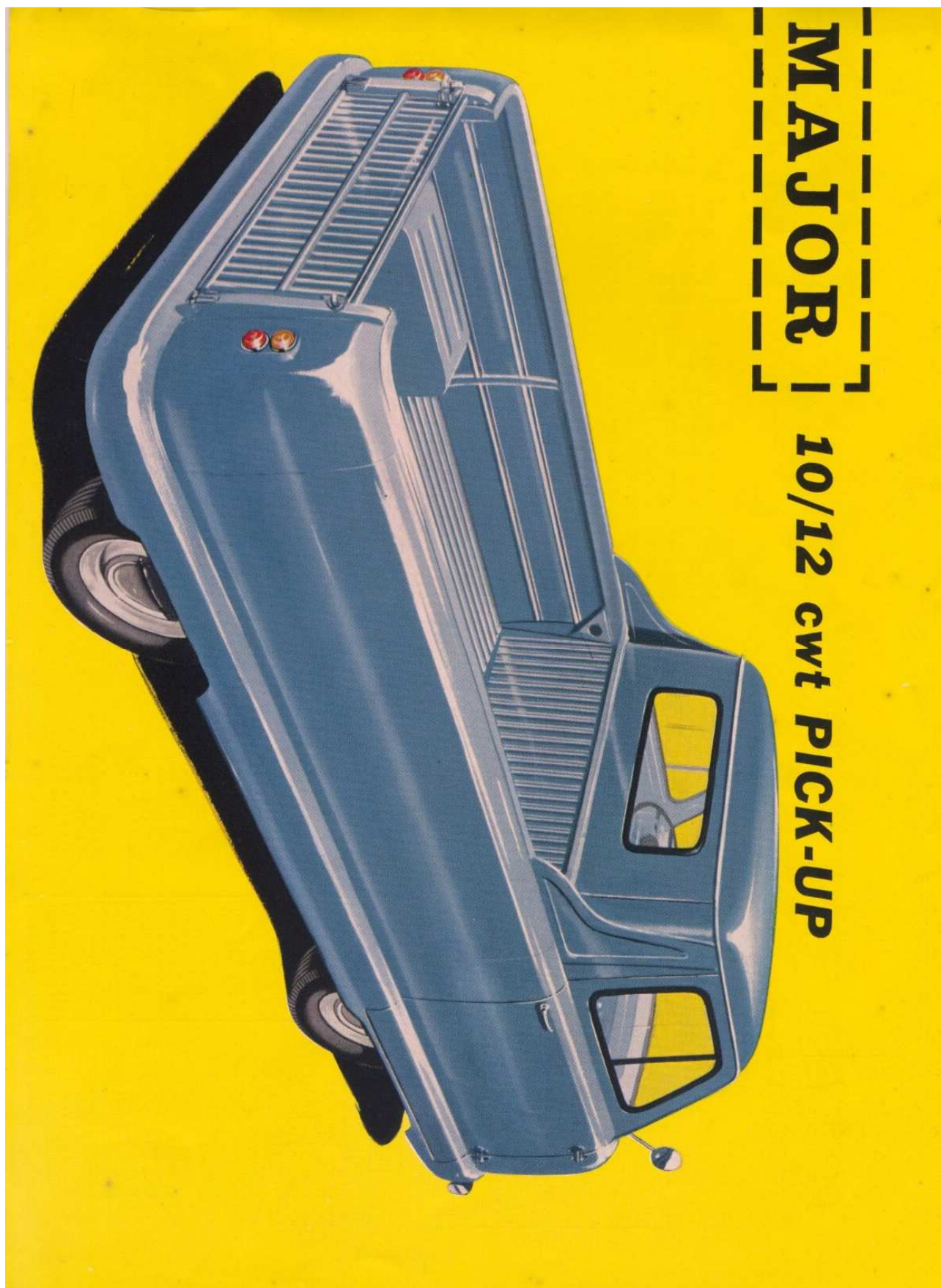


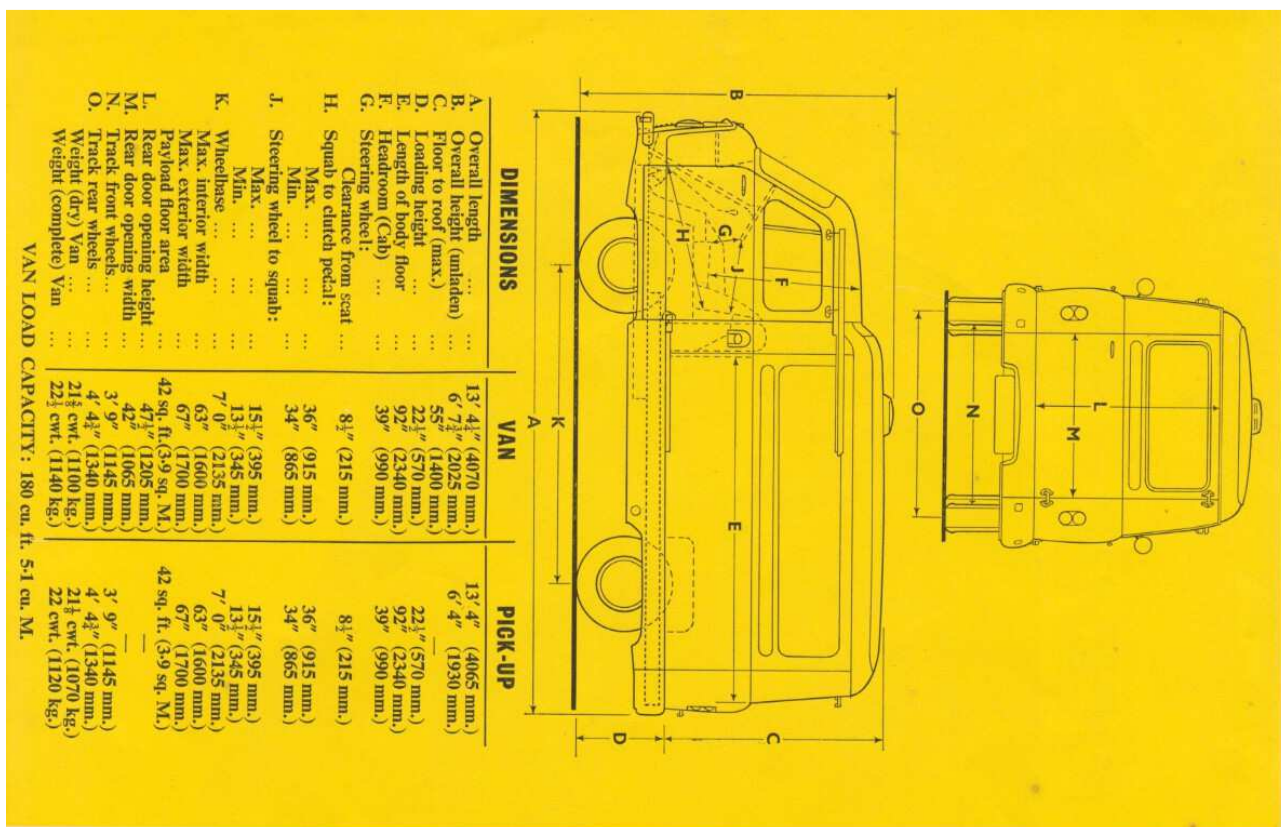
ATLAS

HERE's the ideal choice of builders and outdoor workers generally. For quick and versatile loading, the pick-up has no equal. And the ATLAS pick-up has all the virtues of its enclosed brother.

Box-section reinforcing gives extra strength to the truck. A 3-position steel tailboard is fitted, and a large rear window is provided in the cab.







BODY

Steel panelled van body, specially treated to resist rust. Curved windscreen. Forward hinged cab doors, sliding windows and pivoting quarter ventilators. Large hinged rear goods door with full-width window. Adjustable bucket seat, Vynide trimmed. P.V.C. headlining.

Instruments

Centrally mounted in fascia: speedometer with trip, fuel gauge, ignition and oil pressure warning light.

Controls

Lights, wiper, from buttons in fascia. Ignition, choke, starter controls at rear of engine cover. Horn button in steering wheel centre. Self-cancelling flashing indicators control on steering column with warning light.

GENERAL EQUIPMENT

