

June 1991

The **HUMBERETTE**



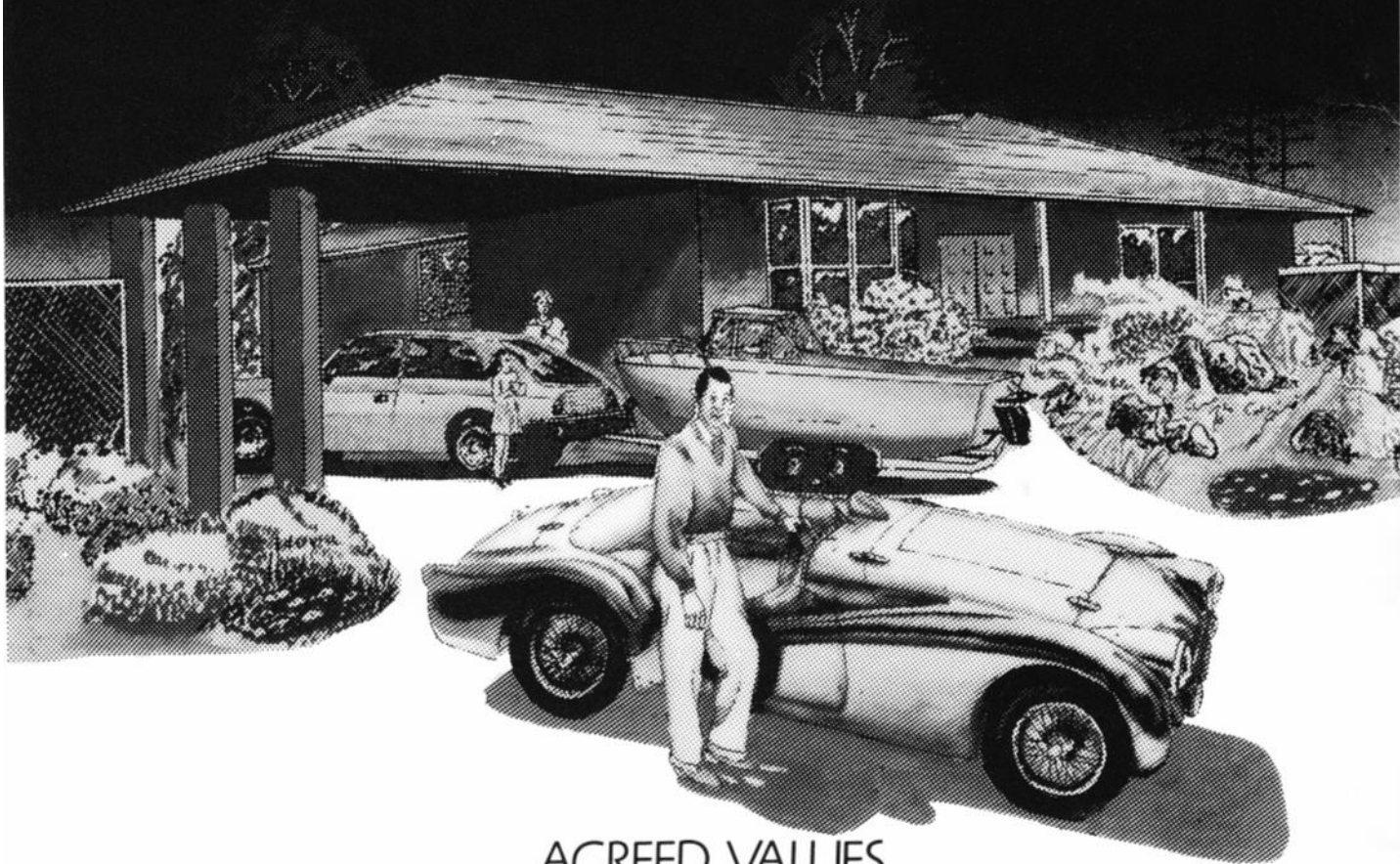
By Appointment to
The Royal Family

Official Newsletter of the
Humber Car Club of
Victoria Inc.

Affiliated with the
Association of Motoring Clubs



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JUNE 28TH.	GENERAL MEETING. DEEPDENE HALL. 8.00PM. MR EDDIE FORTH & MR LINDSEY WHITE FROM PRO-MA SYSTEMS WILL BE SPEAKING TO US AND DEMONSTRATING THEIR FIRM'S RANGE OF SPECIALIST CAR CARE AND PERFORMANCE PRODUCTS.
JULY 14TH.	CLUB DAY RUN TO HISTORIC MALDON TOWNSHIP AND STEAM RAILWAY. SEE REVERSE OF THIS PAGE FOR MAP, MEETING PLACE AND TOWN TOUR DETAILS.
JULY 26TH.	GENERAL MEETING AND SPEAKER. DEEPDENE HALL. 8.00PM.
AUGUST 4TH.	SMORGASBORD LUNCHEON AT WESTERNPORT PUB, HASTINGS, FOLLOWED BY A TECHNICAL AFTERNOON AT "THE KENNEDY'S", 7 GRAINSTORE CRT, LANGWARRIN.
AUGUST 18TH.	CHACA ONE DAY SWAP MEET AT "THE FRESH CENTRE", FOOTSCRAY ROAD, FOOTSCRAY.
AUGUST 25TH (SUNDAY).	FAMILY SOCIAL DAY AND GENERAL MEETING, DEEPDENE HALL. INCLUDING A LIBRARY AND VIDEO AFTERNOON.
SEPTEMBER. (TBA)	MONTHLY OUTING TO BE DECIDED.
SEPTEMBER 27TH.	GENERAL MEETING. DEEPDENE HALL. 8.00PM.
OCTOBER 6TH.	FOOTSCRAY CENTENNIEL GRAND PARADE AND DISPLAY. CITY OF FOOTSCRAY.
OCTOBER 13TH.	THE PUFFING BILLY OLDE TIME FESTIVAL, BELGRAVE/EMERALD. FULL DETAILS IN THIS HUMBERETTE. APPLICATION FORMS ARE AVAILABLE AT THE JUNE MEETING OR FROM THE CLUB ADDRESS. APPLICATIONS CLOSE JULY 31ST.
OCTOBER 19-20TH	"ALL MAKES SWAP MEET" AT THE FRESH CENTRE, FOOTSCRAY.
OCTOBER 25TH.	GENERAL MEETING. DEEPDENE HALL. 8.00PM.
NOVEMBER 10TH.	ANNUAL CONCOURS AND DISPLAY DAY INCLUDING SPIT-ROAST LUNCHEON AND "CENT AUCTION". SPIT ROAST BOOKINGS, \$7.50 PER PERSON (CHILDREN \$3.50) TO NANCY KENNEDY.
NOVEMBER 22ND.	GENERAL MEETING. DEEPDENE HALL. 8.00PM.
DECEMBER 1ST.	PRESENTATION DAY AND CHRISTMAS BREAK-UP AT EDWARDES LAKE BISTRO, EDWARDES ST, RESERVOIR.

FORTH COMING RALLIES: ***

BAY TO BAY RALLY, OCTOBER 19TH - 20TH 1991.

MORNINGTON PENINSULA : HOSTED BY SOUTHERN PENINSULA CLASSIC AND HISTORIC CAR CLUB. ENTRIES CLOSE 19 SEPTEMBER. ENTRY FORMS AVAILABLE FROM HCCV. ENTRY FEE \$25 PER CAR.

HUMBER NATIONAL RALLY, EASTER 1992.

AT BROKEN HILL : HOSTED BY HUMBER CAR CLUB OF SOUTH AUSTRALIA. ENTRY FORMS FROM HCCV. ACCOMMODATION AVAILABLE.

THE HUMBER CAR CLUB OF VICTORIA MEETS ON THE 4TH FRIDAY OF EACH MONTH (except Dec.) IN THE DEEPDENE PARK HALL, WHITEHORSE ROAD, DEEPDENE (MELWAY 46 A7/8) AT 8.00PM. IN MAY AND AUGUST SPECIAL FAMILY MEETINGS AND SOCIAL DAYS ARE HELD ON THE 4TH SUNDAY, REPLACING THE FRIDAY EVENING MEETING.

NEXT OUTING

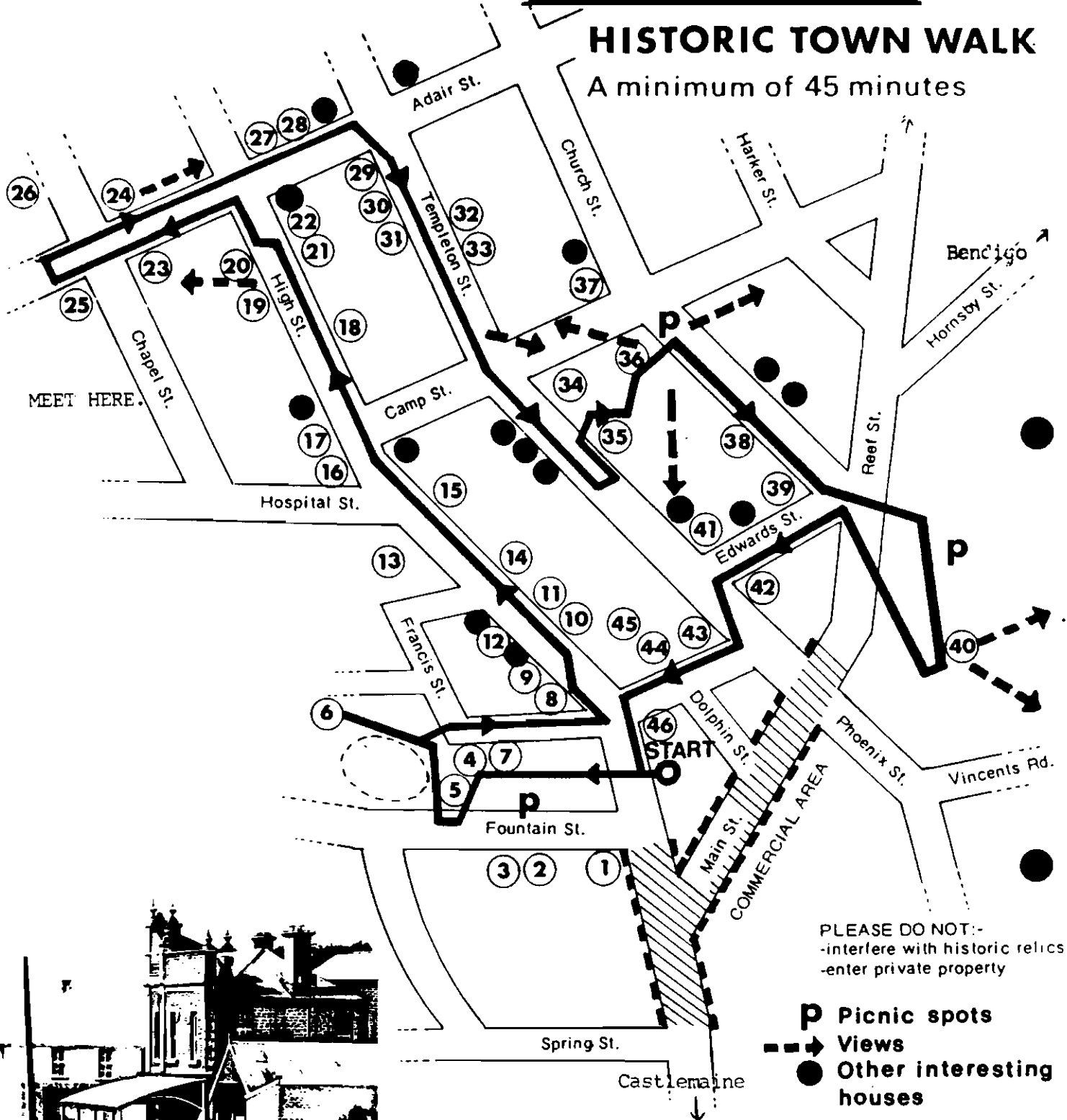
JULY 14TH.

