VCCA TASMANIA

September 2023

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SMALL TORQUE

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The Veteran Car Club of Australia (Tasmania) Inc.

ABN 22 043 255068
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SUNDAY 3RD SEPTEMBER 2023

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Trade Stand Enquiries : Joe Clippindale On 63 961144 Or Email- Jaclipp@Bigpond.com

Presidents Prattle September 2023

Yesterday, we, and many other old car nuts from all over Australia gathered at Wynyard to farewell Francis Ransley at his memorial service. It is amazing to think that one person could be such a source of inspiration to so many people from such diverse back grounds and also how everyone had a story or two to tell, some of them very amusing, about this larger than life character who has been such a big part of our hobby for so long.

My second subject this month is to ask for help from those club members with more experience than me. Why is it that as we get older and slower doing things, the clocks and calendar both have to speed up and have us rushing around at the last minute doing things that we used to have plenty of time to do. It can't possibly be a month since our editor reminded me that I hadn't sent him this months prattle.

As you will all be aware the club needs a new Executive Secretary, (see positions vacant on page 10) and this seems a good time to start a conversation regarding the future of the club and the direction we, the members, want it to go. All clubs regardless of their subject of interest seem to be having the same problem, that is finding enough people prepared to take on the jobs which are required to make the whole thing tick along. In a club our size none of these tasks are all that big or time consuming but they are needed. We must develop a culture within the Club which allows a person to take on a job for a reasonable time and then hand over to another when, for whatever reason, they want to step back. I strongly believe that if this doesn't happen, then in spite of our membership numbers remaining very strong we are doomed to a slow painful ride to failure. It would be a shame to see the whole legacy of the past go to waste while we sit on our hands and wait for that mythical " SOME-ONE" to do everything.

The Webmaster has been having a problem with people not letting him know that items wanted and for sale are no longer needed so it has been decided that ads on the website will be removed after two months. If you want them to continue you will have to let the Webmaster know and ask for an extension.

Events this winter have been well attended as we haven't had much bad weather and todays Northern Section run to the Cressy pub for lunch was a great success, even attracting a couple of Southern members. Remember that it is one Club statewide and if you are out of your normal stomping ground, for any reason, have a look in the events of the area you are visiting and you are sure to be welcomed at one of their events. Your section events organiser would love to hear your ideas for a run and would be even happier if you would be prepared to put it on yourself, on a free day of course when he or she has nothing else teed up.

Safe motoring, Joe Clippingdale

Small Torque via email

Would you like Small Torque emailed to your inbox? It will be in PDF format and pictures are in FULL colour. Document size is approx. 3 MB. Email can arrive a week or more before the printed copy arrives. If you are interested then please send an email requesting this to bobwickham57@gmail.com and starting with the next Edition of Small Torque you will receive it both ways.

Front Page Photograph

This month's front cover photo is the 1928 Chevrolet National AB Tourer of Alan & Christine Smith

Back Page Photograph

This month's back cover photo is the 1925 Buick Master 6 Roadster of Ken & Joy Silver

Southern Section Events

The Club rooms are open every Wednesday from 12noon, why not join your fellow enthusiasts for a chat and cuppa and help out with any maintenance if you can.

If you have any items for Small Torque – car related For Sales or Wanted, or stories of your first car, your first restoration etc. or anything you think would be of interest to other enthusiasts - please submit to Section Editor before the 12th of each month.

A reminder also that ALL ITEMS should be submitted through your Section Editor.

WE ALSO NEED IDEAS FOR OUTINGS and RUNS – Have you got a favourite pub for a meal, a picnic spot or just a scenic drive, can you organise a treasure hunt or perhaps a mystery run – in fact anything you think will be of interest – contact any Committee member.

Wednesday 30th August – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

Sunday 3rd September – Shannons Motor Show – Wrest Point Convention Centre

SuperCars and SuperBikes, 10am to 3pm. $5 per person at the door. Helicopter rides available.

All proceeds go to Variety Tasmania.

Sunday 3rd September – Classics on the Beach

Lower Sandy Bay Beach from 9am. Make your own way there. Always 1st Sunday of the month.

NO MEETING on Tuesday 5th September – See Note below

Wednesday 6th September – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

PLEASE NOTE Sunday 10th September – Committee/General Meeting

It has been proven successful to have our monthly meeting during the colder months on a Sunday, followed by lunch at a pub – so the September Committee/General Meeting will be held on Sunday 10th September at 10.30am at the Club Rooms in Brighton followed by lunch at Longley Pub. We will leave around 11.15 and drive to Longley Pub for lunch at 12.30. Numbers are required for lunch - Please phone Roger on 6249 3344 by Tuesday 5th September if you require lunch at the Pub or BYO to a nearby park. All welcome.

