

collectible & classic

SEPTEMBER 2016 #60

# RETROAUTOS

## Viva! Vauxhall



Pedal  
Power  
Holden

RetroNews | RetroAuctions | RetroAds | RayTookThis

1968  
Viva  
GT



Mercury  
Cougar  
50th



Remembering  
Liverpool  
Raceway



1955 Dodge  
La Femme



Once Upon  
a Time  
in America



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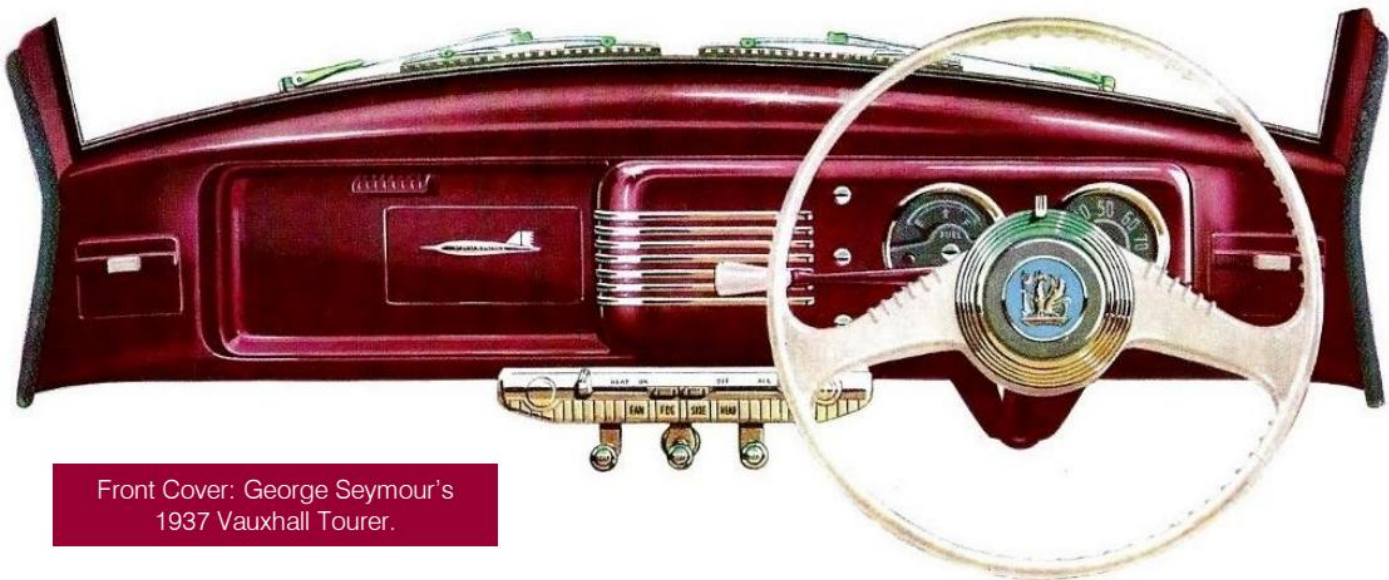
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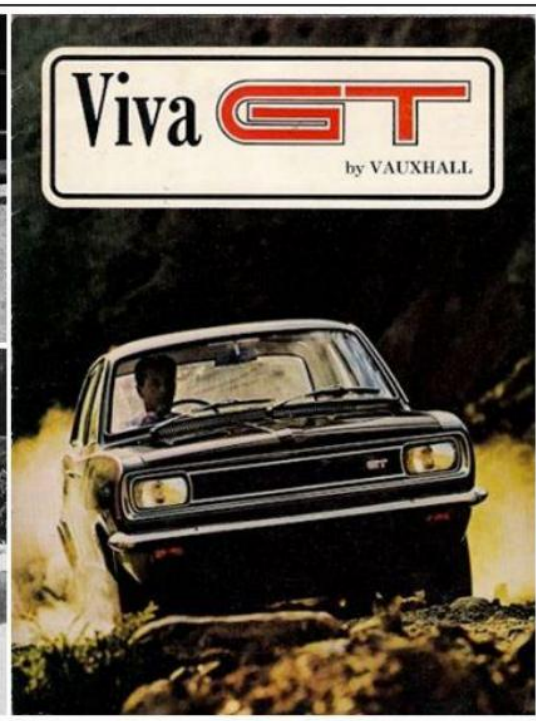
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Front Cover: George Seymour's  
1937 Vauxhall Tourer.





Welcome to the 60<sup>th</sup> edition of Retroautos.

This issue features the Vauxhall collection of George Seymour. All of his cars are quite rare. His 1968 Viva GT is one of only 50 currently on the road anywhere in the world.

We also chat with General Motors (GM) car design guru, Leo Pruneau, who developed the Viva GT.

We go all misty-eyed in RetroRacing, with never seen before photos of the demolition of the famed Liverpool Raceway in Sydney.

Wayne Ryan talks about the restoration of his 1945 Holden pedal car and we celebrate the 50<sup>th</sup> anniversary of Mercury's Cougar.

In the photo feature, *Once Upon A Time*, we travel through parts of Canada and the USA in November 1960 checking out all the cool cars, including the GM Motorama in New York. This would be the last Motorama GM ever held.

Do not miss RetroAds, our celebration of automotive advertising art, and Ray Green's evocative images, RayTookThis.

RetroAuctions returns, focusing on the local scene with an upcoming Shannons event.

And we take a look at Dodge's 1955 La Femme. It was an attempt to appeal to women car buyers. Only 2500 were sold and about 100 still exist.

Unfortunately we have had to hold over our feature on the XA Falcon styling development. These behind-the-scenes stories sometimes take a little longer than planned to compile.

We hope you enjoy this 60<sup>th</sup> edition of Retroautos. It is published with passion and with pride.





# RETRONEWS

## New Book About Buick

### Speculation About Government Back Flip On Car Import Rules

Now the federal election is over we have started seeing small stories in a couple of newspapers speculating that the Federal Government may back flip on its promised changes to the Motor Vehicle Standards Act 1989.

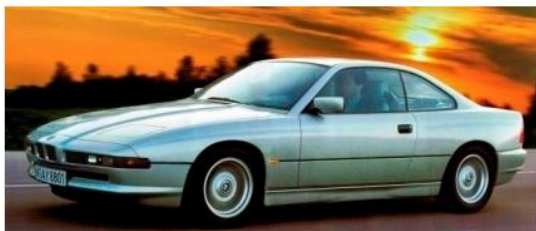
The new rules will allow a left hand drive vehicle, which is at least 25 years old, to be imported and registered.

Currently, you can only import and register a left hand drive car if it is manufactured before January 1 1989. Anything beyond that date requires an expensive conversion to right hand drive.

If the speculation is true, it will be a slap in the face to the classic car community and to those who worked hard to negotiate the changes.

And if the politicians deny the speculation, will you actually believe them?

A back flip means, for example, that cars like this 1991 BMW 850 will not be allowed into Australia in LHD form, making it almost impossible for classic car enthusiasts to acquire one at a reasonable price.



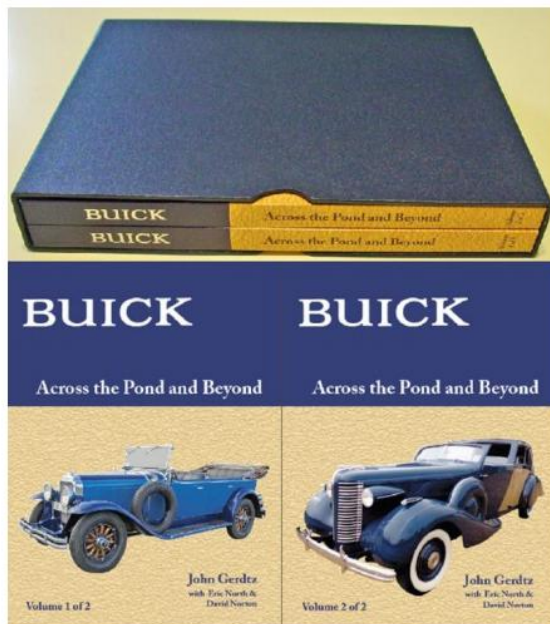
There's a new Buick book on the market.