MALDON

MALDON

HISTORIC TOWN WALK

A minimum of 45 minutes



DATE OF OUTING: SUNDAY JULY 14TH.

MEETING PLACE: (if coming from Melbourne) WOODEND AUTO ELECTRICS. --- First Service Station on Melbourne side. Look for Mike Fitchett's white Series IV Snipe parked out in front. You can't miss it!!

TIME: 10.15AM FOR 10.30 SHARP DEPARTURE.

LUNCH: BYO PICNIC OR FOOD SHOPS OPEN IN TOWN.

MEETING PLACE IN MALDON: HOME OF ADRIAN HUGHES, CHAPEL ST. -- RIGHT OPPOSITE MALDON HOSPITAL - NO. 25 on map.

THE HUMBER CAR CLUB OF VICTORIA INC.

CLUB ADDRESS — 23 HIGH STREET, WATSONIA, 3087

COMMITTEE

PRESIDENT	:	Margaret Willimott	435 6354
VICE PRESIDENT	:	Bob Kennedy	789 5119
SECRETARY	:	Ian Foreman	
TREASURER	:	Brian Parkinson	
MEMBERSHIP SECRETARY	:	Graeme Finn	497 4231
EDITORIAL COMMITTEE	:	Barry Bosnich	(057) 83 1899
	:	Nancy Kennedy	789 5119
EVENTS DIRECTOR	:	Mike Dupla	390 2211
LIBRARIAN	:	Dave Denner	874 7016
REGALIA	:	Vic Wilson	478 9352
TECHNICAL ADVISORS	:		
- Vogues	:	R. Dunlop	439 7059
- Series V, VA S/Snipes	:	A. Goldman	(059) 75 6807
- Hawks	:	K. Willimott	435 6354
- Mk Cars	:	B. Kennedy	789 5119
- General Information	:	B. Kennedy	789 5119
- Auto Electrical	:	M. Fitchett	(054) 27 1217 (B/H)
	:		(054) 27 1411 (A/H)

H.C.C.V. GENERAL MEETING

26TH APRIL, 1991

Meeting commenced at 2:30pm.

ATTENDANCE: Thirty-four (34) members in attendance as per book.

WELCOME: Michael Hickie.

APOLOGIES: Ray Webster, Vic Wilson Jnr, Nat & Delsi Hanlon, Phil Newell, Geoff & Jill Webb and Frank Stockwin.

* Previous Minutes moved by Vic Wilson, seconded Bob Kennedy.

CORRESPONDENCE: (In) The Puffing Billy Festival Committee, AJ & BS Burrell, Chris Greene Carpets, Shirtfront Design. (Club Newsletters) AOMC Newsletter, Wolseley Hornet, Chevrolet Car Club, The Flying A, Rover "Viking Torque", Humber Car Club of Australia, Casterton Motor Enthusiasts Club.

* Correspondence moved by Dave Denner.

EDITOR'S REPORT: 235 newsletters were distributed this month.

LIBRARIAN'S REPORT: Dave Denner expressed his thanks for the contribution of the book, "The Humber Story".

TECHNICAL REPORT: Keith Willimott presented his recap tyres by Trumold (Clifton Hill) who seem to have done an excellent job - he quoted \$46 each. Keith also showed Series disc pads for Series Snipes and Hawks that can be obtained from K-Mart and only need slight modification.

GENERAL BUSINESS: Margaret mentioned the preparation required for the HCCV Concours De Elegance 1992 and the importance of getting cars ready for the Concours. Margaret also reminded members that late membership fees now due.

MEMBERSHIP SECRETARY: Graham Finn is preparing an updated membership list.

Meeting Closed at 3:34pm

Ian Foreman,

Hello everyone! With the increasing number of multi-club rallies currently appearing on the motoring calendar, now seems a good time to remind you of the special conditions governing attendance of "club plate" vehicles at such events.

As you are aware the Club Permit Scheme was amended earlier this year to cover "Special Use" of a vehicle under certain conditions. A copy of the Vic Roads letter and other information relating to this is included in your Humberette. The AOMC publishes an excellent handbook covering all aspects of the Club Permit Scheme. This is available at a cost of \$5 (including postage) from either AOMC or the HCCV and it is strongly recommended that all "Club Permit" holders obtain one.

"Special Use Vouchers" are required when using your Club Permit vehicle for a non-club associated event (eg. family wedding) and should be arranged at least one week before they are required. They may be obtained from the Club Technical Officer, Bob Kennedy who is also authorised to sign Club Permit application and renewal forms.

In line with most clubs HCCV now requires a current R.W.C. be presented when first applying to have your car approved on the Club Permit Scheme.

Please read your magazine with details of approaching outings and rallies. All of those listed are Club Plate authorised events and may be attended without the need for a significant personal event.

I am still negotiating with the gentleman from Pro-Ma Systems to demonstrate his range of products at either the June or July meeting. Please check the Calendar Page for the final details.

I'll look forward to seeing you on June 28th. Keep Humbering on!

Margaret.

FOR SALES

1964 S/Snipe, auto, drives well, engine good condition, original radio, seats good, \$650 o.n.o.
Contact: H. Miles, Larundel Street, Manangatang, Ph: (050) 35 1324.

Series IV S/Snipe, good condition, c/w reco engine, no reg or r.w.c., \$1000 neg.
Contact: A. Kemp, North Blackburn, Ph: 878 1996 (after 7:00pm).

H/Hawk Mk 6, good condition, mech A1, (ex Sydney member), was on club plates, unreg in Victoria, offers over \$1600. Contact: D. Hart, Ph: 885 3567.

1963 Series 3 S/Snipe, reg, 97,000 mls, condition O.K., original plates and handbook, faulty w/pump, \$1000 neg. Contact: F. Wykman, Frankston, Ph: 783 4060 (after 9:00pm).

Mk 1 S/Snipe, 90% complete, \$900 o.n.o.
Contact: Aussie Grand, Ph: 277 9909 (RK).

Series IV S/Snipe, excellent condition, white, reg 1992, r.w.c., neg, car at Brighton, \$3900 o.n.o. Contact: P. Lipman, Ph: (03) 592 0930 (RK).

Series IV S/Snipe, reg Easter 1992, mech good, car at Armadale (Vic), \$1000 o.n.o.
Contact: Miss Milne, Ph: 509 7886 (A/H), 670 2001 (Bus) (RK).

Series SA S/Snipe, reg April 1992, grey, 55,000 mls, five new tyres, no rust, car at Williamstown, \$6500.
Contact: John Kingsland, Ph: 397 5799 (RK).

Series S S/Snipe, excellent body, green, reg July 1991, \$4000 o.n.o.
Contact: Larry Edwards, Ph: 808 3401 (RK).

1963-64 Hawk, auto, no rust, 50,000 mls, \$1,500 o.n.o.
Contact: David Nalty, Ph: (058) 81 2969, car at Deniliquin (RK).

1962 S/Snipe, re-spray, needs little further restoration, best offer.
Contact: R. Stewart, Ph: (054) 33 2978, car at Heathcote.

SOCIAL NEWS & NOTES

PAST EVENTS:

May and June have both been busy months for club outings where we have endeavoured to cater for all interests.

I would like to express our thanks to Ian Foreman who arranged the very successful day at THE BRIARS last months; and to Ian's friend Robert Lee whose artistic talent produced the Humber Club location sign for that day. Robert has very kindly donated the sign to HCCV; I can see it proving a valuable asset at future club events. Thanks Robert!

Our happy group at The Briars included member Julie Horne with her friend Mary Williams on their first Humber Club outing. We now have a photo of "Ben Hur", Julie's Series II Vogue for the club photo album and are able to connect a face to another club member's name.

Thanks are also due to Lloyd and Kelvin Hughes for escorting us around Lloyd's Research Car Farm on the Queen's Birthday holiday. I believe there is no truth in the rumour that Lloyd is planning to oust the Bindwood Mill as Australia's number one car museum but who knows what the future may unfold.

The June 16th run to Moorabbin's Harry Hawker Airport with the Wolseley Club allowed us to renew long standing acquaintances with some of the Wolseley members. Remember those (in)famous cricket matches? Wolseleys, like the Humpers, seem to get better over the years and we had some lovely cars from both Marques to admire.

We didn't quite match the four generations of Forths record on this outing but the day did produce three generations of Rowlinsons in Ken's Series II Snipe from Bendigo. Good to see you and hope you enjoyed the day Bill, Ken and Daniel.

The next trip will be a day outing to Maldon on Sunday July 14th. Hope we may meet up with some members from that area on the day. All the details can be found on the Calendar Page.

Entry forms for the Puffing Billy Olde Time Festival are available from myself or at the club meeting. If we get six cars going we qualify for the lower entry fee of \$30 per car. This is not as steep as it sounds since the fee also includes free travel for a family (2 adults, 2 children) all day on Puffing Billy, historic buses as well as entry to the picnic ground display and a commemorative badge.

Please let us know pronto if you intend to go as entries close next month. We hope to arrange a club display for this day. See this Humberette for all the details.

Margaret.

CLUB LIBRARY:

Two new books have been added to our library collection. Thank you to Jon White for the donation of a MK Hawk Workshop Manual and to Dave Denner for a book on the Humber Marque. Both these books are available for loan under the usual one month loan conditions. See Librarian, Dave.

KENNEDY'S KLANGERS

Here we go again, let's take a look at the preparation of your vehicle in readiness for the Concours. I know that everyone is getting ready for the big event in one way or another.

Remember that there are several classes open so firstly, the thing to do is work out which one you can enter your "pride and joy" into. Everyone has to start somewhere so by entering you can use the judging sheets to aid you in improving your vehicle over a time.

In the past I have mentioned several items to look at but for some reason I keep getting the same question put to me. So for the people who have been in the club for a while, please read your old newsletters and for the rest of you, let's go and have a look at what you can enter into.

"Pride Of Ownership" is a class any vehicle can enter into. The judges are usually club people who understand the vehicles. Your vehicle doesn't have to be top of the range to enter. You'll find that this class will comprise mostly of the every day use car. A vehicle you have just put onto the road or even if you've brought a top class winning car you can enter it back in this class because you are the new owner and have not entered that vehicle before. The vehicles in this class can be any model or make of Humber, so you could (if you had one), enter a 1895 model right through to the last model made under the Humber name in 1973?

As you can see the Pride of Ownership is a fairly open class so roll up and enter. However, before the vehicle is judged, please empty out the chickens, sheep and the kids!

The other classes vary slightly. We have a class for the "Mark" and "Pre-Mark" models, "Vintage" class, "Light Car" section (Vogues, Sceptres, etc), "Series" class for Hawks and 5/5nipes. The winners of these sections can then move up into the "Masters" and the vehicle that loses the least amount of points can then be called the "Outright Concours Winner".