Sunday 17th September – "Coffee and Cars at Richmond"

9am onwards till noon at The Richmond Arms Pub car park. Open to all-comers. Just turn up and show off your vehicle and enjoy a coffee and chat. Ladies can wander the many artisan shops and

galleries. This event is the 3rd Sunday of each month, similar to "Classics on the Beach".

Wednesday 20th September – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

Sunday 1st October – Classics on the Beach

Lower Sandy Bay Beach from 9am. Make your own way there.

NO MEETING on Tuesday 3rd October – See Note below

Wednesday 4th October – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

PLEASE NOTE Sunday 8th October – Committee/General Meeting with BBQ Lunch

October Committee/General Meeting will be held on Sunday 8th October at 10.30am at the Club Rooms in Brighton followed by a BBQ lunch provided. All welcome.

Sunday 15th October – Predominately Britain to 'Bunna Car Show

The Village Community Centre, 20 Melbourne Street, Triabunna. 9.30am to 1.30pm.

Prize presentation at 1pm. Make your own way there.

This year they will be helping to raise funds for Ovarian Cancer research by participating in Frocktober. Car owners and their passengers are encouraged to wear period costume, to reflect the year of the manufacture of their car.

Sunday 15th October – "Coffee and Cars at Richmond"

9am onwards till noon at The Richmond Arms Pub car park. Open to all-comers. Just turn up and show off your vehicle and enjoy a coffee and chat. Ladies can wander the many artisan shops and galleries. This event is the 3rd Sunday of each month.

Wednesday 18th October – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

Gordon Fysh Memorial Tour – Sunday 5th November – Ross – bring your cricket skills!

10am to 3pm at Recreation Ground/Sports Hall. Registration form in Small Torque next month.

BYO lunch or buy locally - Tea & Coffee provided.

Tuesday 7th November – Committee/General Meeting

Now it is warmer we will revert to our usual Meeting day and time. 7pm for 7.30 at Club Rooms for the November Meeting. Refreshments to follow.

Wednesday 8th November – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

Sunday 12th November – Trash to Treasure – Claremont Girl Guides Fund Raiser

10am to 2pm Claremont Village Green - just turn up – please be onsite by 9.45.

Saturday 18th November – Shannons All German Car Show – Parliament Lawns

10am to 2.30pm. Entry via lower Murray Street - please be on site by 9.30 and remain until 2.30. Featuring 75 year anniversary of PORSCHE. More info Rod Belbin 0408 314309.

Sunday 19th November – "Coffee and Cars at Richmond"

9am onwards till noon at The Richmond Arms Pub car park. Open to all-comers. Just turn up and show off your vehicle and enjoy a coffee and chat. Ladies can wander the many artisan shops and galleries. This event is the 3rd Sunday of each month.

Wednesday 22nd November – Club rooms open from 12noon

Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

Sunday 3rd December – Classics on the Beach

Lower Sandy Bay Beach from 9am. Make your own way there. 1st Sunday of month.

Tuesday 5th December – Committee/General Meeting

Committee/General Meeting at the Club Rooms - 7pm for 7.30. Refreshments follow. All welcome.