Penned by John Gerditz, with Eric North and David Norton., it is a two volume tome titled *Buick: Across the Pond and Beyond*.

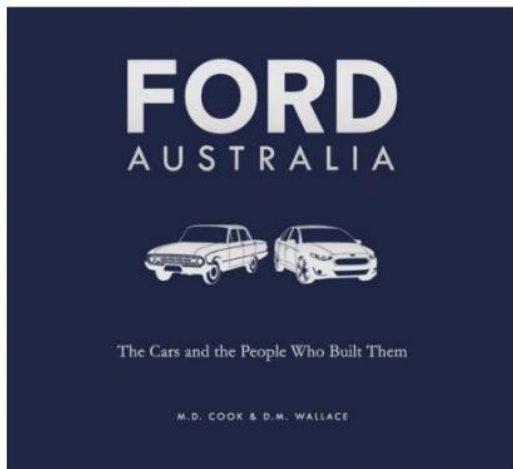
It tells the story of Buick mainly in the United Kingdom, Europe and Scandinavia from the outset through to World War II.

Published in association with the Buick Club Inc in NSW and over six years in research and writing, this lavishly illustrated work of over 600 pages with 100+ in colour on glossy paper, is in two volumes in a fabric covered slip case.

Email enquiries to: [mail@buickclub.org.au](mailto:mail@buickclub.org.au)  
Phone enquiries to John on 02 9629 7957. Price AUD\$125 + p&p \$15 anywhere in Australia. Mastercard & Visa accepted through PayPal only. Ask about Australian Buick Club membership discount.







## New Ford Book

This book chronicles the 88 years in which Ford built cars in Australia for Australian conditions and interviews many of the people who worked for the company. It constitutes the complete history of Ford production in this country, with many rare images and essential production statistics.

The authors, Michele Cook and Doug Wallace, have also added short stories about the people and incidents at Ford over the years. These are wonderful insights into the culture at Ford and really enhance the book.

The book costs AUD\$60 and is available from the Automoto Bookshop, located in the Dymocks Building, 9th Floor, Suite 11, 428, George Street Sydney, NSW 2000. Phone (02) 9231 6713. [www.automotobookshop.com.au](http://www.automotobookshop.com.au)

### About The Authors

Doug Wallace worked in the plastic industry for twelve years before joining Ford Motor Company as an engineer tasked with investigating the financial viability of Ford establishing a Plastics Plant.

Michele Cook worked for Trans Australian Airlines and Kodak before joining Ford in 1987 as a senior Systems Analyst. In 2008 she assumed control of the Ford Australia company archives, one of four worldwide, the others being in Dearborn, United Kingdom and Germany.



## AUTOMOTIVE HISTORIANS AUSTRALIA INC

Automotive Historians Australia, an association comprising academics, enthusiasts and industry representatives, will open its inaugural conference in Melbourne on 1 September.

To be held at RMIT University, the conference will explore automotive culture in the widest sense, from the 1953 Practical Australian Motorist Illustrated to the Minhocão elevated highway in São Paulo.

"Presentations will range across urban infrastructure, motorsport, design, popular culture, advertising, new technologies and the future of mobility," said association president Professor Harriet Edquist. "Repco's racing program, architect Robin Boyd's fascination with cars and the role of car parks in the urban setting will also be examined."

While the beginnings of the design studio at GM-H and its early advertising campaigns will be covered, so too are the emerging possibilities for the industry afforded by the burgeoning digital economy, autonomous cars and the transformation of manufacturing by 3D printing.

Conference registration details and further information can be found at [www.autohistoriansaustralia.org](http://www.autohistoriansaustralia.org)





# RETRO AUCTIONS

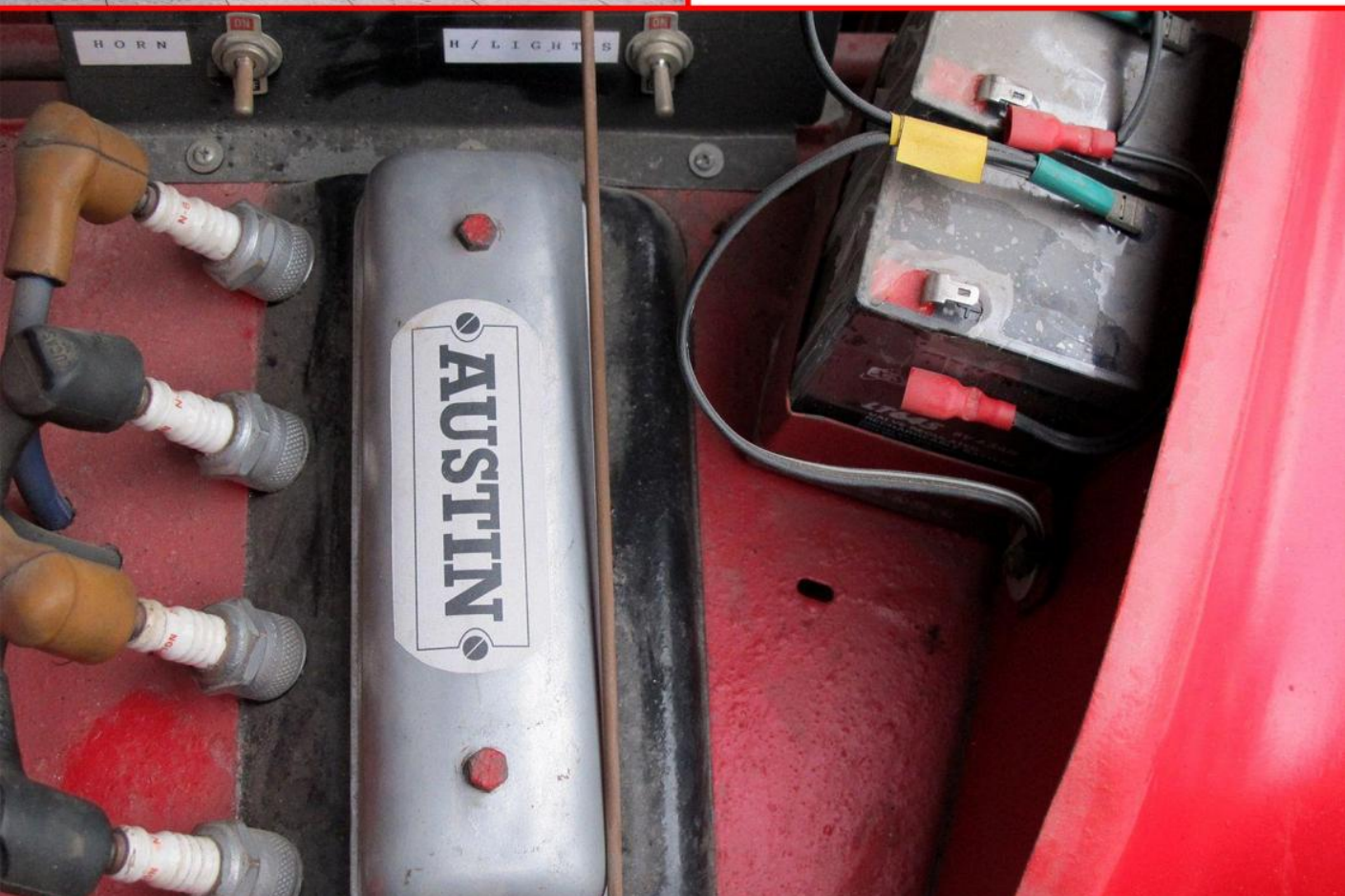






Shannons have this fabulous Austin J40 pedal car up for grabs at their 29<sup>th</sup> August auction in Sydney. The price guide is between \$A5000 and \$A7000, with No Reserve. The pedal cars were made by Austin in the UK and exported globally. The J40 was based on the 1948 A40 Devon. Total production was an incredible 32,098. Production stopped in September 1971.

Cars on the opposite page are no reserve offerings: 1959 Cadillac coupe (right hand drive), 1969 Cortina, 1952 Riley 2.5 litre, and a 1967 Sunbeam Alpine.









# Viva!

# Vauxhall







Holden press photos of the 1937 DX Tourer.



George Seymour is a Vauxhall tragic. He has bought and sold almost more than he can remember.

When George first started thinking about owning a classic car a work mate mentioned that his cousin had "an old car" and wondered if George might like it for \$100.

