

HOLDEN TORQUE

August—September 2022

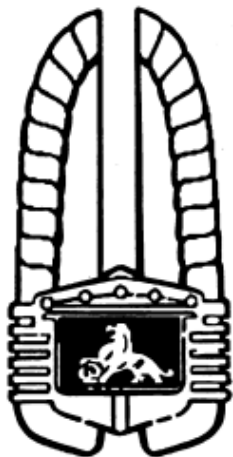
ISSUE No. 220



1928



1936



1948



1972



HOLDEN

1994

**Holden Logo's used
from 1928**

hcc info

Club & Committee 2022– 2023

President: **Tim Tapping**

Vice President: **Bruce Jones**

Treasurer **Pauline Wainwright**

Secretary : **Ted Burbridge**

Events Coordinator: **Mick Lawler**

Property Manager: **Daryl Pinner**

Merchandise: **James Bryans**

Vehicle Registrar: **Pauline Wainwright (C4C)**
Robyn Jones (404)

Newsletter / Website / Public Relations: **Tam Kelly**

Holden Car Club of WA Inc.

P.O. Box 514

JOONDALUP 6919

Visit our website!

www.holdencarclub.org.au

The Club Wants You!

The Holden Car Club of WA is always looking for members to plan, organise and help. So if you think you have something to offer the club, let us know!

For Newsletter Enquiries, For Sale & Wanted Ads or Website Enquiries contact Tam Kelly on
info@holdencarclub.org.au

FRONT COVER:

Holden Logos's 1928/94

Sourced from <https://www.hrc.org.au/memories/documents.html>

Disclaimer

The Holden Car Club does not accept responsibility for the truth or accuracy of the articles or advertisements appearing in this newsletter. It is incumbent on the readers to satisfy themselves as to the truth or accuracy of any of the articles or advertisements. All articles and advertisements are accepted in good faith by the club.

Newsletter

Welcome to the August–September edition of Holden Torque!

Firstly, apologies for the lateness in getting this edition out.

It has been a quiet winter—lots of vehicles (and their owners!) in hibernation waiting for the warmer weather which is now slowly inching upon us! There have been plenty of ‘Show and Shines, ‘Coffee and Carby’ and Targa events though to keep most very busy and engaged in between showers (of the rain variety!) and cold snaps. Thank you to those who support these events outside of our club organized events and cruises, I know the organisers appreciate you turning up and supporting them.

Whilst the last couple of months may have been quiet, the coming months are certainly looking a lot busier. The ‘jewel in the crown’ event for Holden Car Club, is our involvement in the GM Owner’s Day (GMOD) on Sunday November 13 at Medina Oval. Whilst there has been a location change since the last event, the idea and focus of this amazing charity event has not. Holden Car Club of WA has proudly been a co-organiser of this event with the Cheverlot Club of WA for many years with all proceeds from the event being donated to the Association for the Advancement of Brain Injured Children ([AABIC](#)) who work towards providing emotional and financial support for brain injured children, their families and carers. A big shout out to Gane Doyle and Pauline Wainwright who are the Club’s representative on the GMOD committee this year and who, along with some other dedicated volunteers, have committed to a VERY early start on the day to ensure the logistics of the event run smoothly. A cooked breaky is on offer for those who arrive early enough and have registered!

This years event is focusing on a *Century of Holden Building Car Bodies* and promises to showcase a fantastic history from pre-engine transport through to modern day.

So far our club has 30 registered vehicles attending on the day and with approximately ten other clubs regularly supporting this event, the day is gearing up to be the biggest yet. If you haven’t already, and would like to, you must pre-register your attendance and pay the entrance fee of \$10 (refundable to club members) before 13 October 2022.

All clubs rely on volunteers and ours is no exception. Please consider putting your hand up to help from time-to-time to share the workload of our hard working committee and regular volunteers.

Change in date for the General Meeting

Due to the GMOD event being the day after the scheduled HCC of WA General Meeting, the decision was made to bring it forward by one week. The new date for the GM is Saturday 5 November 2022 @ 2.30pm at the East Vic Park RSL.

Newsletter

Continued ...