Wednesday 6th December – Club rooms open from 12noon

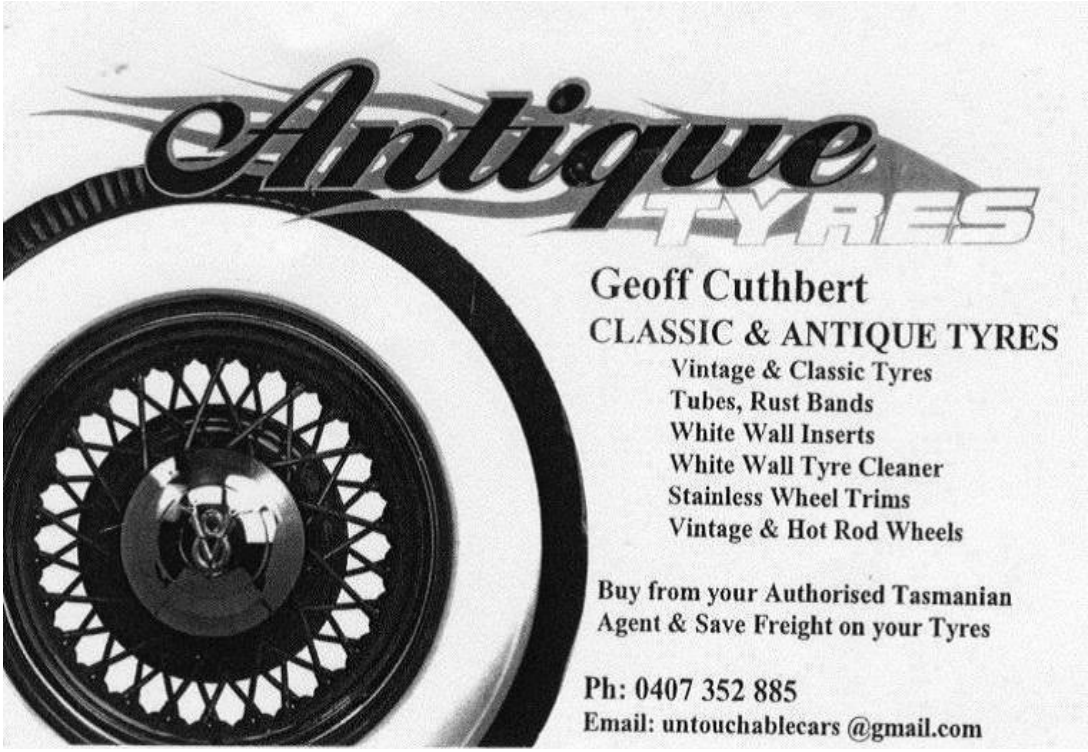
Maintenance day – come out and help maintain your club rooms – it is always appreciated. Have a cuppa and a chat, browse the library, lots of old photos etc. Meet fellow members and check the spares shed, you may find a part you need.

Sunday 10th December - Richmond Bridge Bicentennial Celebrations

Cars required for Display and Parade. More info to follow

Sunday 17th December – Christmas Lunch booked at South Arm RSL for 12.30.

$38 per person for two course traditional Christmas meal. Names to Roger please before Monday 11th December on 6249 3344. Make your own way there.



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2 Merriworth Road Tea Tree

POSITION VACANT

To ensure the continuation of the smooth running of our club, it is of utmost importance that we find someone to fill the role of STATE EXECUTIVE SECRETARY.

If you feel you have the skills for such a role, please contact your section president, section secretary, or anyone on the Executive committee.

STATE EXECUTIVE SECRETARY

Responsible to: Club President and Executive Committee

Responsible for:

1. The recording, compilation and circulation of all, Club General meetings and Executive Committee meetings.
2. Executing all resolutions arising from those minutes that require action by the Club and conveying to Sections or specific officers any action required of it/them by resolution of those minutes.
3. Ensuring appropriate notice is given for all Club General and Executive Committee meetings.
4. Compiling the Club Annual Report documents for presentation to the Club Annual General Meeting.
5. Responding to all requests for guidance/assistance from Sectional Committees, officers or members.
6. Performing all tasks allotted to them by the Club President that are of a reasonable nature for such an officer and in accordance with the Constitution, By-laws, Code of Conduct, Tour Guidelines and Duty Statements-Guidelines.
7. Send Electronic copy of Executive Committee Minutes to Webmaster as soon as practical after said meeting.

INFORMATION SOUGHT

Is anyone aware of any veteran or vintage Morris Oxfords or Cowleys in Tasmania.

I can be contacted by email on christopher.creese@cub.com.au.

Thank you

Regards

Chris

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Francis Ransley Memorial Service August 12th

Lead in by a Bagpiper, Roger Jaensch MP was the spokesperson at the Francis Ransley memorial today.

People came from all over Australia and as far away as W.A. It included M.P.'s, Mayors, councillors and many friends. Also people like myself who hardly knew him but respected the man and what he stood for.

Damien Giustini

Northern Section Events and Meetings

The Northern Section Clubrooms at 67 Lawrence Vale Road are open on Wednesday from 1.00pm to 4.00pm. Come in for a cuppa and a chat and visit the spare parts shed. All members state wide are welcome.

NOTE: - VC vehicle inspections please contact the Northern Section Technical Officer, Ashley Monks, on 6344 3134 or 0409 703 440 for an appointment that is mutually convenient.

Veteran Car Sheet Metal Work - every Friday 9.00am until early afternoon. Build your own vehicle body or just a bonnet or mudguard. Other projects also catered for. Just come along to the downstairs workshop at the Clubrooms to become involved. You will be made most welcome.