Well after that, I know you want to know when you can enter. All you have to do is indicate to the club if you wish to enter and then turn up on the day.

Enough of that for the moment, I would like to thank Ray & Rosa Hobby from Tatura for a wonderful day up at their farm the other day. Both Nancy and I enjoyed ourselves very much. The Hobby family sends their regards to all the club members - Ray, we all look forward to the day your MK3 hits the road.

That should be enough from me for this month, did I hear someone second that?

Bob Kennedy.

The Holden Commodore has the poorest build quality of any locally-produced car, despite a noticeable improvement over the previous year, according to the latest report by the Automotive Industry Authority.

The Commodore recorded 2.89 faults per car in the quality survey with its challenger for the title of Australia's top selling car, the Ford Falcon, close behind with 2.85 faults.

The best car in the survey, compiled from customer reports on locally-produced models, is the Mitsubishi Magna with 1.78 faults, but even it was well behind international standards with similar imports averaging only 1.38 faults.

Magna's victory was its second year at the top of the quality charts.

Figures for the Commodore and Falcon both represent a fall from previous years. The EA Falcon's quality has improved markedly, dropping from 4.44 faults per car in 1988 to its present level of 2.85.

Holden managed to reduce its number of faults on the Commodore from 3.31 last year to its present level.

In the small car section the Toyota Corolla/Holden Nova fared the best with only 1.79 faults. Imported cars in this sector scored just 1.45.

Customers were used to determine vehicle quality, assessing the number of faults occurring during the period of ownership and their overall level of satisfaction with the car.

Car sales plunge: The motor car industry has been hammered in the past 12 months with new car sales plunging from 53,902 in April last year to just 42,313 in April this year, seasonally adjusted.

Hardest hit is the elite car market: While four new Rolls-Royces were sold last April, none was sold in April this year, nor in the two previous months.

New Maserati sales dropped from five to just one during April this year. Just seven Jaguars were sold during April compared with 77 last year, while Porsche sales plunged from 62 to 12, BMW sales fell from 443 to 149 and Mercedes sales tumbled from 388 to 115.

SOUTHERN PENINSULA
CLASSIC & HISTORIC CAR CLUB

BAY TO BAY RALLY 1991

On Behalf of the Committee and Members I would like to extend to you an invitation to attend our Bi Annual Bay to Bay rally. Eligible Vehicles (cars, commercials and motorcycles) are those manufactured prior to December 1966.

The rally Commences at one of the Peninsula's Historic Homestead THE BRIARS at Mt Martha Nepean Highway Melways Map. 145 D11. Arriving time 11.00am 19th Oct.

Rally organisers will meet and welcome you at which time the rally pack will be given out, details of programme will be explained. Lunch will be had at this point taking in the beautiful surrounds.

PROGRAMME.

SATURDAY 19th Oct.

11.00am	Meet at Briars rally pack given out
12.00noon	LUNCHTIME
1.30pm	Depart Briars for Scenic Drive to Ace Hi and accommodation
Afternoon	Your choice to stay at Ace Hi, or visit a number of attractions in the area Pine Ridge Car Museum OR The Barn country arts & crafts centre. Local Members to assist guided tours to these areas.
Evening	Dinner Dance at Ace Hi (country & western theme)

SUNDAY

9.30am	Depart 8.30am FROM ACE HI
	Arrive Historic Coolart Homestead. Morning Tea.
	Finally Lunch & Presentation of Prizes.



P O BOX 161. BORONIA. 3155

STANDARD
VANGUARD

CAR CLUB
OF AUSTRALIA INC.

17th April, 1991

The President
Humber Car Club
7 Grain Store Court
LANGWARREN 3910

Dear Sir,

The Committee and Members of the Standard Vanguard Car Club would like to invite you and your members to our Annual Dinner Dance, where people of the same interests can get together in a fun and friendly atmosphere and hopefully leave the night enriched with the pleasure of meeting and making new friends.

This year we have decided on the theme of HERO'S and VILLAINS. This not only includes your common heros and villains like Superman and The Joker, but we have also decided to include your fairy tales friends like Cinderella and her Fairy Godmother. Dinner and Dancing will be part of our entertainment for the evening, which will be held on Saturday 27th July, 1991 at the Eltham North Community Hall (Melways Map 12, K12). Complimentary drinks will be served at 7.30 pm and Dinner and dancing to a Live Band will start at 8pm. If you would like to have a few quiet drinks you are quite welcome to - as long as you bring your own. Prices of tickets are as follows: \$25.00 Adults and \$12.50 Children under 15.

Although dressing up is not compulsory, it does add to the evening's atmosphere. As usual there will be a prize for the best dressed Club Table as well as Best Dressed Male and Female and we also have a Door prize (make sure you hold onto your tickets).

Please advertise this event within your Club, and we will be contacting you towards the end of May, early June to organise your tickets. Please give this event your support as it is as much for your Club as it is for ours. Each year this event gets better and better, but this year our aim is to make it the best yet. If you have any questions, please do not hesitate to contact me on 459 7894.

Yours sincerely,

ANN TALBOT
SOCIAL SECRETARY

THE PUFFING BILLY OLDE TIME FESTIVAL

WHAT IS IT?

Melbourne's biggest-ever gathering of vintage veteran and classic cars, buses, trucks, fire and service vehicles mixed with vintage steam trains and equipment in a FABULOUS FAMILY FUN DAY for historical transport devotees

WHERE IS IT?

On the world-famous Puffing Billy Railway between Belgrave and Emerald in Melbourne's beautiful Dandenong Ranges

WHEN IS IT?

Write this in your Calendar -
SUNDAY, 13th OCTOBER, 1991

WHO CAN BE IN IT?

Any person who owns or has an interest in a vintage, veteran or classic car, bus, truck, fire engine, service vehicle or early transport machinery may participate, together with their families and friends

Group attendance by specific interest clubs is encouraged. Clubs will be allocated their own individual areas if required

The event will be open to the public

Special Note - To define the historical period, the event will be limited to vehicles and equipment manufactured before 1st January, 1962

WHAT DO PARTICIPANTS PAY?

Per vehicle - \$35 (individual), \$30 (Group Rate)
(includes Badge and Family Travel Pass)
Per additional Adult - \$14
Per additional Child - \$9

Note! These prices only apply to bookings made on this form, so talk to your family, friends, neighbours and workmates about pre-planning a group outing and save, save, **SAVE!**

WHAT DO PARTICIPANTS GET FOR THEIR MONEY?

As well as the chance to meet and mingle with fellow enthusiasts, your entry fee will provide

- Participation in the Grand Parade
- A Festival bumper badge (issued on the day)
- A Family Transport Ticket for the day (2 adults and 2 children under 15 yrs) for vehicle occupants only - this provides unlimited free transport between

exhibit sites on Puffing Billy trains and buses, admission to the Puffing Billy Steam Museum and workshop inspections as well as other historical motoring displays at Menzies Creek and Emerald (Township)

WHAT ABOUT THE GENERAL PUBLIC?

Tickets for non-participants will be available through Puffing Billy and other outlets.
Public prices are
Adults - \$16, Pensioners - \$14, Children - \$11,
Family (2 Adults + 2 Children under 15) - \$45.

Note! Prices do NOT include entry of non-exhibit vehicles to the Emerald Lake Park. This Park is operated by the Shire of Sherbrooke and a separate entry charge is made at the gate

HOW DO I ENTER?

If you enter as an individual, fill in the Booking Form on this leaflet and send it with your remittance to the address shown

Better still, discuss the idea of a Group Booking with your Club Secretary. For additional information or Entry Forms, call (03) 754 6800 during business hours

WHAT'S REQUIRED FOR A GROUP BOOKING?

Group bookings must be submitted (one Entry Form per vehicle) in a single envelope containing 6 or more individual entries.

Include an extra Entry Form as a cover sheet showing - APPLICANT'S NAME "GROUP BOOKING", ADDRESS. The single address to which all tickets, instructions etc. are to be delivered. VEHICLE DETAILS. List registration numbers and details of all vehicles included in the Group Booking.

Group entries of 6 or more vehicles pay only \$30 per vehicle - a big \$5 discount for your club!

WHEN SHOULD I ENTER?

The Puffing Billy Olde Time Festival will be a big event, so book early.

Entries close 31st July, 1991

DON'T DELAY. DO IT NOW!

As far as possible, participants and their guests should wear Period Costume.

THE PUFFING BILLY OLDE TIME FESTIVAL

WHO'S RUNNING THE EVENT?

We thought you'd never ask!

The Puffing Billy Olde Time Festival is a joint enterprise of The Puffing Billy Preservation Society and the Historic Commercial Vehicle and Fire Engine Association of Victoria Inc.

Any proceeds will be used to support the aims of each of these parties

WHAT HAPPENS ON THE DAY?

• GRAND PARADES

The Festival begins with many grand parades each of a specific vehicle class, starting from different parts of Melbourne including Pakenham, Frankston, Doncaster, Royal Park (Zoo), Moorabbin and Lilydale

The sight of hundreds of vintage, veteran and classic vehicles proceeding along the bush roads is one that cannot be missed

• HISTORICAL RE-ENACTMENTS

The assembly points for each vehicle class will (as far as possible) be arranged at places which enable historical re-enactments. Lorries can load produce on to rail vehicles, cream and milk cans can be unloaded from the train. Newspapers and beer barrels can be handled

Each Puffing Billy Station will represent a specific time frame - e.g. Pre-World War I, the 1920's, 1930's etc. With participants in period costume, photo opportunities will abound

• HERITAGE EXHIBITIONS

Displays of artifacts and early photos of historical vehicles and the history of the local district will be set up at points along the railway. The famous C.A. Nobelius Heritage Nursery will be open for inspection

• STEAM ON SHOW!

The extensive collection of steam locomotives and equipment in the Puffing Billy Steam Museum will be on display and many will operate. This museum is credited with having one of the widest collections of locomotive types in the Southern Hemisphere

• A GLIMPSE BEHIND THE SCENES

The Puffing Billy workshops at Belgrave and Emerald will be open for conducted tours at defined times during the day

• ENTERTAINMENT!

For that essential break in the day, street theatre and musical presentations will take place at display sites

• REFRESHMENTS!

For the inner person, refreshment stalls, Devonshire Teas, icecream and drink stalls will be provided at stations and display sites

The Emerald Lake kiosk and Puffing Billy's "Packing Shed", the oldest building in Emerald (currently the venue for the famous "Night Train"), will be available for meals.

The famous Emerald Lake Park, the present terminus of the Puffing Billy Railway, will provide the participant with a pleasant picnic place with barbecues, paddle boats and an opportunity to see a huge model railway display (a separate fee applies for some Lake Park attractions)

• TRAVEL BETWEEN DISPLAYS

Frequent Puffing Billy Trains in an intensive service, will stop at each site providing participants with the means of seeing all displays.

For those who don't like train travel, bus services (some of them historical) will also connect the displays

Participants are entitled to unlimited travel on these buses and Puffing Billy trains during the day.

Because road capacity in the hills is limited, use of private vehicles to access displays is strongly discouraged

BE A BRAIN - USE THE TRAIN!

A major public car park will be open at Clematis station near the end of Wellington Road for non-exhibit road vehicles

HOW DO I TAKE PART?