Member Birthdays

If you follow Holden Car Club on Facebook you will have noticed that each month we celebrate our Members birthday's with a post acknowledging those born throughout the month. As our system has changed from manual to electronic over the years, not all birthday's have been able to be captured on the 'new' system. If you are unsure if your birthday is registered with us, please send an email to info@holdencarclub.org.au with your name and date of birth and we can add it in for you.

So, happy birthday (again!) to those born in August and September—this is what the Facebook posts looked like. Head on over to [Facebook](#) and check out those celebrating in November!



Contact details updates

A reminder that if any of your personal details change (phone number, email, home address etc) over the course of the year, please notify the club via email at info@holdencarclub.org.au



Newsletter

Continued ...

CELEBRATING 100 YEARS OF HOLDEN BUILDING CAR BODIES



**DON'T FORGET TO REGISTER
BEFORE 13 OCTOBER 2022!**

Download the registration form -
HCC of WA members will be
refunded the \$10 registration fee
on the day.

**Forms available from
www.gmownersday.com.au**

13 NOVEMBER 2022

Help make the **HCC of WA** display
the biggest!

info@holdencarclub.org.au



*Association for the Advancement of
Brain Injured Children*

NEW DATE

**SATURDAY 5
NOVEMBER 2022**

**2.30PM
EAST VIC PARK RSL
FRED BELL PARADE
ST JAMES**

**GENERAL
MEETING**



Event Wind Up

BUNBURY CRUISE
AND BUNBURY GEOGRAPHE
MOTOR MUSEUM
EVENT POSTPONED
SUNDAY MEET:
22 MAY 2022 BP KWANANA FREEWAY SOUTH BOUND
8.45AM
EVENT POSTPONED
Please RSVP to the Event Coordinator
(Mick Lawler) on 0417 929 966 or
info@holdencarclub.org.au
EVENT POSTPONED



Bunbury Cruise and Bunbury Geographe Motor Museum

This event is still to be re-scheduled. Watch this space!

York—Settlers Hotel Lunch Cruise

Another great run organized by Mick Lawler. Although there was a change in date (to Grand Final Day!) the day was fantastic with about 12 vehicles meeting up at Auto One in Midland for the drive to York. We were lucky enough to get great weather all day. We were lucky to get all (most!) of our cars parked together, and as usual, plenty of interest from other visitors in our cars. Our visit coincided with the commencement of the York Festival and there were plenty of things to see and interact with in this great little historic town. Lunch at Settlers was fantastic. Pretty sure this will be on the calendar again!



****DATE CHANGE****

Join us for a great cruise
from Midland to York,
followed by lunch @
Settlers

HCC of WA
Cruise to York

RSVP ESSENTIAL

Saturday 24th September
Meet 9.45am @
Auto One Midland

RSVP to Mick Lawler
info@holdencarclub.org.au
OR
mobile 0417 929 966
www.holdencarclub.org.au



event calendar

Upcoming Events

These are advertised both on our Facebook page and the website. Our next event is the **General Meeting** on Saturday 5th November 2022 @ 2.30pm @ the East Vic Park RSL.

The next HCC of WA supported event is the **Mosman Park Men's Shed Annual Craft Market** on Sunday 6th November 2022



But don't forget to **Save the Date** for the HCC of WA Christmas Dinner on 26th November at 6pm (more details to follow)



Please RSVP to events

via email info@holdencarclub.org.au

via mobile to Mick Lawler (SMS) 0417 929 966

Or in person at the next General Meeting



event calendar

Catered Events



Please note Rules regarding all Club catered events!

All Events that advise catering ie. Sausage Sizzles, Picnic's, Breakfasts etc where the club is supplying / providing the meals, a cut-off date one week prior to the Event will be advertised.

If you do not get your Name down by this cut-off date, you are still most welcome to join in the Event / Run, but will need to provide your own meal.

This rule will apply to all members and is to make catering a stress-free process!