September

Fri 1st Northern Section Committee Meeting – commencing at 7.00 p.m. followed by **General meeting** at 7.30 p.m. at Northern Section Clubrooms, 67 Lawrence Vale Road, Launceston.

Sun 3rd - Northern VCCA Spring Swap Meet at Mowbray Race Course Vermont Rd. Mowbray. Gates Open 7.30am. Entry $2 per. adult, Trade stands $10. Traders can enter from 6.30am onwards. If you can help out please contact Joe Clippingdale on 63961144. Flyer elsewhere in Small Torque

Sun 3rd - Classic cars and coffee Georgetown – Hosted by Don Mario's restaurant. Park in council car park in the Main St. 9.00 a.m.–3.00 p.m. but come and go as you please. Ph. 63821821 to book for breakfast or lunch. (Event is first Sunday of every month)

Thurs 7th - Revisit Villarett Gardens by popular request for lunch at 12.00 p.m. Meet at Westbury Hub Cafe for morning tea and leaving at 11.00 a.m. for Moltema. Numbers limited, ring Mike on 0458 944 001 by Friday September 3rd to make your bookings.

Sun 10th - Wheels to Westbury - Coffee & cars 2nd Sunday each month from 10.00 a.m. Enquiries Joe Clippingdale on 6396 1144.

Sun 17th – Frogs at the Bend Car show 9.00 a.m. to 3.00 p.m. at NAMT see poster in this edition of Small Torque.

October

Sun 1st - Classic cars and coffee Georgetown – Hosted by Don Mario's restaurant. Park in council car park in the Main St. 9.00 a.m.–3.00 p.m. but come and go as you please. Ph. 63821821 to book for breakfast or lunch. (Event is first Sunday of every month)

Fri 6th - Northern Section Committee Meeting – commencing at 7.00 p.m. followed by **General meeting** at 7.30 p.m. at Northern Section Clubrooms, 67 Lawrence Vale Road, Launceston.

Sun 8th - Wheels to Westbury - Coffee & cars 2nd Sunday each month from 10.00 a.m. Enquiries Joe Clippingdale on 6396 1144.

Sun 15th - Eurosport Tas - Coffee & Torque at NAMT 10.00 a.m. -12 noon.

Sun 15th - Britain to Bunna car show - see Southern Section for details.

Thurs 19th - **Visit to Lavender Farm at Nabowla.** Meet on Lilydale Rd. near the Black Stallion Hotel at 11am for 11.15am departure to arrive at the Lavender Farm Gillespies Rd. Nabowla for lunch at 12pm. or meet us there. We can park on the grassed area at the top of the hill at the Lavender Farm. There is a special set price lunch menu for us for $20 consisting of:- Soft drink or juice with meal

Select from:- Choice of 3 different pies with salad followed by Lavender Ice Cream. Tea and plunger coffee station to help yourself. You can also order off the menu at various costs. **Numbers to Peter Riggall Ph. 0427 358 289 by txt. or call by Thursday 12th**

N.B. – Please be aware of all current COVID19 restrictions when attending events.

New Members

We welcome David O'Brien of 42 Burton Street, Hillwood with his 1956 MGA Roadster, to our Club and Northern Section.

AUSTRALIA'S BIGGEST MORNING TEA - VCCA Northern Section

On Saturday 22nd July, 30 members and friends of the Northern Section came together to help raise funds for the Cancer Council. We raised $1193, thank you to everyone who supported this very worthy cause.

This year is the 30th year of the Cancer Council's biggest morning tea and an incredible amount of $13 million has been raised Australia wide, so it was good to be part of helping to raise much needed funds for their work.

Members and friends enjoyed a wonderful selection of food for morning tea and had a good catch up over a cuppa.

NORTH WEST SECTION EVENTS

AUGUST

Sunday 27th Ultimate Car Show - Penguin Sports and Service Club 1:00pm to 5:00pm.
The Ultimate Car Show Shine on the Coast is a great day to get your pride and joy out of the shed and join like-minded people and services.

Head along to the Penguin Sport Services Club to join in a great day of fun and all things automotive.

Two course meal available from the club for $30 book today to avoid disappointment 6437 2767.

Open to all cars, bikes and basically anything on wheels with an engine.

RSVP by 20/08/2023 to save yourself a spot.

Call Dave Kelly 0417 163 069 or Jacky 0487 349 324 for further information.

This is an all-abilities inclusive family friendly event with a focus on road safety.

SEPTEMBER

Sunday 3rd **General meeting starting 11:00am.** Followed by lunch and a run.