"I thought it would be fun to have a classic car" George told Retroautos.

"It was a 1933 Vauxhall VX and had been once owned by a notorious Sydney criminal", George remembers.

With that kind of provenance and a keen price the VX was too hard to resist.

It was closely followed by a totally dismantled MGTC which remained in his garage until 2015.

But why have two classic cars when you can have more!?

Over the past years George has added and subtracted from his Vauxhall collection.

In his garage has been a 1948 "J" sedan, many 1964 HA Vivas, three PA Veloxs and a Cresta (the ones with the wrap around windows front and rear), a HB Viva Estate, and a Vauxhall Chevette (ex New Zealand).

There has also been a constant procession of non-Vauxhalls arrive and depart: a 1968 Cadillac, a couple of HT and HQ Holdens, a Morris 1000, and a Wolseley 1600.

"The Cadillac almost sent me broke with repair costs", George says.

It was during this time that the 1933 VX was sold and replaced by a 1934 BX roadster, which still sits in his garage, albeit in pieces.

Right now George has reduced his collection back to just four Vauxhalls: a very rare 1937 DX 14HP Australian bodied Tourer, a 1954 Vagabond, a 1961 PA Velox and a 1968 Viva GT, only of only 150 still on the road, worldwide.

And none of his Vauxhalls sit on trailers. George drives them at every opportunity and they are frequently displayed at car shows across Sydney and beyond.

## DX Tourer

The 1937 DX Tourer (pictured in Holden press photos, left) is not a car you see often these days, nor did you see many when they were new.

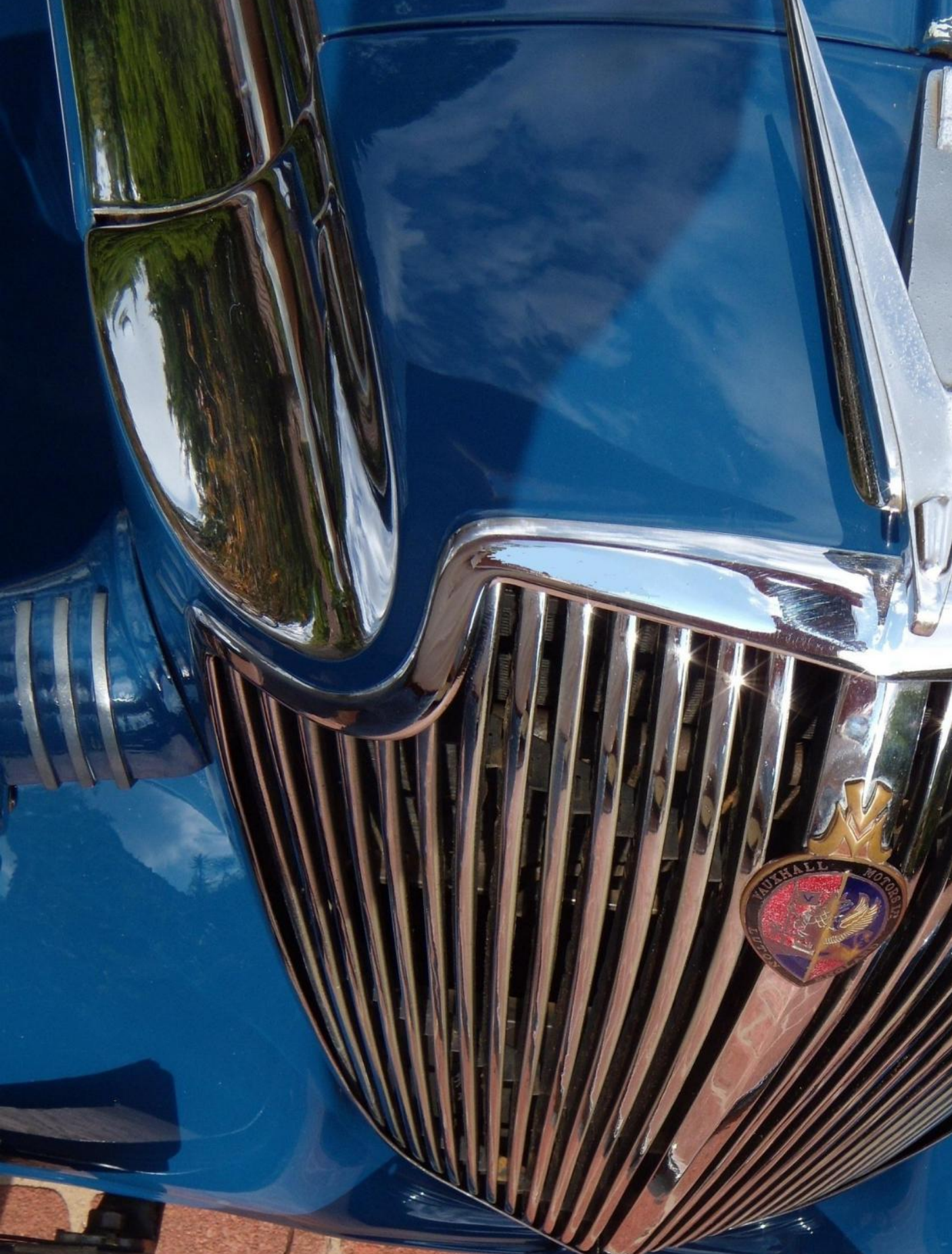
Built on an imported Vauxhall chassis, Holden added the four door convertible body. This body style was never produced in the UK.

Production details are scant, but George believes that only about 150 were built by Holden back in 1937 and now only two are left anywhere in the world.

His is the only one that is road registered in N.S.W.

In fact, so unique is George's '37 Tourer that his car appears on Wikipedia as the photographic example of the model.









The concave chrome bonnet flutes were a Vauxhall design hallmark until the early 1960s.



"I bought it registered but unrestored in Adelaide about 35 years ago. It has a 1.8 litre six cylinder engine and been cosmetically restored over the years while keeping it on the road. The roof had been replaced just before I bought it, and for the price at the time I figured I was buying a roof and getting a car thrown in" George explains.

The deep chromed flutes on the bonnet and the tall upright grille give the DX significant presence.

George keeps it on club registration.

"It is a fun car to drive and really does well on rough roads. It is quite smooth riding with its 'knee action' front end", says George.





Above: Interior of the DX. Simple and functional.  
Below: 1954 Vagabond. Looks like a small Chevrolet.



## 1954 Vagabond

The Vagabond was acquired in 2015.

"I had decided to sell the MGTC," George admits. "and in its place I bought the Vagabond from a club member fully restored. It is a numbers matching car."

George likes the convertible a lot and it is his wife Barbara's favourite Vauxhall.

"It is a lovely car to drive. It had lots of low end torque and I can go around roundabouts in top gear," he says.

Only around 1500 Vagabonds are believed to have been built with around 50 survivors





### The sparkling, versatile **VELOX CALECHE**

The ideal car for the mild Australian climate—here's the perfect combination of sports car and family car.

Hood down, the Velox is a flashing, low-slung swashbuckler of a car with the added attraction that it is a full five or six passenger, with plenty of room for family or friends.

Hood up, and with safety glass side screens in place, the Velox is snug and comfortable

for chill wintry days when business is called for.

The design of the Caleche and the resty power of the 6 cylinder engine give a power-to-weight ratio that will produce not only outstanding performance but good economy as well.

The new Vauxhall front and rear suspension makes handling delightfully easy however twisty the road or rough the surface.

The Velox Caleche is a car that will make every motorist an enthusiast.

The specially tailored Hood Envelope illustrated is available at extra cost.



*Both the Velox and the Vagabond Caleches are upholstered with a new-tone leather on the front seats and a new-tone P.F.C. material on the rear seats.*

in Australia listed in the Club Register at least two still in the hands of the original owners.

A couple have gone to England and one is in New Zealand where they were not initially made available.

The Vagabond was also known as the Caleche until 1951.

The Caleche name goes back to 1938 when Holden decided to build a cheap and cheerful car. It featured an imported British Vauxhall chassis, grille, bonnet and front mudguards. From the firewall back Holden fastened a wooden frame to the chassis. The frame supported thin metal panels. Covering it all was a canvas convertible top.