Settlers House York	
Date: Saturday 24th September 2022	Event: Holden Car Club Event
Meeting Point: Auto One Midland – 156 Great Eastern Highway	
Meeting Time: 9.45am	Departure Time: 10.00am
Details of Event: Leisurely cruise up though the hills to York and enjoy lunch at Settlers House	
Venue: Settlers House York	RSVP: Events Coordinator

General Meeting	
Date: Saturday 5th November 2022	Event: Holden Car Club Event
Meeting Point: RSL Clubrooms 1 Fred Bell Parade East Victoria Park	
Meeting Time: 2.30pm	Departure Time:
Details of Event: Bi-monthly general meeting with afternoon tea supplied	
Venue: 1 Fred Bell Parade East Victoria Park	RSVP:

Mosman Park Men's Shed & Annual Fair	
Date: Sunday 6th November 2022	Event: Holden Car Club Event
Meeting Point: TBA	
Meeting Time: TBA	Departure Time: TBA
Details of Event: Cruise to Mosman Park Men's Shed to support their annual fair. A selection of food trucks, bands, kids entertainment along with motorcycles and a mix of other vehicles on display.	
Venue: Mosman Park Men's Shed, 1 Parrott Close, Mosman Park	RSVP: Events Coordinator

GM Owners Day 2022	
Date: Sunday 13th November 2022	Event: Holden Car Club Event
Meeting Point: TBA	
Meeting Time: TBA	Departure Time: TBA
Details of Event: GM Owners Day	
Venue: Medina Oval, Kwinana	RSVP: Events Coordinator

The Vale Bar & Brasserie	
Date: Sunday 20th November 2022	Event: Holden Car Club Event
Meeting Point: TBA	
Meeting Time: TBA	Departure Time: TBA
Details of Event: HCC have been invited to display our awesome automobiles while we enjoy some great food and a couple of quite ones.	
Venue: The Vale, 281 Beellar Drive, Yangebup	RSVP: Events Coordinator



There are only 8 Saturday's left until Christmas!

You're Welcome!!!

Please RSVP to events via

- email info@holdencarclub.org.au
- mobile to Mick Lawler (SMS) 0417 929 966
- Or in person at the next General Meeting

Xmas Party	
Date: Saturday 26th November 2022	Event: Holden Car Club Event
Meeting Point: RSL Clubrooms 1 Fred Bell Parade East Victoria Park	
Meeting Time: 6.00pm	Departure Time: TBA
Details of Event: Christmas Dinner, members to bring along a Christmas gift for donation to Salvo's, if gift wrapped, please tag age and gender of child, or canned food donations	
Venue: 1 Fred Bell Parade East Victoria Park	RSVP: Events Coordinator

Custom Cars & Coffee	
Date: Sunday 18th September 2022	Event: Non-Organised HCC Event
Venue: Perth Motorplex	Time: 9.00am – 11.30am

Byford Classic Car Club Meet & Greet Bacon & Coffee	
Date: Sunday 18th September 2022	Event: Non-Organised HCC Event
Venue: Byford & Districts Country Club	Time: 8.30am – 10.30am

Northern Steel Monthly Meet	
Date: Saturday 24th of September 2022	Event: Non-Organised HCC Event
Venue: Joondalup Square	Time: 6.00pm – 9.30pm

Northern Steel Bunnings Sausage Sizzle	
Date: Saturday 27th of August 2022	Event: Non-Organised HCC Event
Venue: Joondalup Square	Time: 10.00am – 2.00pm

Classic Cars & Coffee Monthly Meet	
Date: Sunday 22nd September 2022	Event: Non-Organised HCC Event
Venue: Carpark 3 UWA Hackett drive, Crawley	Time: 8.30am – 10.30am

Quairading Show & Shine	
Date: Saturday 8th October 2022	Event: Non-Organised HCC Event
Venue: Quairading Showgrounds, McLennan Street, Quairading	Time: 8.30am – 10.30am

Annual Rumble & Shine #2	
Date: Sunday 16th October 2022	Event: Non-Organised HCC Event
Venue: Autopro Rockingham	Time: 9.30am – 1.00pm

olden news

GENERAL MOTORS Australia

Large Crowds Attend Opening of General Motors Plant at Perth

THE new Perth plant of General Motors (Australia) Pty. Ltd. located at Cottesloe Beach, was formally opened on Saturday, November 13.

With a large crowd of interested spectators grouped around the main entrance of the building, W. D. Hopson, Manager for Western Australia, called upon F. D. Sewell, as the representative of General Motors' distributor and dealer organization of this State, to officially open the door.