Wednesday 6th **Committee Meeting** Commencing at 6:00pm

Thursday 7th **Villarett Gardens** Refer Northern section events.

Sunday 17th **Pioneer Park closed until October. There will be a run.**

BYO morning tea and lunch. Assemble at Blythe Heads at the end of Sice Avenue, near the toilets in time for a cuppa. Departing at 11am for a luncheon destination in the Burnie area. Laurie Bellchambers , Mobile 0438 282 443

OCTOBER

Sunday 1st Luncheon at Kaydale Gardens.

It's daffodil time at Kaydale. Depart clubrooms at 10.00am. BYO morning tea, if weather is fine, we will have morning tea somewhere. Arriving at Kaydale approximately 12:12pm for lunch. Numbers attending required by the 28th September. Laurie Bellchambers. 0438 282 443

Saturday 7th General Meeting commencing at 7:30pm, bring a plate of supper to share.

Wednesday 11th Committee Meeting Commencing at 6:00pm

Friday 20th & Saturday 21st Return to Crayfish Creek - Camping Weekend

Bring your old car, modern, camper, caravan, motorhome, or tent or however you wish to travel and join us at Crayfish Creek. Located in bushland near the beach, just east of Stanley, Crayfish Creek Van and Cabin Park, has a choice of accommodation, from Spa Tree House to various cabins, powered and unpowered sites. We have been offered a 10% group discount on whichever accommodation you wish.

Please book direct or online - https://crayfishcreekecoaccommodation.com.au/ using "VCCA" as the discount code.

Could you also phone Sue or John on 0438 642 550 so they know how many are going please.

Saturday 28th **80th Anniversary Celebrations at the South Riana Memorial Hall and Recreation Ground**

Display old cars. Variety of activities available on the day including family games, woodchopping, bullocks and draft horses, historical display inside the hall plus several food stalls.

Further details to follow.

NOVEMBER

Monday 6th **Ulverstone Car Show**

Tuesday 7th **Ladies Melbourne Cup Function**

Saturday 11th **Club Rooms and Grounds Spring Clean** 9:30am onwards.

Saturday 11th **General Meeting** commencing at 7:30pm, bring a plate of supper to share.

Sunday 12th **Luncheon at "The Epicurean Café" Sheffield.** More details later.

Wednesday 15th **Committee Meeting** Commencing at 6:00pm.

Saturday 18th **Christmas Function** More details to follow.

DECEMBER

Saturday 2nd **Stanley Show** More details to follow.

Saturday 2nd **General Meeting** commencing at 7:30pm, bring a plate of supper to share.

Wednesday 6th **Committee Meeting** Commencing at 6:00pm.

Thursday 7th **Run to Leven Canyon.**

It's "peony time at Kaydale Gardens".

Morning tea at the Clubroom, departing at 10:45am for the Leven Canyon. BYO morning tea and lunch. Depart Leven Canyon for "Kaydale Gardens" to have afternoon tea and a garden tour if you so desire. Numbers for afternoon tea at Kaydale would be appreciated. Laurie Bellchambers. Mobile 0438 282 443

Sunday 10th Run to Meander dam BYO BBQ lunch

Meet at ETC Elizabeth town from 10am for morning tea. Leave ETC 11am

Return via Deloraine with a visit to Red Brick road Gin shop

Contact Sue Cunningham for numbers and more details on 0417 334 683

New Member

Kate and Paul Mitchell welcomed Lucas James Mitchell into the world Thursday 13th July 2023 at north west private hospital at 2.50 pm weight of 4.9 kg 59 cm long

NW SECTION REPORTS

Miena Report:- Weekend away at Miena. 5th/6th August

Saturday 5th Aug. The Ayton's, Bellchambers, Bishop's, Cole's, Easley's, Hingston's, Holmes, Munday, the Teije's and Wilson's met at the Elizabeth Town Café for a light lunch, on a fine but cool day. Departing the café after eats, drinks, and much chatter the group headed for Miena. It was a beautiful winter's day; the sky was almost cloud free and the mountains very clear. Arriving at Pine Lake most of the group decided to take the board walk to the lake shore, passing many varieties of native flora on the way. Next location was the Miena Lodge, our accommodation for the night; we were joined by the Sutcliffe family from our southern section. After settling into our rooms, the bar seemed a good place to congregate enjoy the fire and a couple of pre-dinner drinks.

Having eaten a hearty dinner, we headed to the Miena Community Centre for Bingo and fun and more food. Some of our group got lucky and received prizes for their bingo efforts. Then supper time, more food.