It was a model built to a low price. Creature comforts were sparse, even by the spartan





Holden publicity photos from 1954 of the Vagabond.







standards of the day. No wind up windows here it had curtains that were fixed to the car with press studs.

The early model Caleche's had no exterior door handles either. Oh, and the windscreen folded down, like a World War Two Jeep.

The word 'caleche' has various meanings but in general terms refers to a fashionable horse-drawn carriage or the folded hood of a horse-drawn carriage.

By the time the completely restyled 1951 Vauxhall was released in the UK, Holden had decided to continue to build the Caleche, and renamed it *Vagabond*. It was still a cheap car, and carried on the tradition of removable side curtains instead of windows.

The Caleche/Vagabond was always advertised with young happy people driving along with a carefree attitude. The 1950s

advertisements boasted that it was "easily converted into an all-weather car", which provided an insight into one of its draw backs.

The upside was that the Vagabond was as close as you could get in the 1950s to an Australian built GM car that looked like a Chevrolet Bel Air convertible (below).







Above: Chrome grille reflects the sun, just as it was supposed to do.  
Below: Plenty of room to work in this engine bay.







Dog leg pillar is prone to rust.



## Everyday Velox

George's 1961 PA Velox Series II is on full NSW registration and is his get-in-and-drive-it-anywhere-anytime Vauxhall.

The car is also used to tow George's classic caravans.

"It is a three speed manual with overdrive. I bought it from a fellow club member Tony Alessi in 2007," George told us. (Tony's 1965 Valiant GT is profiled in this edition of Retroautos)

"It has only 76,000 miles on it. Tony fitted the overdrive and I put disc brakes on the front. Both were options on the car at the time although not offered here by GM-H," he says.

Vauxhall took its styling direction from the Cadillac Park Avenue show car of 1954.







Above and below: In 1957 Vauxhall designers considered the idea of a flat roof for the series II PA model.  
 Bottom: A 1955 airbrushed proposal for the PA.  
 Photos copyright GM Corp 2016. Supplied by Vauxpedia







Just about every GM styling theme of the 1950s was applied to the PA Vauxhall.



"In overdrive gear Velox will cruise quite nicely at 110kph and it stops straight and quickly thanks to the discs," George says. "We have taken it and the van to Broken Hill and up to South West Rocks with no troubles at all".

The PA Vauxhall first appeared in the UK and Australia 1957.

It boasted the latest America styling of fins and wrap around windows front and rear. It was really a smaller version of the 1957 Buick and Oldsmobile.

The Series II version, which is George's car, debuted in October 1960. Still featuring the wrap around front and rear windows, the car was positioned and priced as being more luxurious and prestigious than the FB/EK Holden in Australia.

A quick look inside the PA confirms that intention. The PA has many of the appointments that later found their way into the EJ Premier. Indeed, Vauxhall's disappearance from the Australian market can be attributed to the arrival of the EJ





Vivo GT





Premier, and Holden not wanting their own luxury model to have to fight the PA Vauxhall for sales.

## Flat Top

That George's Series II PA retained its doubled wrapped windows was not how Vauxhall's designers originally envisioned its shape.

One idea that was seriously considered was a "flat top" roof line, similar to the four door hardtops of GM's 1959 full sized cars.

The pictures on the previous page (supplied by our good friends at [vauxpedia.com.au](http://vauxpedia.com.au), the world's best Vauxhall site) show a fibreglass model being viewed at GM's styling headquarters in Detroit in April 1957. And it is a good looking car, too.

## Super Rare Viva GT

George's 1968 Viva GT is a rare automobile.

How rare ? The answer comes from David Booker at Vauxpedia.

David estimates that of the of the 4,606 GTs produced only 50 survive today, world wide. Even less are in running order and just a handful are driven regularly.

That is rare.

George would be a rich man if he had a dollar for every time he's been asked "what kind of Torana is that?"

"It is a Vauxhall, and it is the car on which Holden based the Torana", he patiently informs curious questioners.

He goes on to tell them that his Viva is a GT and "the only one of its kind registered in Australia."

George thinks his car was originally imported by Holden as an evaluation car to see if a GT would be successful in Australia.

"By the time it was released in the UK, Holden had already decided to put a six cylinder engine in the Torana, so it was not needed here," George explains.

As far as George knows, the GT was sold by Holden into the used car market.





How George found his Viva GT, in 1995. Restoration took eight years.







The main visual differences between a HB Viva and the HB Torana are the grille, head lights (rectangular on the Viva) and side rear windows (framed on the Viva). The frameless windows were cheaper to make but gave the HB Torana a cheap and very unfinished look. The problem was rectified by Holden with the LC Torana.

"I found it in 1995 in Melbourne. It was in bits and painted white", George says.

He towed it back to Sydney behind his 1962 Velox.

The restoration and search for missing parts took five years and included a respray in orange.

George does not hide his car away in a garage. He drives it often as he can.

"It has loads of power and will quite easily keep pace with modern cars." he told us.

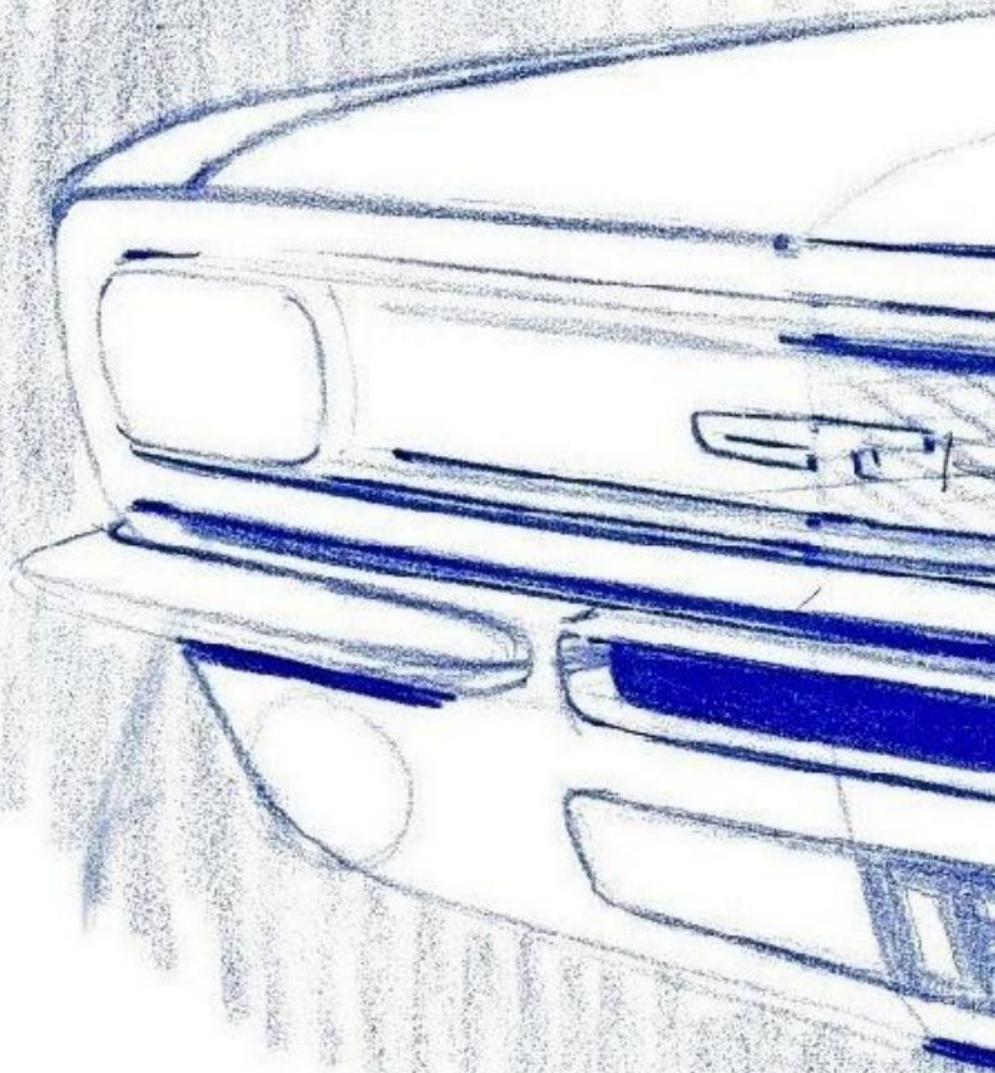
The GT boasts an 78kW two litre four cylinder OHC engine with twin carburettors. It is slanted over to the left.