Mr. Sewell expressed his appreciation at being called upon to perform so important a ceremony, saying that he was particularly pleased to open the door of the building that represented the activities of one of the largest organizations in the world, whose capital was counted in hundreds of millions of dollars, and whose branches and ramifications extended to practically every civilized country in the world.

Mr. Hopson thanked Mr. Sewell and then read the congratulatory telegram which had just been received from Innes Randolph, Regional Director of General Motors (Australia) Pty. Ltd. He outlined the assembly work which would be done at the Perth plant on each of General Motors' eight makes of cars and trucks.

P. A. Kelleher, Sales Manager, expressed the pleasure that it gave the Company to welcome so many friends. Although the Sales Manager, he stated he was not the man who sold the cars. The people who sold the cars were General Motors' distributors and dealers who were located in the principal cities and towns throughout the country and the satisfied owners of General Motors' products. Mr. Kelleher stated that he was proud that the products of General Motors were worthy of the name and were truthfully offered values. That this was realized by the car-buying public was demonstrated by the fact that during the first eight months of this year General Motors had produced and sold 844,071 cars and trucks as against 540,870 cars and trucks for a similar period last year.

Mr. Sewell, in response thanked General Motors for the welcome extended to the dealers, distributors and others associated with the enterprise, and expressed the opinion that a great organization like General Motors would have a very beneficial effect on the people of the State. The fact that General Motors had seen fit to start operations in Western Australia should imbue

everybody with confidence in their own country and the possibilities for its development.

Mr. McKay, Manager of the Vacuum Oil Company Pty. Ltd. made an address on behalf of those interested in associate industries. In Western Australia alone, he pointed out, there was a particularly large number of employees earning their daily livelihood in businesses that were part of the motor industry. Mr. Christian, Chairman of the Cottesloe Beach Roads Board, which has been of such assistance to the plant officials, spoke on behalf of the Board congratulating General Motors upon the new plant.

In a concluding speech, Mr. Hopson thanked all those present for their interest and extended an invitation to visit the plant at any time and inspect the work that was going on.



Crowds at the Perth Plant on opening day and afternoon tea served to visitors



Oakland Aids in Burglar Capture

P. A. Kelleher's Oakland coach recently took an unfair advantage of a burglar, according to reports from Perth. As Mr. Kelleher drew up beside his home one evening, he noticed that a window usually kept shut was wide open. Pausing by the window a moment, he heard a squeak inside the house which he recognized as that of a wardrobe door.

Mr. Kelleher let himself into the house as quietly as possible and reached the room containing the wardrobe just in time to see a man disappearing under the bed. He lifted the end of the bed to one side and exposed a masked intruder. After a brief struggle, he secured his man and summoned

the police who, upon their arrival, identified the unwelcome visitor as a well-known house-breaker released from prison only a few days before.

The point of the story, we are told, is not Mr. Kelleher's heroic achievement but the fact that the quiet motor of the Oakland, driven right up to the door, did not warn the intruder of the approaching danger until too late. Certainly this is not giving a burglar an even chance.

During the past three years at each of the reliability tests conducted by the Royal Automobile Club of Western Australia, the official car used by the marshal has been an Oakland. The Oakland is therefore well known to all the sporting motorists of the state. Acting as official car necessitates an average speed of from 35 to 40 miles an hour over a 660 mile course.

olden news

October, 1930

• • GENERAL MOTORS WORLD • •

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GENERAL MOTORS >>>> AUSTRALIA

The Sydney Plant Wins Publicity by Dramatizing a New Version of What Constitutes "News"

A FAMOUS New York newspaper editor once gave a graphic definition of "news" that has guided cub reporters for the past twenty years and recently inspired a publicity stunt conducted by the Sydney Branch of General Motors Australia. "If a dog bites a man it is not news," runs the familiar saying, "but if a man bites a dog, it is news beyond question."

In Sydney's estimation, if a Chevrolet built in America is shipped to Australia, it is certainly not news but the shipment of an Australian-built Chevrolet to New York is a matter deserving publicity.