Sunday morning dawned misty and overcast, but by 10am the sun was breaking through. Having a couple of hours to fill in, it was decided to visit Tod's corner at Great Lake, a quiet little fishing community, whilst there, someone mentioned coffee, so it was down to the café just off the Poatina Rd., at the Arthurs Lake. After coffees, a perusal of the fishing shacks at Flintstone Drive was done. There was a police presence at the intersection of the Highland Lakes Rd., and the Poatina Rd., which we had to negotiate both ways. Fairly friendly lot, it was the opening weekend of the brown trout season, and they were doing checks, not only for fish.

Back at the Miena Community Centre three Southern, seven Northern and eleven North West members (plus baby Lucas) had travelled to enjoy Christmas Dinner in Winter with us.

A warm hall with Xmas decorations, a lovely meal, good fellowship, it was soon time for farewells.

A big thank you to members from all sections for making the effort to enjoy a meal together, whilst supporting the Miena Community Centre.

Laurie Bellchambers

A GOOD DEAL MORE FOR A GOOD DEAL LESS by Rhonda Hamilton

A talk presented to the 4th Automotive Historians Association of Australia Conference at RMIT in October 2019

Part Three

Salesmen

Today the customer is usually well informed before they enter the showroom. In the early days of selling motor cars, the salesman was not always full-time and on the floor, although he was often the sole source of much information about vehicles and life in general. Even politicians played their part in the industry. Labour Senator Aylett, mineworker and farmer, was the perfect spotter for City Motors on the north west coast. A 1938 City Motors publication spoke of his role: Senator William Aylett still continued to do good work with the secondhands and until his ministerial duties start in June, he will continue to represent the firm [8].

Some were born salesmen. One employee at Co-operative Motors in Hobart, who worked as a receptionist in the service department, started selling cars over the counter. By the time he had sold over 40 cars in a month a transfer to sales was obvious. Success came from his ability to talk to customers, and in turn attract repeat sales. Contemporary accounts testify to the gendered nature of the showroom. Customers frequently paid cash and it was the office girls job to take the money to the bank in their handbag, fearing that if they used a brief case or bank bag they would be mugged[9].

Many different cultures have influenced sales history, as is the case with German speaking Laimonis Kristovskis, a post World War 2 migrant. Looking for work in Northern Tasmania in the early 1970s, he responded to an advertisement for a sales representative for the Ford Motor Company in Devonport. His European name presented some small difficulty. General Manager Michael Betts told him he would have to use a name that would be more easily recalled by the customers, and so he became Alex Krist. In later years he recalled the reason for his success: Those days a lot of German migrants came in. A lot of Poles came in. The Hydro was in full swing. Motors had a man who could speak German… If the opposition had somebody who could handle possible customers in their own language, the Ford Motor Company would have it too. And you know to my surprise I did well. When the new Cortina was released on the market, my sales record was tops. They called me Mr Cortina[10].

Motors, Devonport, photographed in 1954.
By the 1970s they also had a German-speaking salesman.
TAHO AB713-1-3659.

Of course the salesmen, and sometimes the Managing Director copped complaints. Lloyd Jones, Manager of the Aero Club of Southern Tasmania, was unhappy about the performance of his new 1957 model Holden. He complained to Motors:

• at 3 miles the clutch pedal fell off,

• at 120 miles the starboard front window fell down and stuck there,

• at 600 miles both draught windows had lost their fasteners,

• at 3000 miles the beading was draped in a hangman's noose over each door,

• at 3600 miles one rocker-arm broke off (refer your breakdown service),

He sought their advice as to what to do:

a) push this bitch of a car over King's Pier,

b) find a sucker and sell it before something else breaks,

c) bring it back and swap for a Pontiac (no adjustment),

d) have a cup of tea and a good cry and hope the above events have been merely normal running in worries,

e) put the engine in a saw bench, give the kids the body as a play house and buy a bicycle [11].