Disc brakes, a close ratio four speed gearbox, two bonnet scoops, four exhaust pipes and a sporty six gauge dashboard round out the standard features.





# DESIGN TO DRIVEWAY

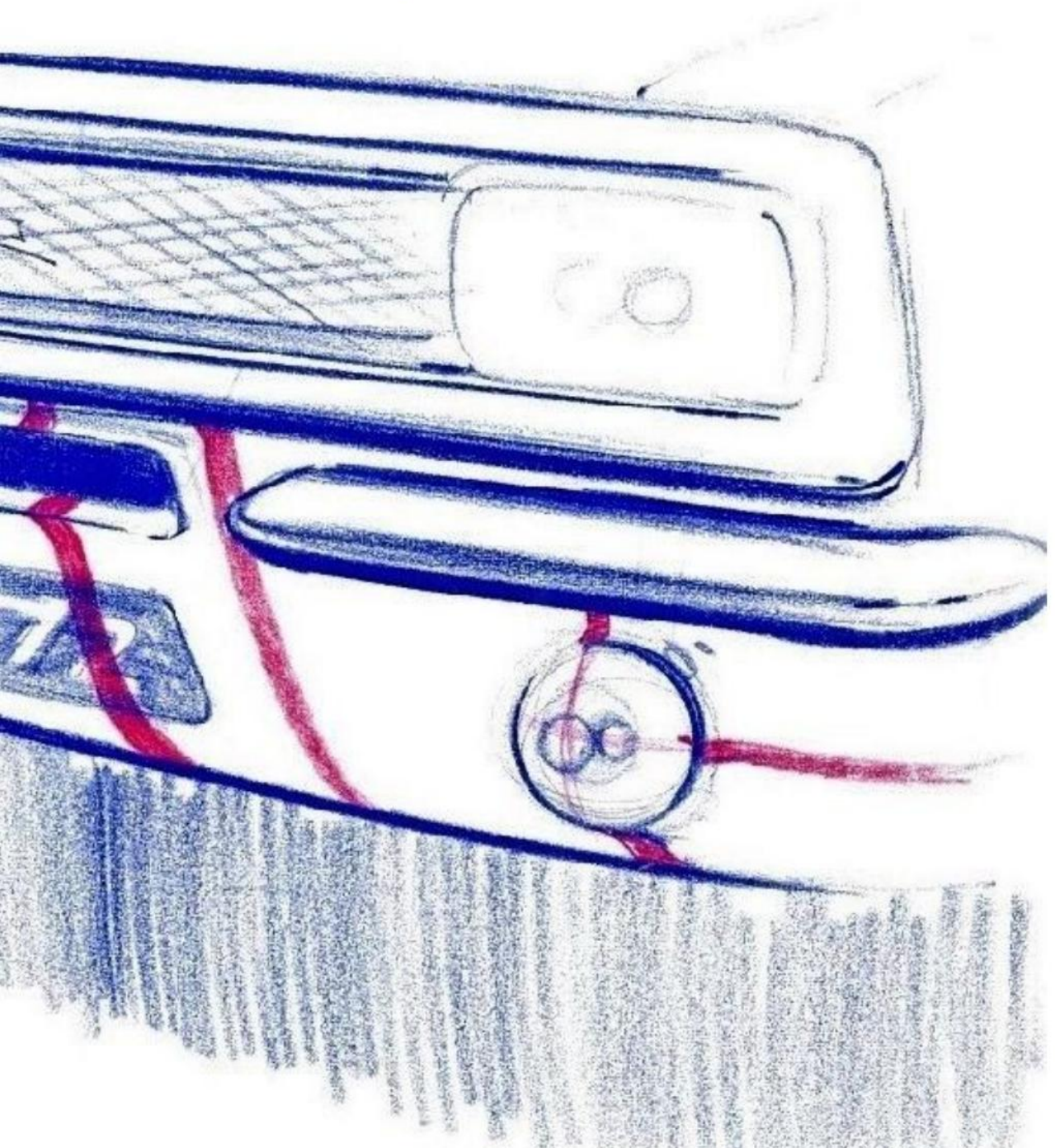


Styling idea for the Viva GT. Images thanks to David Booker at Vauxpedia



# STYLING THE VIVA GT

"We designed the car around the instrument cluster and then put in a bigger motor from the larger Vauxhall Victor. It was essentially a mini Pontiac GTO."







Above: Leo Pruneau, who designed the Viva and developed the GT, stands beside George's car.  
Below: Fibreglass prototype of the Viva GT. Supplied by Vauxpedia







Released to great fanfare and acclaim in 1968, the Vauxhall Viva GT happened only because someone asked "What if".

Leo Pruneau, then in charge of designing the HB Viva at Vauxhall, was experimenting with a sports-style dashboard, and thought it needed a "factory hot rod" to go around it!

"The GT was never part of Vauxhall's original Viva product plan," Leo told Retroautos.

"We designed the car around the instrument cluster and then put in a bigger motor from the larger Vauxhall Victor. It was essentially a mini Pontiac GTO," Leo explained.

He takes up the story: "After we finished the 1966 Viva at Vauxhall I still had the styling mock up of the original dashboard. So, I thought I'd play around with it and see if we could make it sportier."

"I asked Vauxhall's engineers to add some more dials and it came out looking really great. That when I thought we ought to develop a car to go around it! So you could say the Viva GT was designed because of a dashboard!"

The Viva GT was the first 'factory hotrod' that Leo was responsible for.

"It was not in the product program," Leo admits. "I showed it to Bill Mitchell, who was GM's global design boss, and he approved it."







Above: George's Viva GT interior.  
Below: Vauxhall media photo of the GT. Supplied by Vauxpedia.





Leo also added some unique styling touches. "The bonnet scoops are pressed into the bonnet, not add ons", he says.

And if you think the GT badge looks familiar, it is. Leo borrowed the GT letters from the Holden Monaro GTS logo. In return, Holden borrowed the right hand side of the GT's dashboard design for the Torana GTR.

To give the GT added spice, Vauxhall went the GTO route and gave the car the two litre (1975cc) engine out of the bigger Victor. The front disc brakes were also sourced from the Victor.

The close ratio gearbox came from the top of the range full sized Cresta.

The motor in the Viva GT is slanted to the left at 45 degrees. It has a single overhead camshaft with two valves per cylinder. Twin carburettors help the motor achieve a power output of 78kW or 104BHP.

The engine was originally intended to be the basis of a range of power plants, going all the way to a V8 in petrol and diesel formats.

So impressed with the design of the engine, Colin Chapman used them in his Lotus road cars.





# Cougar



Images copyright Ford Motor Company 2016



# 50 YEARS







Until just a few months before the Mustang was released, it was known as the Cougar. These images of prototypes, from 1962, show how Ford was undecided which way the "Cougar" ought to be facing. They went through the same decision process for the Mustang logo. The Cougar name was given to Mercury for its "pony" car. All images copyright Ford Media.







It's 50 years since the Mercury division of Ford debuted the Cougar, their version of the Mustang.

Mercury executives had been planning to release a Mustang clone in 1964 but senior Ford managers were not sure about how successful the Mustang would be, so they chose to delay the idea and put all their efforts behind the Mustang.

Ironically, the original name for the Mustang was *Cougar*. The styling proposals of the Mustang wore Cougar emblems until a few months before its mid-1964 release, when the Mustang name was substituted.

The Cougar went on sale Sept. 30, 1966, following an extensive pre-launch marketing campaign. It was advertised as a luxury sports machine and positioned in between the Mustang and the luxury Thunderbird.

The styling was sharp and distinctive, with hidden headlights behind an "electric shaver" split grille.

For 10% more than a V8 Mustang you also got a



Cougar prototypes from 1965



plusher interior with extra sound insulation and an eight centimetre longer wheelbase .

By comparison, the Cougar was about the size of a 1968 Holden Monaro.

It was offered only as a hardtop in base, XR7 and GT variants, with three V8 engine choices: two 289 CIDs and the 390CID..Naturally, there was an extensive options list .