Two Australian-built Chevrolets figured in the story for which the Sydney Branch wanted the spotlight. They were splendid examples of Australian workmanship requested by the New York Office in connection with the Export Division's Chevrolet Quality Program for 1931. They were scheduled for shipment from Sydney on the S/S *Ventura*, August 9.

To focus as much public attention as possible on this unusual happening and to advertise Chevrolet, the Publicity Division of the Sydney Plant arranged for the boxed cars to be carried from the plant on General Motors Trucks.

The boxes, as illustrated in the accompanying photograph, carried with huge signs featuring the event. The signs read, "Australian-Built Chevrolet Six — for Shipment to America . . ." The dispatch of the two cars to the dock was so timed



Sydney's version of a famous definition—"When an American-built Chevrolet is shipped to Australia, it is not news; when an Australian-built Chevrolet is shipped to America, it is news"

that they would reach the city during the luncheon hour, when the streets would be crowded. Ordinarily it is almost impossible to conduct anything resembling a publicity stunt in the center of town because of the stringent police traffic regulations, which prohibit any advertising or publicity displays. But since the Chevrolets were being delivered to a ship, it was possible to avoid breaking

the regulations and yet accomplish the purpose.

The General Motors Trucks, carrying the two cars to the dock, made their way through the busiest section of the city as slowly as possible. The huge cases with their spectacular placards attracted just the attention which the plant management had expected. The hurrying crowds turned to read the message and comment upon the shipment. It is estimated that many hundreds of people witnessed the event. But the publicity did not end with the disappearance of the trucks down the streets.

The export of two Australian-made Chevrolets was so unique that the newspapers were all glad to publish stories and, in most of them, the fact was stressed that a large quantity of Chevrolets were actually being built in the Australian plants of General Motors from Australian materials.

Coming at a time when the importation of cars and other material into Australia is not looked upon with favor by the government or by the public, the export to the United States of two Chevrolets so largely built of Australian material spread a tremendous amount of good-will and stimulated public interest in the work being done by General Motors in Australia.



Spit Bridge, Middle Harbor, Sydney, with a La Salle roadster in the foreground

OCTOBER 1930

buy & sell page

1963 EH Holden - \$38 500

Original condition with no modifications other than general mechanical repairs. I've had had all the rust cut out and she is running well. Perth assembled with all major mechanical components (suspension, engine, clutch, exhaust, steering, electrical) has been either overhauled or replaced. Runs and drives well and no rust in the body.



1970 HG Wagon \$30 000

Automatic Transmission, 186 Motor, 70 664 km. Some surface rust only. Built in WA

I bought the car in 1996 from a family who had owned it since it was only 6 months old. It was passed down from the father to his son who sold it to his brother who sold it to me. Much loved and cared for, I have been driving it since 1996 and it still runs well.

Contact Julie - 0415 382 639



buy & sell page

HT Wreck only—FREE

HT wreck (ute) that is pretty much rusted away but still has side and rear glass plus rear tail lights with chrome surround. Also chrome tie down rails for the tub (possibly factory option). Any parts wanted are free—you collect.

Tim 9757 5034 (Margaret River region)

Private Plates \$3 250 ONO

A 67 HR

Leaving WA at the end of October

Susan Owen 0407 902 270



Club Merchandise

CLUB MERCHANDISE



SPRAY JACKET	\$60.00
POLO SHIRT	\$40.00
PEAK CAP	\$15.00
BUCKET HAT	\$15.00
CLUB BUMPER STICKER	\$2.00

CLUB LOGO NUMBER PLATE	\$15.00
'HISTORIC' METAL PLATE	\$20.00 (2)
'HISTORIC' STICKER	\$10.00
'RESTRICTED USE' STICKER	\$10.00
CLUB NAME BADGE	\$20.00

RESTRICTED USE

back page

Update and check your Insurance!



Holden Car Club of WA



info@holdencarclub.org.au



www.holdencarclub.org.au



*P.O. Box 514
JOONDALUP 6919*

STAY IN TOUCH! KEEP UP TO DATE!

@HoldenCarClubWA @HCCofWA

Send in any ideas for Newsletter articles! I would love to include an article or two of what members are up to with their cars! Are you working on a project? Want to share your experience? Let me know via email info@holdencarclub.org.au