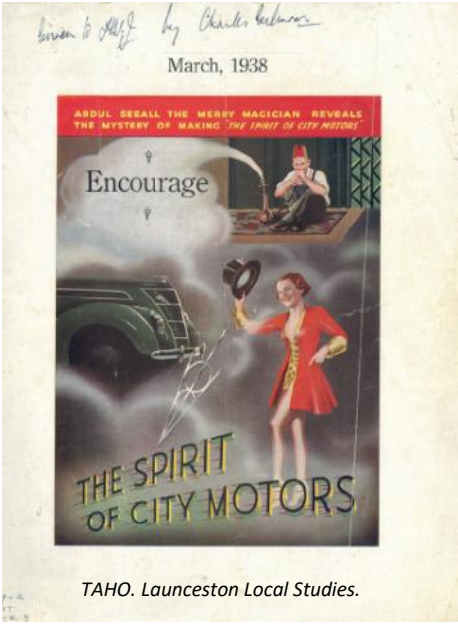
Advertising and promotion

From extravagant in-house showroom displays, cocktail parties and balls, slogans and jingles, all were used to announce new models and promote sales. The automotive industry has always been a trendsetter in embracing publicity through a diverse range of media, to bring their cars to the people.

Agricultural shows around Tasmania were an important alternative sales venue for many years. Show Week was also an occasion for dealers to catch up at annual dinners and peruse the competition. At the Launceston Show in 1954, 11 of the town's main motor dealers exhibited over 100 cars.

A sparkling promotion of the Austin A30, Royal Hobart Show, 1954. Courtesy L J Morley.

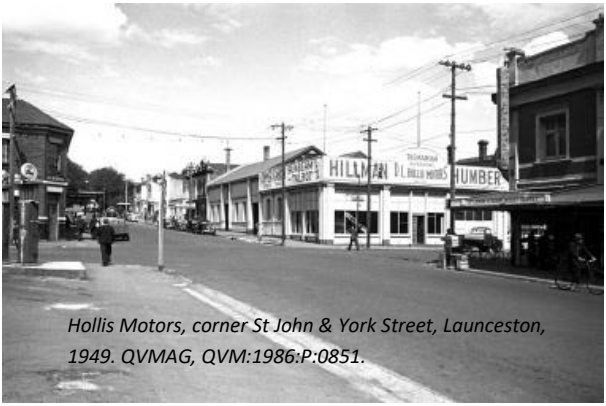
A little known, short-lived Tasmanian publication The Spirit of City Motors issued in 1937-38, is full of trade news, motivational stories and social club activities. It appears to be an early in-house magazine. The name Charles Gilmour inscribed on the cover of the two known issues is an indicator that, as the Manager of City Motors Launceston, he is likely to be the author.



TAHO. Launceston Local Studies.

Commercial travellers were among the first to grasp the potential of motor vehicles. In Tasmania, traveller Bill Browne was one of the earliest to drive a Holden in his work for Gordon and Gotch[12]. Representatives of Telegraph Printery in Launceston were rewarded for dedicated after hours service when the company was sold, and they were gifted the V-8 Leyland cars previously used in their work[13]. The Australian Traveller, the CTA's monthly publication regularly featured Holden on their cover pages in 1955 and 1956[14]. The developing competition between Holden and Ford in the 1950s is reflected in advertising such as in the 1955 edition of the popular and useful Universal Business Directory[15]. Holden inside the front cover and Ford on the rear cover, and in bright colour.

In Melbourne both Holden and Ford used contemporary photographers Athol Shmith and Helmut Newton to assist in marketing their cars. While there was nothing quite like the work of these outstanding photographers in Launceston, local amateur photographer Doug Wherrett produced a series of street corners in the 1940s, capturing several automobile dealer's sites in the process[16].



Hollis Motors, corner St John & York Street, Launceston, 1949. QVMAG, QVM:1986:P:0851.

Company minute books also contain a wealth of information, including sometimes, details of a little subversive activity. Under the heading 'Melbourne competition' in Nettlefold's Minute Book for June 1924: Mr Jones reported that in view of his suspicion that Melbourne is selling Chevrolet cars in Tasmania, he is having prepared a list of all Chevrolet car numbers in Tasmania. It was resolved that this company subscribe to the Police Gazette at once so that all registration of cars can be watched[17].

As Tasmania celebrated occasions such as Jubilee Day and the first Annual Hydrangea Festival in the 1950s, dealers joined in. In showroom windows and street parades the celebrations brought forward a flourish of visual opulence and enthusiastic detail in signage, commercial art, frothy waves of fabric and an award winning display.

Jubilee Parade, Macquarie Street, Hobart, May 1951. TAHO, AB713/1/629

City Motors award winning window display, Hydrangea Festival, Launceston, March 1955. TAHO, Davies Bros. The Mercury, NS4022/1/5 (L1825/3).

The joy of motoring

In a story of mergers, takeovers, success, failure and ever changing franchises, nothing describes the Tasmanian story better than the book In Excellent Condition Throughout, Co-operative Motors [Hobart] 1913-2013.