- Individual vehicles: Use this Booking Form.
- Club Bookings: Organize through your Club Secretary

Arrangements will be made for specific interest clubs (single-make) who may if desired, gather at nominated sites along the line where they can make up their own displays.

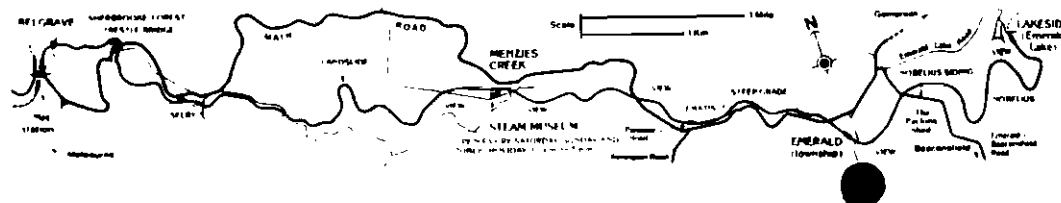
Help your Club. Book as a group and let the Club keep the discount!

• FINAL PROGRAMME

Full details, your tickets and a final programme will be mailed to participants after 1st October, 1991

DON'T FORGET! ENTRIES CLOSE 31st JULY, 1991!

THE EVENT IS OPEN TO ALL VEHICLES MANUFACTURED BEFORE 1st JANUARY, 1962. ONE ENTRY FORM (AND FEE) PER VEHICLE.



THE PUFFING BILLY OLDE TIME FESTIVAL

THE HUMBER CAR CLUB of VICTORIA INC.

23 HIGH ST, WATSONIA, VIC, 3087

LIBRARY LIST at MARCH 1991

Librarian: Dave Denner tel 03 874 7016
or write to the above address.

Workshop Manuals

Snipe Imperial, Pullman	MK 2 & 3	x3
Hawk, Snipe, Pullman	Mk. 1 - 4	x1
Super Snipe	MK 4	x1
Super Snipe	Ser.1,2 & 3	x1
Super Snipe	Ser. 2	x2
Super Snipe	Ser. 1 - 4	x2
Super Snipe & Imperial	Ser. 1 - 4	x4
Hawk	Mk. 3,4, & 5	x4
Hawk	Mk 3,4,5 & 6	x4
Hawk	Ser. 1	x1
Hawk	Ser. 1 - 4	x2
Vogue	Ser. 1,2 & 3	x2
Sceptre (Autobook)	Ser. 1,2 & 3	x1
Sceptre Sports	1970- 78 1725cc	x1

Service Manuals

Model 9/20	1926	x1
Snipe 12	1933	x1
Snipe 80, 16/60 & Pullman	1934 - 35	x1
Snipe 18 & Pullman	1936 - 37	x1
Imperial & Pullman	1938 - 39	
Hillman Minx	1938 - 39	x1
Hawk Ser. 1 (Scientific Auto Ser.)		x1
Singer Gazelle & Vogue (Pitmans)		x1

Technical Bulletins

Model 12 - Vogue	1936 - 37	x1
Model 16 & Snipe, Imperial & Pullman	1938	x1
Snipe, Super Snipe, Pullman	1946	x2
Hawk	Mk 3 1949 - 50	x2
Auto Transmissions Simplified		x1
Dulux Paint Refinishing Guide		x1
Solex Carburettor Manual		x1

Parts Books & Supplements

Model 16/60, Snipe 80 & Pullman	1934	x1
Pullman - Snipe)		
Pullman - Ambulance & Hearse)	Mk 2 & 3	x1
Heavy Duty Vehicles)		
Trucks, 1 Ton 4 X 4, Armoured & Winch	etc.	x1
Snipe, Super Snipe & Pullman	1946	x1
Super Snipe	Ser 1	x3
Super Snipe Supplement	Ser 2,3 & 4	x2
Super Snipe Supplement	Ser 2 & 3	x2
Super Snipe Supplement	Ser 2	x1
Super Snipe Supplement	Ser 5	x1
Hawk	Mk 3,4 & 5	x1
Hawk	Mk 3 - 6	x2

Hawk	Mk 3 & 4	x2
Hawk	Ser. 1	x4
Hawk	Ser. 1 - 3	x1
Hawk Supplement	Ser. 1	x1
Vogue	Ser. 1 - 3	x1
Hillman Super Minx	Ser. 1 - 3	x1
Hillman Minx	Ser. 5	x1
Hillman Husky & Commer Cob	Ser. 1 - 3	x1

Owners Handbooks

Super Snipe	Mk 2	x1
Super Snipe	Mk 4	x1
Super Snipe	Ser. 1	x1
Super Snipe	Ser. 3	x1
Super Snipe	Ser. 4	x2
Super Snipe	Ser. 5	x1
Hawk	1948	x1
Hawk	Mk 3	x1
Hawk	Mk 4	x2
Hawk	Ser. 1	x2
Hawk Auto Transmission Supplement	Ser.	x1
Vogue	Ser 2	x1
Vogue	Ser 3	x1

Manhour Schedules

Snipe	Mk 2,3 & 4	x1
Hawk	Mk. 3,4 & 5	x1
Hawk & Snipe	Ser. 1,1A & 2	x1

General

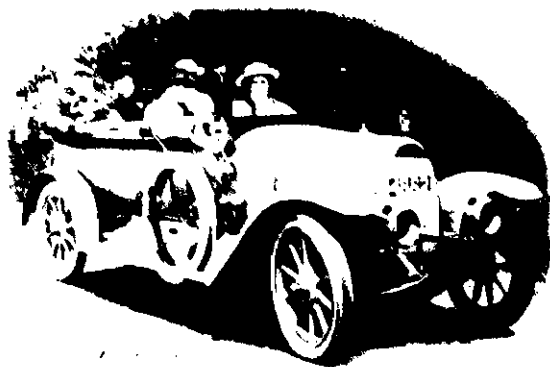
Rootes Parts & Accessories Bulletin
 Churchill Service Tools
 Payen Gasket Guide
 Repco Master Parts Catalogue
 Loctite Technology
 Patons Brakes Parts Catalogue
 Lucas Equipment & Spare Parts Catalogue 1957, 61, & 62
 3M Automotive Products Catalogue
 Hawk & Snipe Brochures x3
 Randalls Bearing Catalogue No. 85
 Goss Fuel Pump Parts Catalogue
 Lorimer Ignition Parts 1973
 Repco Engine Bearings to 1968
 Australian Motor Manual Road Tests; all 1953 cars
 The Humber Story 1868 - 1932
 Restored Cars Mag. Nos. 52 & 53 The History of Humber x2

Non Technical Books on Motoring Themes

Rolls Royce Stories
 First Overland
 Eurasion Moke
 Tiger Alpine Rapier (Sporting Cars From The Rootes Group)
 Motoring for Pleasure
 Juggernaut

Also available are a range of workshop manuals covering Rootes commercial vehicles, Commer, Karrier 1 ton to 12 ton petrol & diesel engines etc.

The Cars that made Australia.



1914 Dixi

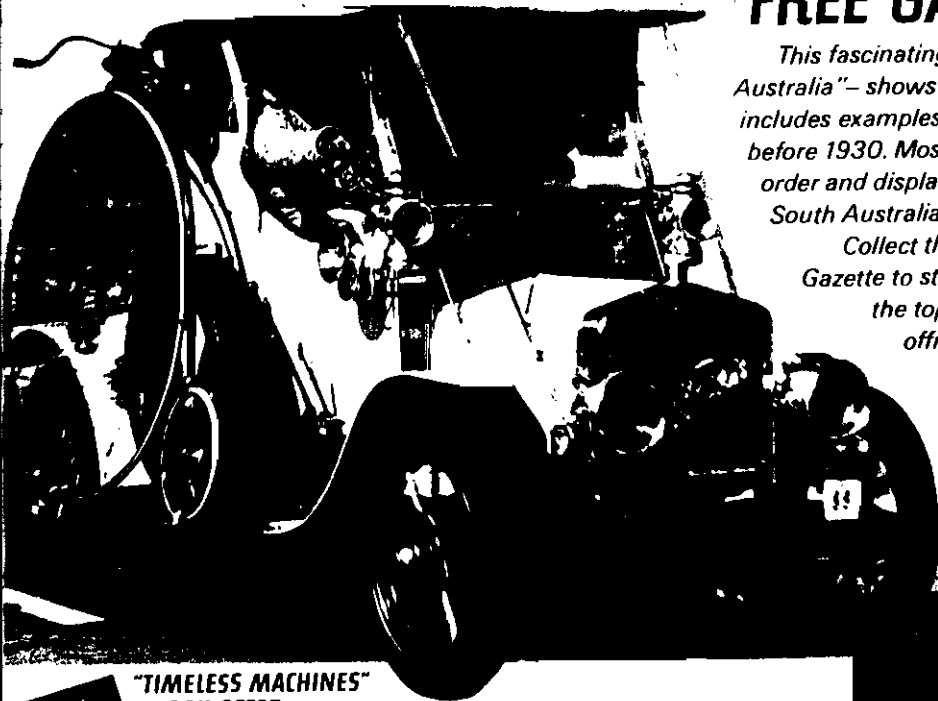
FREE GAZETTE AND CARDS.

This fascinating new Weet-Bix card series – "The Cars That Made Australia" – shows the early history of motoring in this country and includes examples of the many attempts to build an all-Australian car before 1930. Most of the splendid vehicles featured are still in working order and displayed at the National Motor Museum in Birdwood, South Australia.

Collect the full set of 20 cards and send for your copy of the free Gazette to stick them in. To get your Gazette, send 10 tokens from the top flaps of Weet-Bix packs to your nearest Sanitarium office (see bottom of pack for address). With your tokens send your name and address with \$1.20 in stamps. Collector cards will not be accepted as tokens.

You can have extra Gazettes if you send \$1.20 in stamps and 10 tokens for each copy. This offer closes on January 31, 1992.

1911 Vulcan



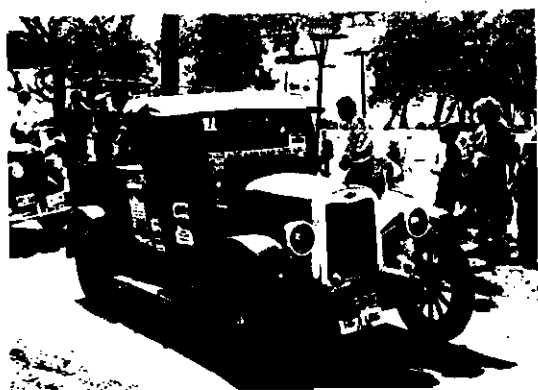
"TIMELESS MACHINES" BOOK OFFER.

The reference work on veteran and vintage cars in Australasia. Written by expert motoring writer Pedr Davis, the book is packed with information and dozens of recently taken colour photographs of rare and beautiful machines. Offered in association with Sanitarium at a special price of \$39.95, including postage and packaging. For your copy mail this coupon with your cheque or money order to Marquee Publishing, P.O. Box 203, Hurstville NSW 2220

Name

Address

Postcode



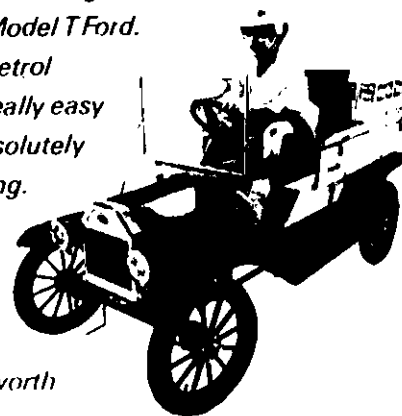
WIN A MODEL – MODEL T FORD

Enter this competition and you could win one of these superb working models of the legendary Model T Ford.