Sales initially soared, with 150,000 units sold in the first year. Then things started to taper off as Mercury's product planners dithered about the Cougar's image and market position. By 1970 a little over 72,000 were built.

The 1971 version was based on the Mustang but by 1974 it had been up-sized to sit on the larger

Bud Moore fielded Cougars in the 1967 TransAm series. Allan Moffat, Dan Gurney and Parnelli Jones all saw time behind the wheel of these cars.





Ford Torino chassis and in 1977 it grew even bigger and shared its underpinnings with the Thunderbird.. Quite simply, Mercury's executives did not know where to position the Cougar.

They solved the dilemma by applying the Cougar name to every mid-sized car in their range: convertibles, sedans, hatchbacks and even station wagons, some with fake wood panelling,. They hoped the original lustre would rub off. Executives even slapped the infamous name "Brougham" on a couple of models. And when that happens, you know things are not looking good.

For 1980 the fifth generation Cougar was downsized and given Lincoln styling motifs. The "décor package" of that year was a garish and unloved option. Sales plummeted to 58,000.

We rented a 1982 Cougar in the USA in early 1983. Similar to the car pictured right, it was totally maroon: maroon paint, maroon vinyl roof,

maroon dashboard, maroon carpets and maroon crushed velour upholstery. It wallowed its way up the road between Los Angeles and San Francisco. Not a nice car.

In 1983 the Cougar was given Ford's new aero-styling makeover and sales picked up to 75,000 and climbed for the next three years.

But still the Cougar was without a sharp identity and despite successive generations of slick aero-styling the number of units built gradually declined until they reached a low of 35,000 in 1997.

Such a low level of sales could not be sustained, and Ford boss Jac Nasser gave the car its last rites.







For some strange reason Ford revived the Cougar name in 1999 and gave it to a re-styled Ford Probe. No one was interested. By 2002 sales numbered just 18,300. It did not appear for 2003

And like the rest of the Mercury division, it's now little more than a memory.

Right now we reckon that early model Cougars are bargains. With more luxury than an a Mustang they are great value.

If you hanker for something from the mid seventies, then you cannot go past a 1978 Cougar Brougham coupe or sedan at around \$US10,000. Same as a T Bird, only cheaper.



It's 1980 and this is a downsized Cougar with the "décor package" option. Obviously beaten with ugly sticks. Not a car to be seen in.



Above: 1983 aero-styled Cougar. Sales improved. Below: The 1997 30<sup>th</sup> year anniversary Cougar. Ford boss Jac Nasser pulled it from the Mercury roster and it did not appear for 1998.



Top: 1968 Cougar with trademark "cat"  
Middle: A beige 1972 Cougar XR7, built on the Mustang platform and a green 1978 Cougar Brougham coupe. The mid-70s were Thunderbird sized cars and represent great value now. They come in four doors, too.  
Bottom: Cougar Villager wagon, with fake wood.



# ONCE UPON A TIME





# IN 1960 AMERICA



These images in this photo feature were taken by my father, George, when he was on an overseas business trip.

The time is late November 1960, and while he was taking these images as he travelled in Canada and the USA, the US Presidential race is happening between Richard Nixon and John F. Kennedy, a race Kennedy won by a very slim number of votes.

My Dad took these photos for me, as he knew how much I liked cars. In 1960 they looked out of this world to a five year old.

This image was taken on the 405 Freeway in Los Angeles. It is already eight lanes wide.





Times Square, New York City. Plenty of taxis, mostly Dodges and Plymouths. There's a couple of mid-fifties Fords and Chevrolets parked on the street.





It's just taxis, I hear you say. But look closer. The one on the left is a brand new 1961 Chevy. This would have been only two months old and cost about \$US2,100 new. Look closely and you'll see the grille is already dented. At the lights are a couple of 1960's Fords and a '57 Caddy.



We are at General Motors' last Motorama. It was staged at the Waldorf Astoria hotel. It contained no dream cars. Rather it showcased production models in non-production paint and livery. Each of GM's five divisions was represented in this display. The cars were hoisted up out of the floor during a stage presentation on huge scissor lifts. This show also featured some of the cast of the Broadway musical *The Magic Man*. It ran from 3<sup>rd</sup> to 11<sup>th</sup> November, 1960, and on later dates in San Francisco and Los Angeles.



This is the Pontiac Moda d'Oro, a Bonneville convertible with golden pearl paint, a gold plated dashboard and gold and ivory leather upholstery. The new 1961 Tempest in the background tilted upward to show off its innovative flexible driveline. David Temple, in his book *Motorama*, says that this car was the first production Tempest off the line, and was scrapped after its Motorama duties ended.







Above: This photo, which is a little blurry, was taken from the floor of the Waldorf auditorium looking up at a Pontiac and a Buick on the hoists. The hoists lifted the cars out over the audience. Quite a sight.  
Below: Buick showcased their *Flamingo*, painted pearlescent orange. The front passenger seat swivelled 180 degrees. The upholstery was a paisley pattern in purple and orange.







Above: New York! We are at a corner on 49th Street and Park Ave, across from the Motorama, You can see the Motorama sign reflection in the restaurant window. Check out the stretched 1960 Chrysler Windsor. A couple of pedestrians stand and stare. And why not.

Below: Still in New York, we're right behind a 1956 Plymouth, and look, he's got Powerflite automatic transmission, so says the big sign on the boot lid. Lucky for him, no more changing gears.







Above: Here we are on the Canadian side of the border at Niagara Falls, on a street called Clifton Hill. Right in front is a brand new Chrysler New Yorker four door hardtop, competitor to anything with a Cadillac or Lincoln badge on it. Parked behind is a 1952 or '53 Ford. On the other side of the road is a 1958 Oldsmobile, a 1959 Chevrolet convertible, a "bathtub" Nash and a 1959 Desoto with its brake lights shining.

Below: Still in Canada. A 1955 Oldsmobile rolls down the street flanked on the left by a '56 Plymouth and a Chevrolet truck, with a '59 Studebaker Lark in the distance. On the right hand side is a another 1956 Plymouth, with Canadian trim, in a particularly fetching pink and black and a green Simca Aronde. Ah, the French Canadian influence.







Above: Los Angeles. Here we are on the corner of Hollywood Boulevard and North Vermont St. Check out the price of fuel at the Richfield gas station. If ever you want to see all of LA, from the rich to the destitute on just one street, drive south on Vermont from this intersection to its end at the Pacific Ocean. Not a journey for the faint hearted.

Below: This is the same intersection in 2011. The air is surprisingly clearer. The red spot in the photo marks the approximate location of where the photo above was taken.







Above: This is the Universal Studios general employee's car park. Car collectors, eat your heart out. I'm not identifying any of these beauties because there's too many. By 1970 the combined value of these classics would probably not have equalled their scrap value. Yet, now, you're probably looking at a nearly million dollars worth.

Below: We're outside Universal Studios, and a diverse range of cars. There's a 1958 Oldsmobile convertible in the background, a blue wide-track 1960 Pontiac convertible, a black VW Beetle, a VW Kombi and an Austin A40 Farina design.







The evolution of American car styling in the 1950s can be seen here in this Los Angeles hotel parking lot. There's a '54 Buick and a '54 Chevrolet with modest fins. Next is a 1955 Ford and the tail fins are starting to rise. Then comes a 1960 Cadillac. Not as outrageous as the 1959 version. But tall enough to win bragging rights! Below: Universal Studios' writers parking lot. Some nice Chevrolets, a Thunderbird and a Buick Roadmaster.







Above: That's the back lot of Columbia Studios, on Oak St and Hollywood Way, in Burbank, over in the distance. You can see is the "European Street" set. It burned to the ground, three times, during the next ten years. It is now the Warner Bros back lot. Meantime, a post war Dodge goes by in front of us. A blue 1953 Desoto is parked across the road. Just sliding into view is the 1959 Oldsmobile 98 Scenic two door hardtop. Now this is style. Luckily for the driver the traffic lights are still green because there's no way these babies stop easily with their little drum brakes. Way over in the background is a VW and GM and Chrysler products of varying ages, including a nice black two door '57 Chevrolet hardtop.

Below: An evocative photo taken in San Francisco's Chinatown area. It's the three cars parked across the road which draw our attention. A Ford Thunderbird with continental wheel kit, a 1959 Caddy with fins stretching up into the night sky, and in front, partially hidden by the mass of the Cadillac is a Chevrolet Corvette. So unusual to see three iconic cars all lined up on the street.