Sun vizor. Floor heavily bonderized and painted. Facia parcel shelf. Spare wheel under rear floor. Scuttle vent in cab. Roof ventilator in rear. External locks for driver's and rear door, internal lock for passenger's door. Roof lamp. Rubber flooring in cab. Passenger footrest. Interior layout allows for fitting air conditioner, heater, etc. Jack, wheelbrace, starting handle.

ATLAS

Lighting

Flush-fitting sealed unit headlamps, pre-focus bulbs. Foot dipswitch. Flush-fitting front parking lamps, twin rear/stop lamps. Separate direction indicator lamps, front and rear. Number plate illumination lamp. One electric screen wiper, provision for second blade. Two outside driving mirrors.

PICK-UP BODY

Cab as for van. Large pick-up body with 3-position steel tailboard.

ENGINE

4 Cylinder, 76 mm. bore, 92 mm. stroke. Capacity 1670 c.c. Compression ratio 7:1. Centrally-chill cast nickel chrome iron replaceable cylinder sleeves, in direct contact with cooling water. Aluminium alloy pistons, split skirt. Three bearing crankshaft with integral balance weights. Push-rod overhead valves. 4-bearing camshaft driven by Duplex chain.

Thermostatically controlled cooling system, 6-blade 12 1/2" fan.