Powered by a petrol motor they're really easy to drive and absolutely authentic looking.

You have five chances to win one of these fantastic

replicas, each worth \$3000!



There are 100 consolation prizes of "Timeless Machines" by Pedr Davis (see back of pack), autographed by the author himself.

HOW TO ENTER

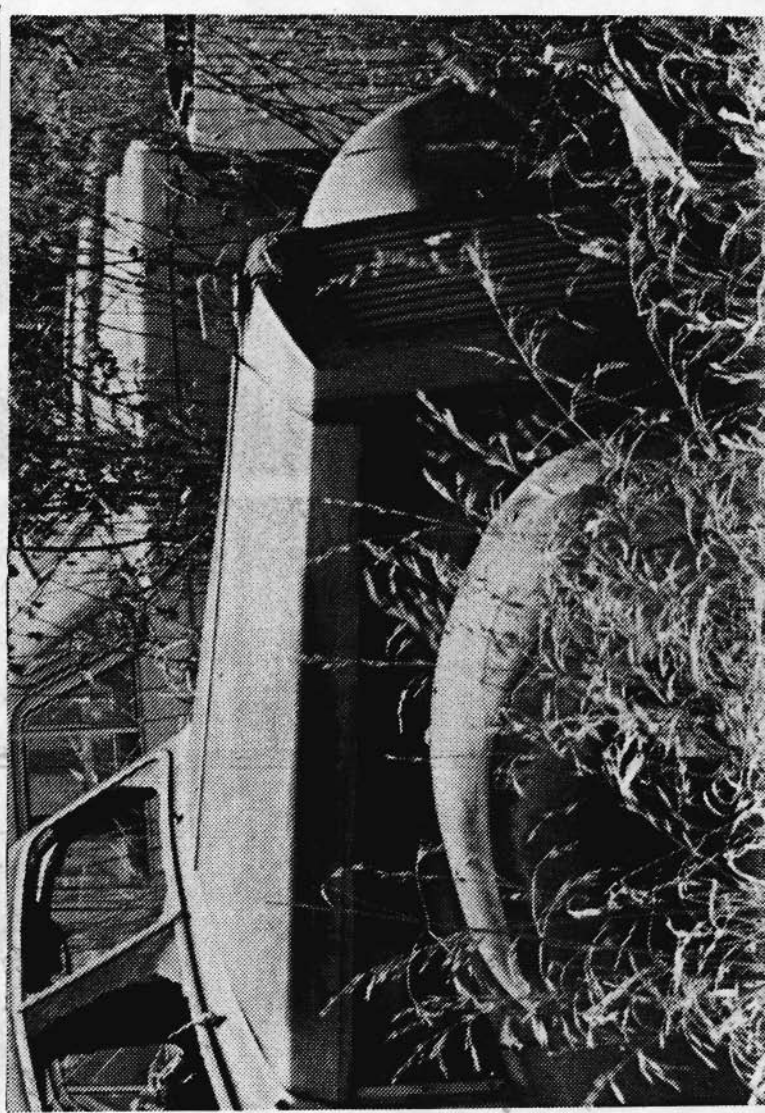
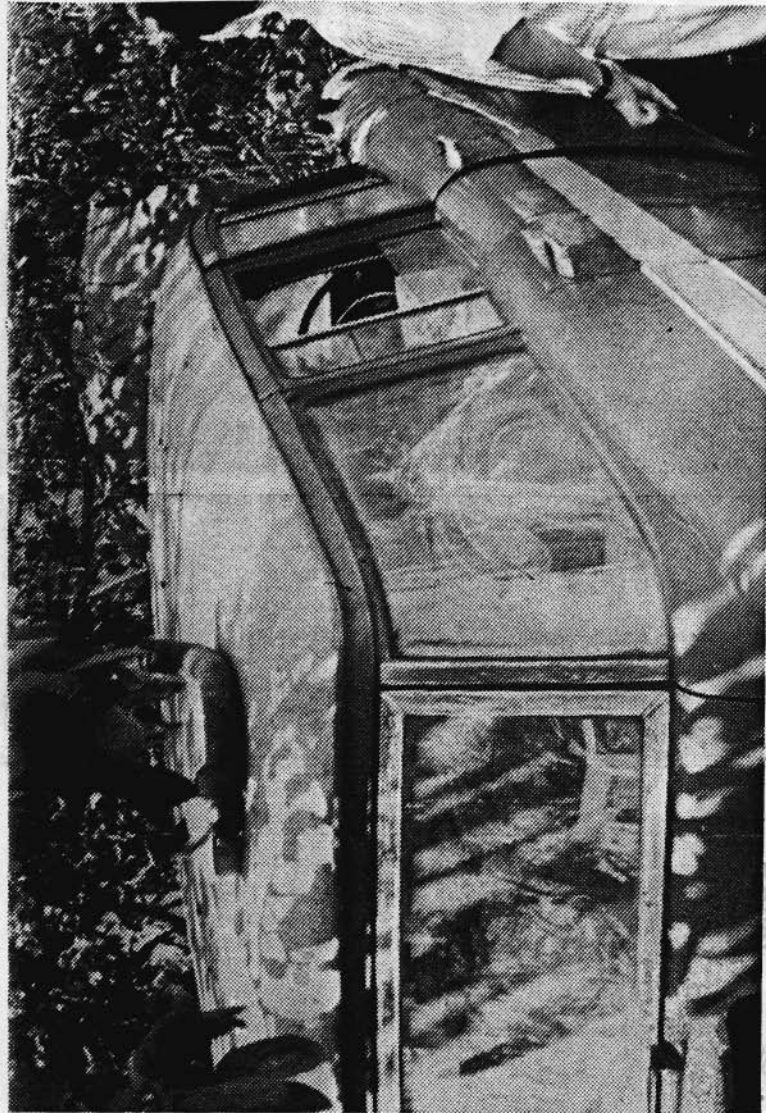
Send for your gazette (see back of this pack) and full details of the competition. With your gazette you will receive an outline of a veteran car to colour in. The best 105 entries win!



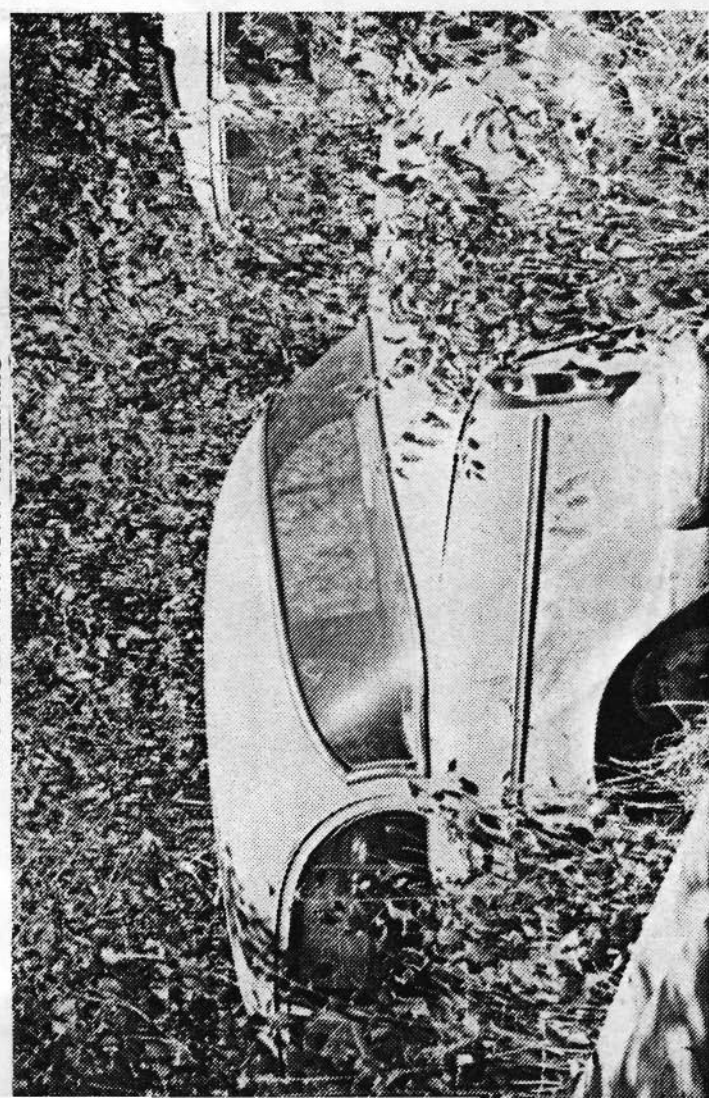


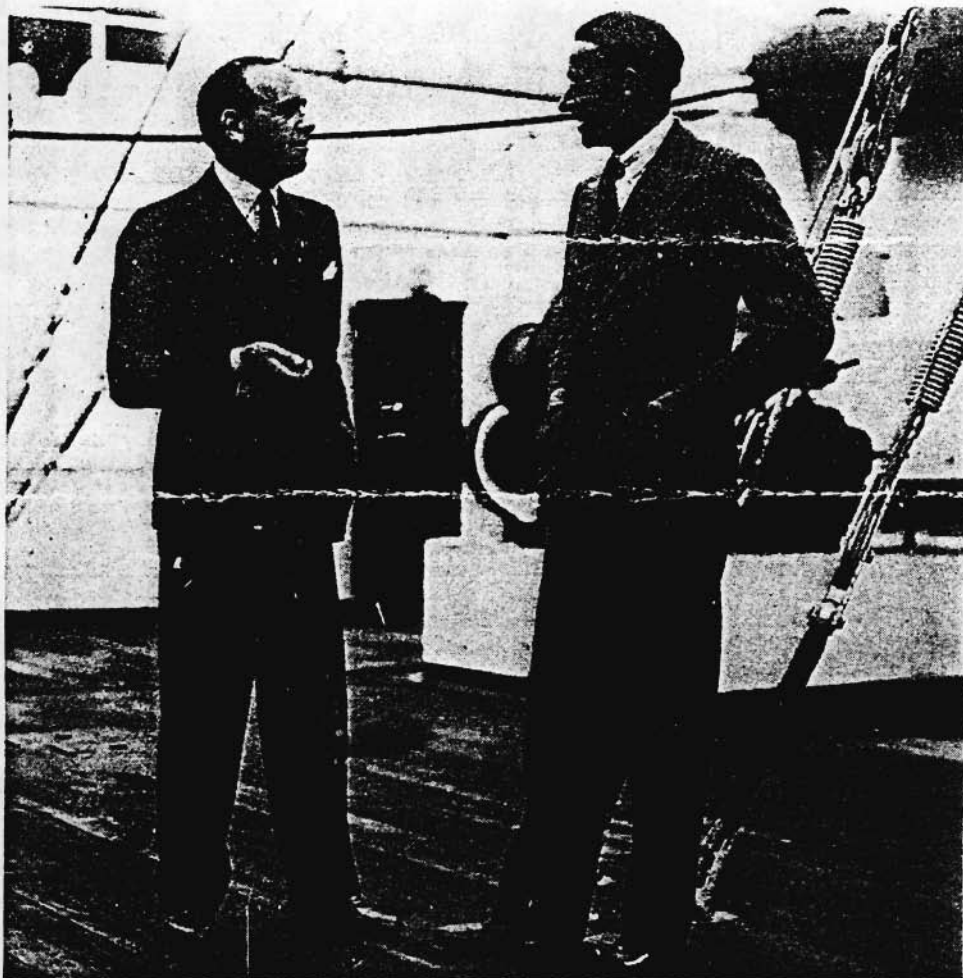
FOR SALE — EVERYTHING AT GRAF'S HUMBER GRAVEYARD, MERNDA, VIC.