# RETRO RACING

## NO MORE THE PLACE OF PACE

A MODERN  
**SHOPPING  
CENTRE**  
TO BE BUILT  
ON THIS SITE..





# LIVERPOOL RACEWAY ★ SAT 7.30 MARLBORO 100-LAP GRAND NATIONAL

**AUSTRALIAN SPEEDWAY'S \$10,000 RACE OF THE YEAR**

Don't miss the showdown between cars from the United States and Australia and featuring champions from every State of Australia when the lights go on at the Place of Pace tomorrow night. See the Coca-Cola Monza Hatchbacks of Wignall (A.C.T.) and De Lacy (WA) against the record line up of tip top talent. Can Brian Callaghan and his Silver Streak win their third 100 lapper against Bruce Maxwell's new 650 hp Mustang. All the super stars are entered and there's a big support program of thrilling speedcar premiership races and the spectacular formula GP midgets. Gates open 5 pm with action from 5.30. Admission: Adults \$4 and Kids only 50c.

There were six world class speedways in Australia. None exist now.

Consider five of the departed: Rowley Park Adelaide, Claremont in Perth, the Brisbane Exhibition Grounds, Newcastle's Motordrome and the Sydney Showground Speedway.

These were magic places of pure entertainment, where dusty heroes raced on Friday and Saturday nights in unbelievably close proximity. Big crowds, and I mean 20-30,000 people, attended these shrines to speed.

Nothing compares to these tracks today.

But there was one, I believe, which stood above them all.

I speak about the Place of Pace, Liverpool City Raceway.

Built in 1967, it's been twenty seven years since Liverpool disappeared, eaten up by Sydney's urban sprawl and need for yet another shopping mall.

Unless you know where to look you'd be hard pressed to find where the track was once located. There's a plaque in the shopping centre marking the passing. That's all.



# PAN PACIFIC STARS GET IT ON!



Liverpool City Raceway proudly presents the most variety packed meeting of the year utilising both the high banked asphalt oval and the entirely new 320 metre dirt circuit. See 350 class road racing bikes (Atlee, Hatton, Sale, Hinton etc) and the super wedge sidecars (Levy, Young, Denny etc) let loose on the pavement as a preview to Sunday's fabulous Pan Pacific series at Oran Park. Plus speedway test stars Landels, Humphreys, Kentwell etc having their first shakedown on the new international dirt oval. All this plus the big program of Late Model Sedans\* Speedcars\* Compacts and Formula Midgets. Twenty four big races for your enjoyment tomorrow night at the place of pace, Racetrack located on corner of Wilson & 5th Liverpool Roads. Phone 607 8237, 607 8568. Ample car parking, first class catering and undercover grandstand seating. Admission Adults \$7. Children 50c.



## LIVERPOOL CITY RACEWAY SAT. NITE 7.45.

In all its forms—flat dirt "D shaped" oval, banked dirt oval, pavement oval and finally as a high banked clay track—Liverpool never disappointed.

So many compelling events took place at the Frank Oliveri owned, and Mike Raymond promoted and managed, quarter miler.

Remember the 100 lap Marlboro Grand National? And how about the AJ Foyt night or when "the preacher" Gary Patterson came to town. And don't forget those torrid USA vs Australia sedan test matches or the World Solo Pairs title. Could you forget the night they rolled the Anderson Sprinter out onto the track for the first time?

Quite simply, an average night at Liverpool was most other speedway's best night.

And what about the talent that steered left around its turns: Johnny Rutherford, Bob Tattersall, Ivan Maguer, John Harvey, Mel Keynon, Sid Hopping, Jack Porrrit,

Barry Biggs, Ole Olsen, Gary Rush, Steve and Randy Kinser, Billy Saunders, Rick Day, Jimmy Sills, George Tatnell, Barry Graham, Ken Barlow, Johnny Anderson, Paul Ash, Brian Callaghan, Mike Klein, Gene Welch, Rodney Combs, Jack Hewitt, Big Ed Wilbur, Ralph Ranger, Peter Crick, Bruce Maxwell, Rick Hunter, Walter Giles, John Gale, Bill Warner, Wayne Fisher, Gordon Smee, Barry Pinchbeck... the list goes on and on.

There are a few YouTube videos of racing at Liverpool, which give an indication of the excitement generated at this track. But you really had to BE THERE to experience the show.

For the first time, here are photos of Liverpool just before it was covered over with dirt and the shopping mall built.

Taken when the bulldozers were half way through their work, these images are a sad reminder of what was once one of the greatest speedways in the this country, and maybe, the world.

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**A. J. FOYT**  
in the 30th Annual  
Marlboro Australian  
Speedcar Grand Prix

**Get the lion's share on a Holden deal now!**

A. C. McGrath  
LIVERPOOL

40c

PROGRAMME 10c  
No 758

**Speedway RACING**

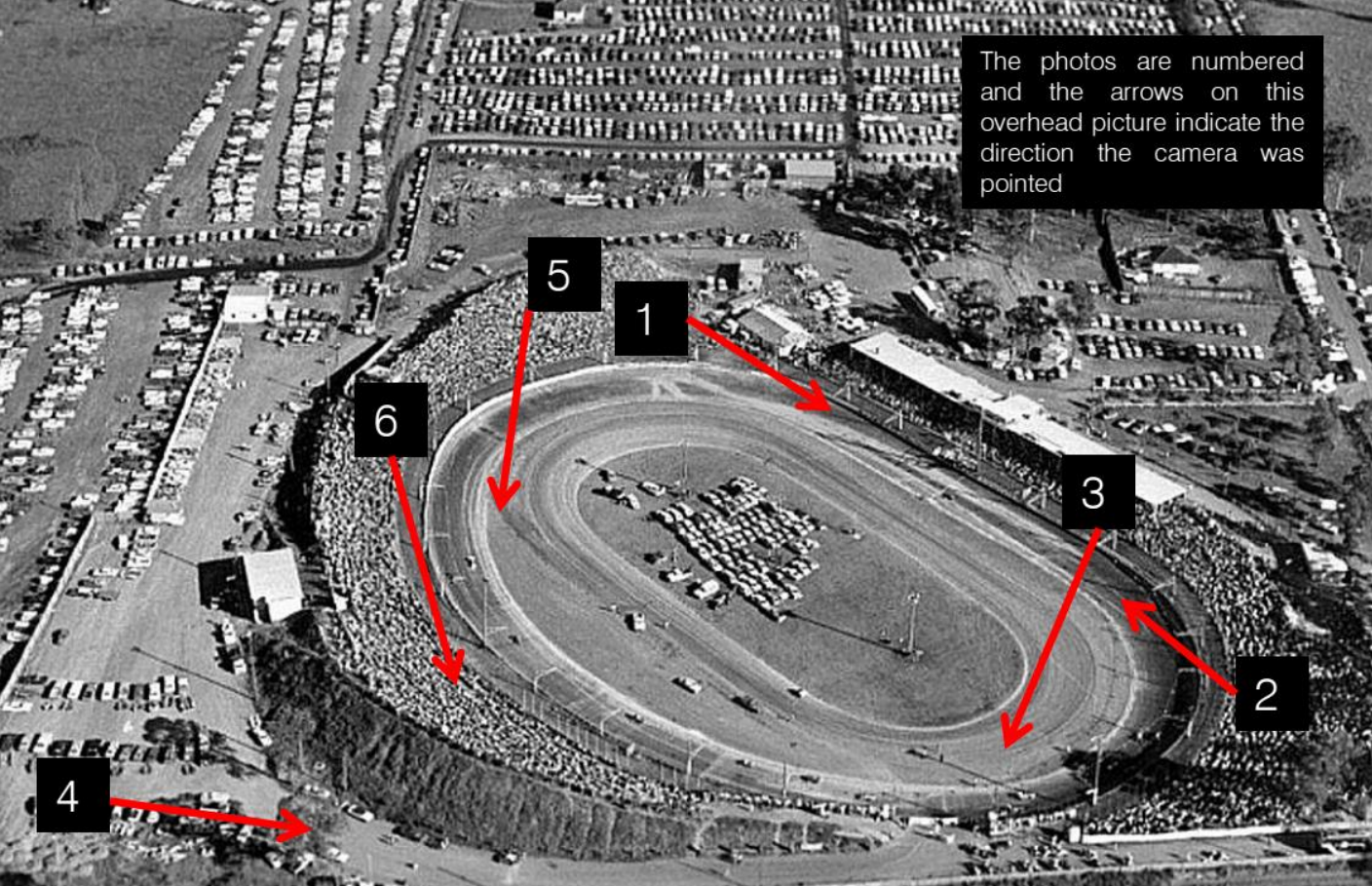
**LIVERPOOL SPEEDWAY**  
OFFICIAL OPENING BY HIS WORSHIP THE MAYOR, AL. E. SMITH  
**MEETING No. 1, 1967**  
T.Q. Speedcars... Super Modifieds  
Stock Cars... Sedan Cars

15/6/74

**MARLBORO**  
Come to where the flavour is

40c





The photos are numbered and the arrows on this overhead picture indicate the direction the camera was pointed

Below: Looking from turn one back down the front straight to turn four. The poles are what held the lighting system.