Side fuel tank, mechanically operated pump. Downtraught Solex carburettor. Manifold hot spot for quick warning. Combined air cleaner and silencer.

MAJOR

all the FACTS at a glance

High-capacity oil-pump in sump, filtered.
Full flow replaceable cartridge oil cleaner.
Coil ignition, automatic advance. Ventilated dynamo.

Buoyant power flexible mounting for engine and gearbox unit.

Exhaust system flexibly mounted. Cast iron flywheel with hardened steel starter gear ring.

TRANSMISSION

Single dry plate 8" clutch, hydraulic operation. 4-speed gearbox, gear lever centrally mounted. Silent helical gears, synchromesh on top 3 forward ratios.

Top 3rd 2nd 1st Reverse
Ratios 1 1-534 2-326 3-91 5-02

Final drive ratio 4-55.

All-metal propeller shaft, needle roller bearings. Semi-floating rear axle shafts, taper roller bearings in hubs. Final drive, hypoid bevel gears, taper roller bearings.

SUSPENSION

Front: Transverse leaf spring with anti-roll bar characteristics, telescopic direct acting

heavy duty dampers. Rear: Semi-elliptic springs, controlled by lever arm piston-type dampers. Steel disc wheels, chromium nave plates.

BRAKES

Hydraulic. Two leading shoe for front wheels. Leading and trailing shoe for rear wheels. Alloy cast-iron drums, 9" dia. \times 1 $\frac{3}{4}$ " wide front, 8" dia. \times 1 $\frac{3}{4}$ " wide rear. Total area 99 sq. in. Handbrake to rear wheels only (mechanical). Pistol-grip lever on steering column.

FRAME

Box section side and cross members. Bolted together in two sections. Front portion detachable for removal of engine, gearbox and front suspension as one complete unit.

JACKING

Four point portable jack.

STEERING

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

TYRES

6-40 \times 13" tubeless, or tubed.

ELECTRICAL EQUIPMENT

12 volt large capacity battery.

Painted Cornflower Blue, Pearl Grey, Jamaican Yellow or Coffee.

TURNING CIRCLE

29 feet (8.85 metres).

VAN ONLY

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

OPTIONAL EXTRAS

Heater; passenger seat; rear heavy duty shock absorbers; Dunlop heavy duty tyres.

WEIGHT (approx.)

Dry (excluding extra equipment) 21 $\frac{5}{8}$ cwt. 1100 kg.
Complete (fuel, tools, oil and water) 22 $\frac{1}{4}$ cwt. 1140 kg.
Gross vehicle weight with passenger 37 $\frac{1}{4}$ cwt. 1890 kg.

PERFORMANCE DATA

Engine (7 : 1 compression ratio) B.H.P. TORQUE B.M.E.P.
Gross 57.5 @ 4000 1010 lb. in. @ 2500 126 lb./sq. in.
Net 50.5 @ 4000 1010 lb. in. @ 2100 126 lb./sq. in.
Piston Speed at 30 m.p.h. in top gear 1160 ft./min. at 1920 r.p.m.

VEHICLE PERFORMANCE (Fully laden)

Engine Speeds at: Top 3rd 2nd 1st Rev.
10 m.p.h. 645 990 1500 2520 3240
10 km.p.h. 400 615 935 1570 2020
Road Speed at 1000 r.p.m. in top gear 15.5 m.p.h.

ATLAS MAJOR

HINGED OR SLIDING

— you choose

Hinged cab doors are normally fitted on the ATLAS MAJOR. Sliding doors are available at a small extra charge. A hinged side-loading door can also be fitted.

The ATLAS MAJOR is easily adapted for special purposes. Shelves, extra windows, can be incorporated without weakening the body.



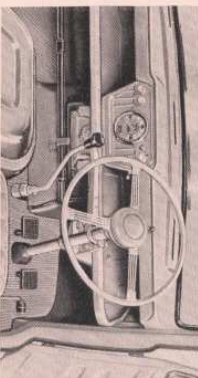
FORWARD CONTROL

Drive the ATLAS MAJOR and you drive in comfort. Almost 8 sq. ft. of curved windscreen show you *all* the road.

Forward control increases load spaces and also means better weight distribution. Light steering, a hydraulic clutch, and powerful hydraulic brakes make the ATLAS MAJOR a delight to drive.

The deeply cushioned seat is adjustable. Instruments and controls are all within easy reach. A plastic headlining insulates the driver from heat and cold.

Sliding windows and pivoting quarter vents ensure good lighting and ventilation. Roof light illuminates both cab and goods compartment.



FOR SHORT-HAUL WORK—ATLAS 948 C.C. URBAN DELIVERY MODEL

The ATLAS 948 C.C. will be found the perfect choice where a vehicle is used chiefly for journeys within a small radius.

... and **STANDARD service wherever you go!**



WITH A THREE MONTH GUARANTEE OF COURSE

CONDITIONS OF SALE

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



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