PHOTOS BY ANTHONY WILLIAMS





William Rootes (left) on board SS. Aquitania after a business trip to USA in 1936 and seen with his brother Reginald.

The Classic Tycoons Part 4

William Rootes

By Graham Robson

If you are a vintage enthusiast, you probably continue to heap scorn on the name of William Rootes. If, on the other hand, you were dependent on Rootes for your job in the 1930's and 1940's, you probably praise his name and memory. For William Rootes was a businessman and salesman first, and a sentimentalist least of all. In 1928 the Rootes Group was no more than a chain of garages in the Home Counties. By 1936 it was a large industrial car making group which controlled four once-respected marques. In spite of all the derision aimed at the Rootes family for their expansion and rationalisation policies, it is a fact that they made huge inroads into the family car market during the 1930's, and became respected members of the industry's "Big Six" after the Second World War. But when William Rootes sold out to Chrysler, and retired, the decline was already under way. William, the first Lord Rootes, his family and his policies, are of enormous significance to "classic car" enthusiasts.

If this article was being prepared for the more sensationally-minded type of publication, its editor could title it: "The Rise and Fall of a Dynasty" — and there would be a good deal of truth in that. For the Rootes family started from nothing at the beginning of the twentieth century, and rose to great heights in the motor industry by the end of the 1930's. By the 1970's, however, only their name, and the memory, remains.

It was a dynasty affected throughout its life by William Rootes, later Lord Rootes, who ran it in characteristically flamboyant manner from the 1920's to the 1960's. By the 1940's, however, The Family (and I use capital letters advisedly) comprising William, Reginald, Geoffrey, Timothy and Brian were in control of a huge combine which thoroughly deserved its place as one of Britain's "Big Six" motor car manufacturers.

This, however, is not just a success story, for the Rootes Group which was formed in 1932 was in deep trouble by the 1960's, and lost its identity in 1970. There were several fateful dates; the family entered the motor trade in 1919, and took a stake in the industry in 1928. The Rootes Group became effective in 1932, and took over the last of their marques (Singer) in 1956. For all that, the single most important event which affected their future was the enormously damaging strike at a London subsidiary in 1961; after that, their finances were ruined, and a merger with a larger concern was inevitable. The first links with Chrysler were made in 1964, and the first Lord Rootes died only months later.

Throughout his lifetime's involvement with motor cars, no-one, I suspect, disliked William

Rootes for his energy, his drive, his salesmanship, or his business sense. On the other hand, he made many enemies due to his complete lack of interest in motoring history, and for what he did to the marques his Group took over. And here was the paradox. On the one hand, the Rootes Group provided work for tens of thousands of people who would surely have been thrown on to the dole without the intervention of Rootes; on the other hand, the traditions of the bankrupt companies which they loved were ruthlessly destroyed by that same thoughtless company. So whose judgement was right? Should we praise Lord Rootes as an industrialist with vision, or as a philistine only with a sharp eye for a profit?

Our story begins in Hawkhurst, Kent, where William Rootes' father, also called William, had a cycle shop. In this small town, in 1902, he decided to use the workshops as a base from which to sell cars. Meanwhile, his eldest son had attended Cranbrook school, and was then dispatched to Coventry, to serve an apprenticeship with the Singer Motor Co. The younger brother Reginald — later to become the restraining influence in the partnership — learned about all things financial and administrative.

William returned from Coventry to join his father in Kent and, after the intervention of the First World War, joined forces with his brother in obtaining agencies for the sale of US cars. By 1926 the brothers had established themselves in Devonshire House, in London's Piccadilly (opposite the Ritz Hotel), by way of garages in Maidstone, Rochester and London's Long Acre; by 1928 Rootes were the biggest distributors of cars in Great Britain.

For William, however, this was not enough. He wanted to be as important, and as wealthy, as Herbert Austin and William Morris. There was no way that he could start from scratch in the motor manufacturing business (he knew that he was decades too late, the time for that having been before the First World War), so he would have to buy his way in to existing firms.

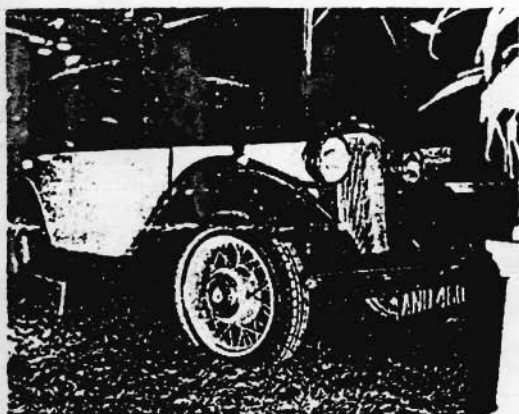
In 1928, it seems, he took the deliberate and long-term decision to establish his own conglomerate. His particular skills were as a salesman, and as a motivator of men; Reginald, his brother, was the administrator. As William was later to say on many occasions — he might be the power unit of the Rootes Group, but Reginald was the steering and brakes. The one had the bright ideas, and was for ever dashing off in a new direction, while the other made sure they could all work, and restrained his brother from excesses.

William's strategy was simple enough. He would look around for motor car manufacturing concerns which fell on hard times, move in with new finance, revitalise them, transform them, and mould them into an expanding group of companies. There was not enough Rootes money to achieve this, so the brothers turned to the City of London in the most orthodox manner and persuaded one of the leading insurance companies to back them; without this backing (thought to be from the Prudential Co.) there might never have been a Rootes Group.

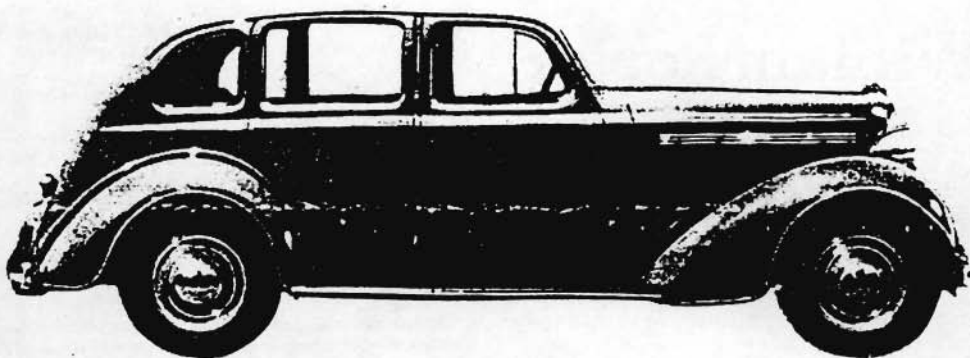
In 1928, he made his first move. In Coventry, those close neighbours, Hillman and Humber, both found themselves in financial distress, and decided to join forces (Humber effectively being the dominant partner), and Rootes Ltd immediately took a sizeable stake in the new Humber-Hillman combine. It was indeed a happy accident that the two concerns were situated next to each other in Humber Road, Coventry, so that expansion and rationalisation could take place with the minimum of dislocation. In another place I have already suggested about the Rootes brothers that "their arrival in the Midlands hierarchy of motor industry tycoons caused about as much commotion as the introduction of a fox into a chicken coop", and this view has never been challenged. As I pointed out last month, the joint managing directors of Hillman — Jack Black and Spencer Wilks — both made haste to leave when they realised who their new masters would eventually be.

Within a year, "Billy" (for he was rarely

CONTRIBUTED BY
FRED PIETERSON



Above, the Hillman Minx (this one 1934) was Rootes' staple diet. Below, postwar Humber Super Snipe Mk IV.



Above, a Humber Super Snipe of 1939. Below, Sunbeam-Talbots made a name in '50s rallying.



Below, the Sunbeam Rapier derivative of post-war Minx.



Above, Singer was Rootes' last big buy, here the Gazelle variant of the Minx. Left, the Sunbeam Alpine was a clever and popular confection.

known as anything else, even when ennobled in later years) had begun to influence future policy, and it was through him that Captain J. S. Irving was persuaded to abandon his love of designing cars like "Golden Arrow", to move to Coventry, and to direct the design and development of an entirely new small car — the Hillman Minx — by Arthur Booth. It was with the Minx, more than any other new model, that Rootes made their name in the 1930's.

Rootes Ltd took complete control of Humber-Hillman in 1932, following another serious financial crisis in 1931, at which point the Rootes Group really came into being. In the meantime, rationalisation was rushing ahead, and by the mid-1930's it was nearly complete. In 1930 there had been four different types of Humber and Hillman engines — "fours", "sixes" and "eights". By 1933 two new families of side-valve engines had appeared (one for the Minx), and by 1936 these were the only two types being made. By cleverly permutating four cylinder and six cylinder engine derivatives, and with different cylinder bore sizes, engines from 1185cc to 4086cc were built, for models as diverse as the Hillman Minx and the Humber Pullman.

By this time, however, Rootes had made the next great leap forward — by taking over the remains of Sunbeam, of Talbot, and of the commercial vehicle manufacturers, Karrier, Sunbeam and Talbot both "came on the market" due to the financial collapse of the Sunbeam-Talbot-Darracq combine at the end of 1934. It is worth recalling that Louis Coatalen, then the boss of S-T-D, took out a £500,000 loan in 1924, through an issue of 8% Guaranteed Notes to be payable on 30 September

1934, in order to finance his Grand Prix racing ambitions. When the time came to repay these Notes, S-T-D were quite incapable of honouring them, and were wide open either to bankruptcy, or to take-over.

In the early weeks of 1935, therefore, with the aid of their insurance company backers, the Rootes Group took over Sunbeam and Talbot separately. They never made any attempt to re-open car manufacture at Sunbeam's factory in Wolverhampton, but immediately ordered Talbot's Georges Roesch, in Ladbroke Grove, West London, to begin the design of a Talbot Ten (which was little more than a dolled-up Aero Minx), and to start using standard Rootes components in the existing Talbots as stocks of special parts ran out.

This, above all, was the period when Rootes, led by the irrepresible "Billy", made enemies among the enthusiasts, but industrially it was a time of great expansion for them. From making little more than 100 cars a week in 1930, Rootes became capable of building 1000 cars a week by 1939. Along with John Black's revitalised Standard concern, the Rootes Group made Coventry the true centre of the British motor industry by the outbreak of war.

In 1936 Rootes, like Standard and Rover whom I have already mentioned, and other car making companies including Austin and Daimler, joined the Air Ministry's new "shadow factory" scheme for making aircraft engines. For Rootes this meant that a new government-financed factory was built at Stoke Aldermoor, almost at the "back door" of the existing buildings, and that in 1940 an enormous new factory was completed at Ryton-on-Dunsmore, just outside the city, and

alongside the A45 Coventry-London road. As it had been with Standard and Rover, so was it for the Rootes family and their Group; these factories became the springboard for a big post-war expansion.