True to the times their original directors were well-established local men – a merchant, insurance agent, solicitor, landowner and pastoralist. A century later, today's dealerships are more likely to be in the hands of mainland investors, and women now feature more visibly in every aspect of the automotive industry.

The look of the vehicle, the showroom, the salesman and the advertising all contribute to a successful sale and, ultimately, the joy of motoring. The 1923 Alfa Romeo RLS owned by Launceston businessman Gordon Fysh says it all!

1923 Alfa Romeo RLS (Romeo Series L, Sport), photographed in 2006. QVMAG

Acquired by the Queen Victoria Museum and Art Gallery in 2001, the car is notable not only for its fine original condition, but also for its radically innovative aluminium body which was crafted in Launceston. It was the first Alfa Romeo to win a competition race in Australia and the racing successes of Gordon Fysh in 1924, were used extensively by Alfa Romeo in the company's international advertising[18]

1 Anne Green, The Cheerful Noise of Foundries: Places of Industry & Transport in Launceston, Launceston: Launceston City Council, 2010, 117---118.

2 Barry McNeill & Leigh Woolley, Architecture from the Edge: the 20th century in Tasmania, Hobart: Montpelier Press, 2002, 60.

3 Daily Telegraph, Launceston 6 September 1924, 9.

4 Queen Victoria Museum & Art Gallery, Launceston City Council, unregistered file, Signs, January 1937---March 1938.

5 The Mercury, Hobart, 1 December 1948, 4.

6 The Examiner, Launceston, 16 May 1984, 35.

7 QVMAG 2014.OH.0004.

8 City Motors, The Spirit of City Motors, Launceston: Telegraph Printery, 1938, 32.

9 Caroline Evans, In Excellent Condition Throughout: Co--operative Motors 1913--2013, Hobart: Co---operative Motors Pty Ltd, 2013.

10 QVMAG 2000.OH.26A---C.

11 QVMAG CHS120 1/1.

12 Jai Paterson & Commercial Travellers' Association of Tasmania, Knights of the Road: The Commercial Travellers' Association of Tasmania, Launceston: CTA, 2006, 19.

13 J R Orchard, Not to Yield: The John Orchard Story, 1906--1982, Launceston: J R Orchard, 1982, 97.

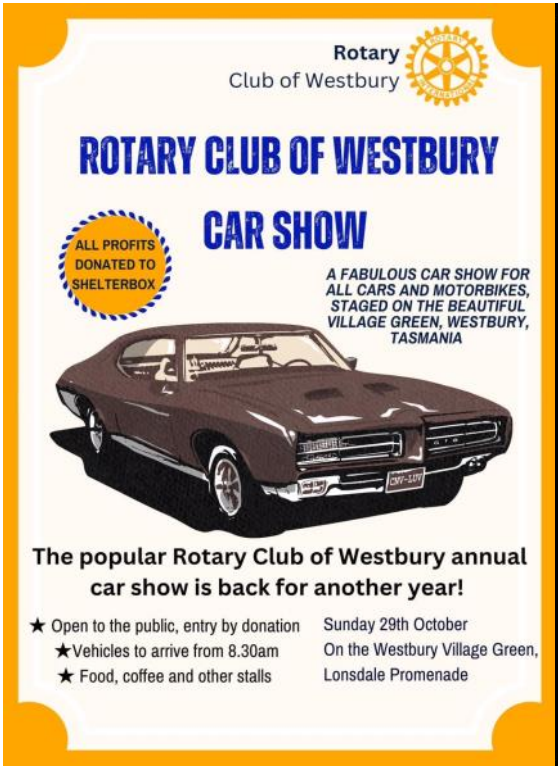
14 QVMAG CHS56 5/6.

15 Universal Business Directories (Aust) Pty. Ltd, 1955, Universal Business Directory, Tasmanian Trades Directory, Melbourne, Victoria: UBD, 1955.

16 Douglas Grant Wherrett & QVMAG, Around Every Corner: The Photographs of D G Wherrett, Launceston, Tasmania in the 1940s, Launceston: Queen Victoria Museum and Art Gallery, 2006; Douglas Grant Wherrett & QVMAG Around Another Corner: The Photographs of D G Wherrett, Launceston, Tasmania in the 1940s, Launceston: Queen Victoria Museum and Art Gallery, 2017.

17 TAHO NS4689.

18 Queen Victoria Museum & Art Gallery, Treasures of the Queen Victoria Museum and Art Gallery, Launceston, Launceston: Foot & Playsted, 2006, 204---213.



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