For his efforts during the war, "Billy" was knighted, and became Sir William, while his brother Reginald's knighthood followed somewhat later. By the end of the 1950's, The Family (almost a *mafiosi* emphasis, but only in the way in which they so diligently worked in the common interest) had five members in the Rootes Group; Geoffrey and Brian were William's sons, while Timothy was Sir Reginald's son. The last "independent" managing director/chairman to retire was Colonel Cole, who had been in charge of Humber in the 1920's when the Rootes influence began, and who retained his important position until retirement in 1943.

Final assembly of all Rootes cars had now moved to the redundant "shadow" factory at Ryton (just as Rover had taken over Solihull, which had much more space than any existing Humber-Hillman building. Talbot's London building had been turned into a massive service department, Sunbeam's factory had been sold off long ago, and Sunbeam-Talbot cars were merely badge-engineered Hillmans and Humbers, and built at Ryton).

More important was the arrangement for body supplies. Rootes, as did so many other independent concerns of the day, took mass-production bodies from the Pressed Steel company in Cowley, and some convertibles from Carbodies Ltd (owned by BSA) in Coventry. In the 1930's, however, Rootes had also taken over the long-established London coachbuilding concern of Thrupp and Maberly, and by now had set up another body-building plant called British Light Steel Pressings Ltd. Quantity-production Humbers might come from Pressed Steel, but the more magisterial Humbers, and the sporting Sunbeam-Talbots, came from one or other of the London-based concerns. Rootes, like others, dearly wanted to

The Classic Tycoons

William Rootes

have his own pressings group, but could rely on Pressed Steel as long as they were independent, and was happy not to have to build up press-tool expertise, which would be both expensive and a lengthy business.

The Rootes Group now took over Tilling-Stevens (the commercial vehicle and motor bus manufacturers of Maidstone) in 1951, but their last major acquisition — that of Singer — came in the winter of 1955/1956. Sir William, of course, had been a trade apprentice at Singer at the beginning of the century, and when Singer fell into difficulties there were both commercial and sentimental reasons for a Rootes takeover. Singer, in fact, had expanded mightily in the 1920's, such that they were once the third largest car-making company in Britain (behind Austin and Morris), but an incautious expansion to Birmingham led to continuing financial crises thereafter. A projected merger with Rover never materialised, and in 1935 (following, among other things, the disastrous failure of the ugly Airstream model) the company's finances had to be reorganised, with a 37% reduction in the company's capital.

The company never recovered from this blow, even after enjoying a very busy wartime period. They were quite incapable of raising the money to replace or restyle the post-war SM1500 model, and could surely only have announced the interesting twin-cam engine of 1955 out of bravado. The merger terms, when made public in December 1955, made Sir William's deal look very cheap for Rootes. The company would pay a mere £235,000 and issue a bunch of new shares, though Singer's gross assets were claimed to be worth more than £2 million.

It was the start of yet another Rootes reshuffle, with the multi-storey Singer premises in Coventry Road, Birmingham becoming a massive Rootes spares department, and the Canterbury Street works in Coventry eventually being demoted merely to a component supply base for Ryton. A new Rootes "Singer Gazelle" was announced at the end of 1956, which was no more than a new Hillman Minx with a single overhead camshaft Singer engine, and some minor restyling. By 1959 even the engine option had been withdrawn, and the Singer marque became yet another "badge-engineered" Rootes marketing tool. Group production was now up to 4500 cars a week.

By the end of the 1950's, Rootes, and their chairman, Sir William Rootes, were at the height of their powers. When Sir William's appointment to the peerage — as a Baron, and

a hereditary title, at that — was announced in 1959, his cup was surely full? He now had, after all, a great industrial empire worthy of the name, a family dynasty with his brother and three younger relatives all controlling the concern, the obligatory yacht in hot climates, and he was also the owner of the splendid Ramsbury Manor, near Marlborough in Wiltshire.

Lord Rootes, however, was by no means ready to retire and become a country gentleman, even though he was already 65 years old when conferred with the Barony. It was still the same "Billy" Rootes who was as likely to descend on a styling department viewing, or on an engineering test appraisal, straight from a board meeting, as it was the Lord Rootes who might reasonably be expected to concentrate on his associates in the City. He was still the sort we might whimsically describe as "the salt of the earth", or a "card", and his terminology was easily understood by anyone of his workforce; he was, I am assured, a compulsive critic — something always *had* to be wrong. It would not be going too far to suggest that when it came to believing implicitly in his own opinions, and expressing them in the bluntest possible language, he was at least the equal, if not the master, of Sir Leonard Lord.

In the next few years, however, the Rootes Group began to make mistakes — big mistakes. The first was that it decided to expand into another geographical region, using someone else's (the taxpayer's) money, and the second was that it took on the unions in a wages struggle that it could ultimately not afford to lose. The move towards expansion in Scotland — actually, to Linwood, in Renfrewshire, across the road from the recently-established Pressed Steel factory — was forced upon it by the Conservative government, who forbade expansion in the prosperous Midlands so that new jobs could be created in depressed areas such as South Wales, Merseyside and industrial Scotland. Rootes, unwisely, as it turned out, had decided to face BMC and Triumph head-on with a mini-car of all-new design — the Imp project. Even that might not have been a tragedy if they had not opted for a rear-engine layout, with an expensive and unreliable light-alloy engine which was a major redesign of the Coventry-Climax FWMA unit.

To do this Rootes took on board not only government assistance, but a huge government loan, and the losses and interest payments which piled up soon reduced the methodical Sir Reginald, "Billy's" brother, to great trepidation about the Group's future. The healthy profits of £3.6 million achieved in 1955 soon became nothing but a fond memory.

Building of the Linwood plant began in 1961, but later that year the company became embroiled in a long and bitter wages dispute at the British and Light Steel Pressings factory in Acton, who among other things were responsible for all the Humber Hawk and Super Snipe body shells, and who supplied important pressings and sub-assemblies to other factories for the Sunbeam Rapiers and Sunbeam Alpine

sports cars. This dispute progressively shut down much of the company's operations, and before long losses were piling up at an alarming rate. Not until December was the plant open again, and there was a huge hiatus in the 1962 sales plans, particularly of Sunbeam Alpines in North America.

The Linwood factory was ready by the end of 1962, and the Imp went into production, somewhat haltingly, from the spring of 1963, and instantly ran into unwelcome quality and reliability problems. At a time when the Mini was becoming a real cult car, and when Vauxhall were about to announce their stodgy but popular Viva, here was a technically-advanced car which didn't deliver what it promised.

For the Rootes dynasty, and probably for Lord Rootes himself, it was a bitter blow. Without making a link with a bigger partner the Rootes Group was probably doomed. Lord Rootes then redoubled the search for such a partner — something which had been going on for some years in a desultory fashion (Rootes, for instance, had talked at length with Alick Dick's Standard-Triumph concern between 1955-1957) — and soon astounded the motoring world by joining hands with Chrysler of Detroit. On 4 June 1964, in New York, Lord Rootes and his brother Sir Reginald announced that they were selling 30% of the Rootes Ordinary (voting) shares, and 50% of the "A" (non-voting) shares, which theoretically meant the Rootes family would retain control, and that Chrysler's money would help lift the concern out of trouble.

It was, ultimately, a vain hope, but the first Lord Rootes did not live to see the collapse of his dynasty. In December 1964, only six months after the partial merger, at the age of 70, he died, and the title was immediately transferred to Geoffrey Rootes. Geoffrey was already managing director of the car group, and became deputy chairman under Sir Reginald in 1965, succeeding him in 1967.

Did the first Lord Rootes die of a broken heart? I doubt it, especially as it is known that the Rootes-Chrysler merger was his own idea, and that he had great plans for its future. It is a blessing, however, that he died before the great decline began. Partial Chrysler ownership became majority control in 1967. Rootes (Motors) Ltd became Chrysler United Kingdom in 1970, by which time there were no more big Humbers, and the Singer marque name had been dropped. Humber and Hillman names lingered on until the late 1970's, by which time the British arm of Chrysler was in such desperate trouble that it was one factor in Chrysler selling out to the Peugeot-Citroen combine.

The Rootes combine we ought to remember is the rampantly virile and popular concern of the late 1950's, with four private car and two commercial vehicle marques on which to ring the changes, and a restless approach to change and product planning of which a North American car-making company would have been proud. For Rootes in the 1950's, like Rootes in the 1930's, kept many people happy while infuriating others. But who is to say that the first Lord Rootes' philosophy was not correct?



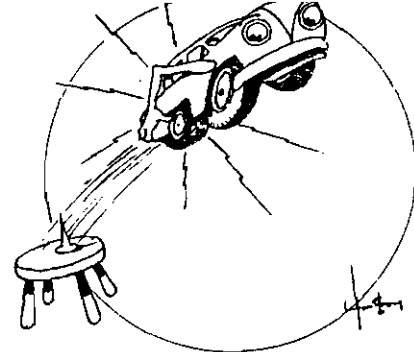
Above, a late Humber Super Snipe in Estate form — they were popular with early motorway Police crews. Right, the Hillman Imp was a brave attempt to oust the Mini.



Next Month: In the last of this short series of profiles of outstanding motor industry characters, we will be looking at two men — Colin Chapman and Sir William Lyons. Though not connected in any way, their two companies have something in common. Both were founded on the very minimum of finance, and in a very modest way. Both developed strongly and consistently in a chosen way. Both changed progressively from the assemblers of other firms' parts, to the manufacturers of their own. Both developed due to the guiding genius of men who have stayed loyal to their companies ever since. Both have, or had, enviable reputations for styling, engineering, and competition prowess. Both the men involved — Colin Chapman and Sir William Lyons — seemed to have the gift of "an eye for a line", and the sure touch for the right sort of product. Jaguar's ancestral company grew in the 1930's and 1940's, while that of Lotus evolved in the 1950's and 1960's. Two so different, and yet so similar, personalities deserve scrutiny. ●

*It's not hard to put these simple tips into positive action.*Join the ranks of the savvy petrol savers.*

The best fuel economy in cars of all sizes comes at moderate speed.



Avoid sudden or rapid acceleration

How to trim your FUEL BILL

THE Australian petroleum industry is acutely aware of the rapid increase in pump prices its customers have been faced with lately, for petrol, diesel and LPG.

Every motorist knows how steeply petrol prices have been driven up by the Iraqi situation and by increased government taxes.

Despite these increases, Australians are still paying only a third to a half of the prices many Europeans face when they fill their tanks. Australia has the second lowest retail prices for petrol among the developed nations of the world, on International Energy Agency figures.

So, with the current economic situation in Australia added to the price position, coupled with the heightened awareness in the community of conservation issues, it makes sense not to waste petrol and other transport fuels, made from one of the non-renewable resources.

On a conservative estimate, Australians could, with little or no inconvenience, and driving their existing vehicles, run the same number of

kilometres annually as now — using rather less fuel.

Here are tested ways to achieve fuel savings. On the assumption that most drivers have not acquired the know-how that allows experts on fuel-economy runs to achieve such remarkable results, you won't get their figures. But you could obtain some worthwhile trimming of your previous consumption figures.

Please remember that they are a package deal — they need to be followed altogether for maximum effect, though any one should make some contribution.

Keep a record of the changes you make to your pattern of vehicle use and maintenance, distances between fill-ups and the amount of fuel bought. Then see just how much this leaflet may have saved you!

While these tips relate particularly to vehicles using petrol, most also are applicable to vehicles running on automotive diesel fuel or LPG.

Supplement to Petroleum Gazette 1990/3

DRIVING TIPS

Engine warm-up: Keep it short. Don't race the engine, which is harmful to it anyway.

It is best to start up and drive off, as soon as any initial hesitation in the engine has ceased (only a few

seconds), allowing the motor to warm up in motion. No harm results from driving a cold engine at moderate speed, and fuel is saved.

However, remember that a cold engine does not respond quite as

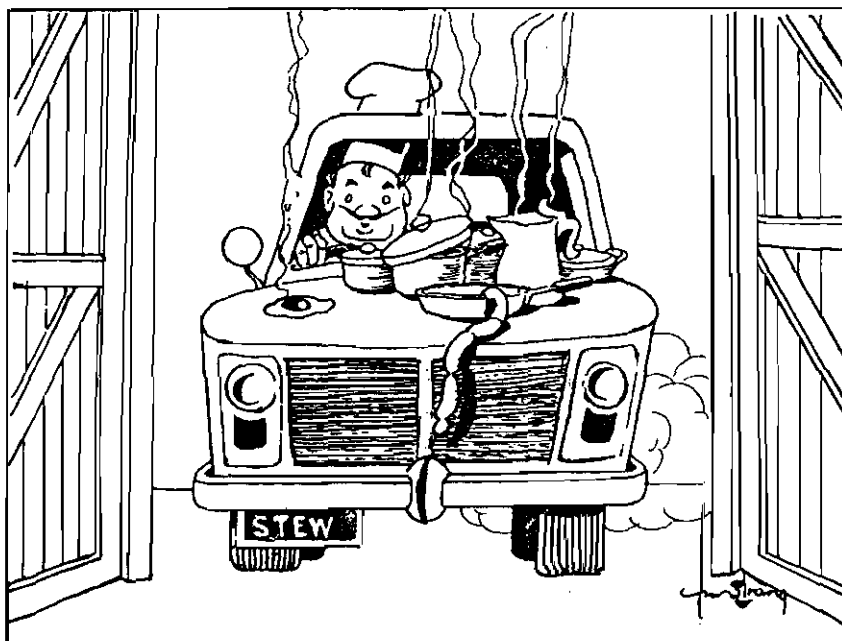
quickly as when hot, so exercise care in traffic situations where response is critical.

Choke: If your car has a manual choke, push it in progressively after starting and as soon as possible. If an automatic choke is fitted, have it adjusted by a serviceman for optimum performance.

Speed and acceleration: Be moderate. Avoid jamming the right foot down when traffic lights turn green. Hard acceleration shoots excessive fuel into the engine at low speeds, wasting it.

Maintain even speed whenever possible. Don't weave in and out of lanes with the sudden bursts of speed and then sudden braking such manoeuvres usually entail. Such poor driving wastes fuel.

Avoid rapid acceleration and high speeds generally. Most cars running at 80-90 kmh use about 25 per cent less fuel than at 110 kmh (the maximum speed on many freeways in Australia).



Avoid long engine warm-up

Peak hour traffic: Avoid it, if you can. Stop-start driving burns more fuel. An idling engine wastes energy.

As a guide, drivers should avoid idling motors longer than 30 seconds. When delays are long, switch off and restart without touching the accelerator. And never pump the accelerator when idling. That squirts pure fuel, instead of the proper fuel-air mixture, into the combustion chambers. More waste — and more wear on the engine.

If you can't bypass the peaks (does your work allow flexitime?), endeavour to maintain even speeds without sudden stops.

Another tip is to bypass major bottlenecks. An extra kilometre or two of smooth driving will cost you less fuel than stop-start traffic conditions.

Plan all trips: In town driving, a one-kilometre trip with the engine cold may increase petrol consumption by as much as 70 per cent above average.

Try to plan your car use to cover as many errands as possible with one trip.

Short trips: Cut them out. Don't drive to the local shop for a dozen

eggs or to the milkbar for a carton of milk. WALK. The exercise will be good for you, too.

Left foot: Don't drive with your left foot resting on the brake (or clutch, if fitted) pedals.

Air-conditioners: Use them sensibly and sparingly. They can increase fuel consumption 10 per cent.

Filling-up: You should take care, when at self-service pumps not to overfill, for safety reasons. Only fill to the first 'click' of the fuel nozzle.

High gear: Keep the transmission in as high a gear as possible, to save fuel. With automatics, in normal driving, light steady pressure on the accelerator pedal encourages the transmission to shift into high gear quickly. So too will lightly lifting your foot off the accelerator; this will generally shift automatics into the next gear up quickly.

Windows: Closing windows at speeds above 50 km/h can also increase a car's fuel efficiency, by improving aerodynamics, thus reducing wind drag.

Weight: Keep your car on a diet

too. Remove unnecessary weight from the boot (but retain the spare wheel and jack!) to save fuel. The less weight, the better performance, especially when climbing inclines.

On average, every 500 kg of car and load will consume 700 litres of petrol a year.

Remove the roof rack when not required (saving weight and wind drag). Automobile associations estimate that an empty roof rack chews up an extra 5-10 per cent of fuel; a laden one perhaps 15 per cent extra.

MAINTENANCE TIPS:

Tuning: Have a tune-up at regular intervals as recommended by the manufacturer. In the case of fuel-injection cars, have the engine-management computer calibrated at intervals recommended in the handbook.

In all cars, tuning should include PCV (positive crankcase ventilation) valves, air-cleaner and, in particular, spark plugs and ignition timing.

Vehicles using electronic fuel injection need to have their sensitive injector nozzles kept free of

contamination. Unleaded petrol usually has appropriate additives for this purpose, but some models can need a flush with concentrated injector cleaner if hard starting and misfiring is encountered.

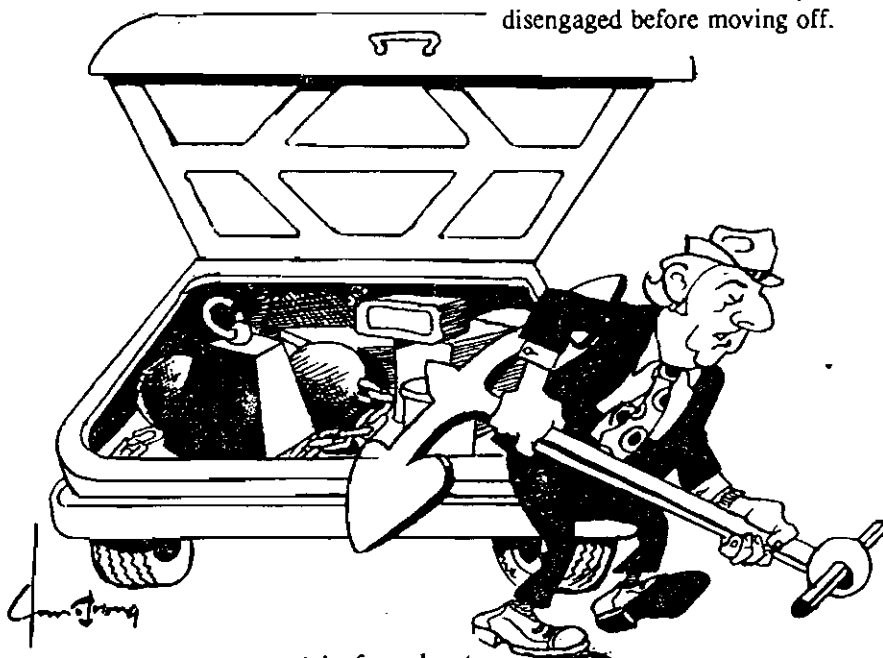
Replace worn spark plugs and ensure that only the correct type is used. Data is in the car's owner's handbook (usually found in the glove box).

Make sure that the choke is not sticking, particularly on vehicles fitted with automatic chokes.

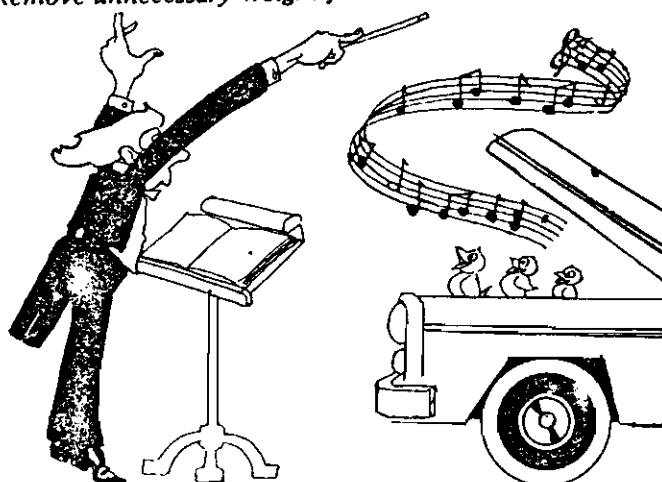
Tyres: Check pressures weekly. Maintain the manufacturer's recommended pressures. These are listed in owner's handbooks and often on a decal to be found on the edge of the driver's door. Under-inflation is not only bad for the tyre because of extra flexing in the tyre wall; it also increases fuel consumption because of higher rolling resistance.

Wheels: Make sure wheels are properly aligned and correctly balanced.

Brakes: Be sure they are not dragging or binding. Don't forget to check the handbrake is fully disengaged before moving off.



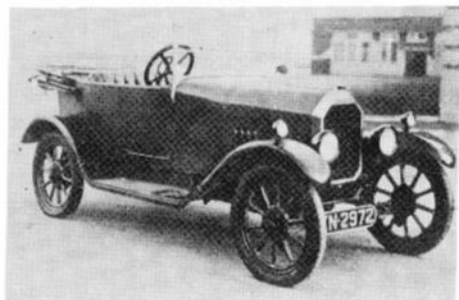
Remove unnecessary weight from boot



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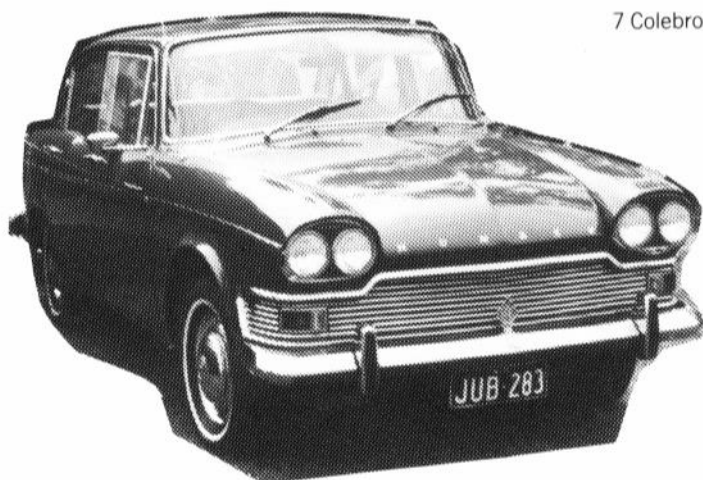
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