1





Above: What once was. A Sunday afternoon show. Looking from the fourth turn down the main straight. This was one of the best place to sit and watch the racing.  
Below: Looking from approximately the same place, The grandstand is gone, as is the spectator banking.





3



Above: Turn four, looking back to the old NSW Production Sedans hospitality box, which used to sit right above the track on the fence. Many memorable nights were spent here. It was one of the best vantage points around the track. Access to the box was much sort after. The rubbish you see strewn across the track is the remnants of the pit gates.

Below: This was once the pits. A hive of activity and action. The black mound in the background is the old spectator banking. You might just make out the Production Sedans hospitality box

4





5



Above and below: These photos are taken from mid way through turn one and at turn two, looking out across the rear "D" section of the track. You can just see the curve of the racing line. The tree stumps in the middle of the track are from the pit area.

6





# LIVERPOOL CITY RACEWAY

By Tony Loxley

1967 - 1989 **THE PLACE OF PACE**



**BE THERE!**

FOREWORD BY MIKE RAYMOND (DAM) INTRODUCTION BY THE OLIVER FAMILY

# LIVERPOOL CITY RACEWAY

By Tony Loxley

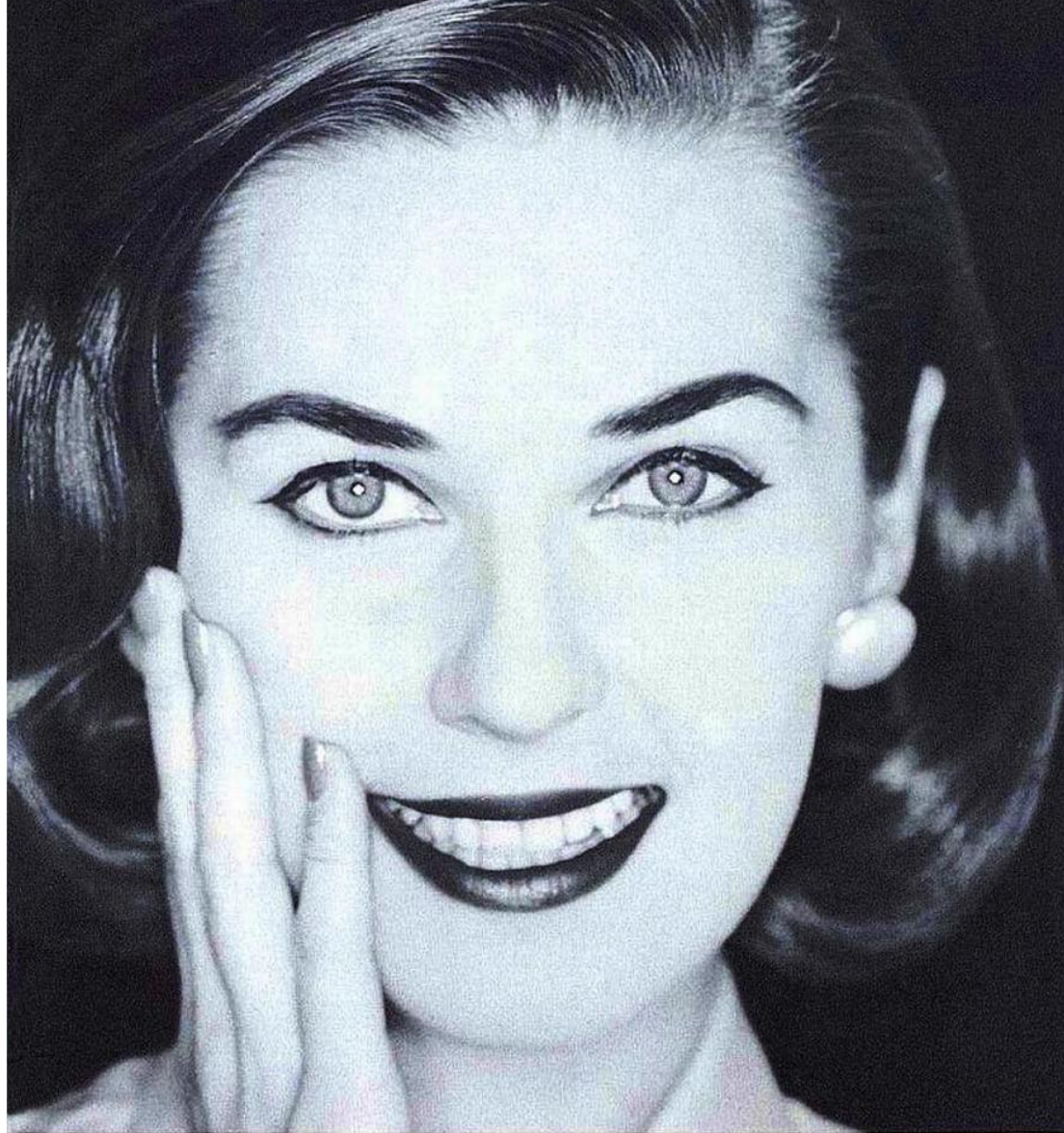
1967 - 1989 **MORE of THE PLACE OF PACE**



**BE THERE!**

INTRODUCTION BY DENNIS NEWLYN





*La Femme*  
**By DODGE**

Images copyright FCA 2016 and Retroautos



# La Femme

For the modern woman of 1955, from the Dodge Division of Chrysler Corporation



Unveiled in 1955, the La Femme was Dodge's idea of how to appeal to the growing numbers of female drivers and car buyers.

It's one of the earliest examples of targeted automotive marketing to women.

And although it did not sell in vast numbers (about 2,500 over two model years), the La

Femme awakened Detroit to the possibilities.

Less than a decade later a big part of the Mustang's success was Ford's targeting of women with some of its option packages and advertising.

The 1955 La Femme was basically a Dodge Custom Royal Lancer with a special paint palette



now for the first time anywhere, a car glamorously, *Personally Yours*

Never a car more distinctively feminine than La Femme... first fine car created exclusively for women! In this superbly designed car, Dodge brings together luxurious, delicately-toned interiors and ultra-fashionable appointments... every sophisticated touch your heart could desire! Here is, truly, the ultimate in fine motoring.

**EXQUISITE** interior features richly-woven Jacquard fabric in pastel rose with special tapestry design.

**STYLISH** rain cape and chic umbrella match the Jacquard fabric in color and design. Also, dainty rain boots for unexpected showers.

**STUNNING** fitted shoulder bag in soft, rose leather. Matches interior leather trim.

**AND LO!** Two special compartments to hold the bag and rain apparel - ingeniously, conveniently located in the backs of the front seats!





Accessories that came with the la Femme.





of Sapphire White and Heather Rose.

Gold "La Femme" script on the mudguards shouted out its status.

The interior boasted special tapestry upholstery featuring pink rosebuds on a pale pink background and pale pink vinyl trim.

A purse matching the car's interior was a standard La Femme feature

Each purse came complete with matching compact lipstick, cigarette case and a lighter.

Also standard was a raincoat, rain hat and umbrella in the rosebud pattern.

All of this was stowed in a special compartment built into the back of the passenger seat.

The carpet was woven with light and dark pink threads and the steering wheel was two-tone pink.







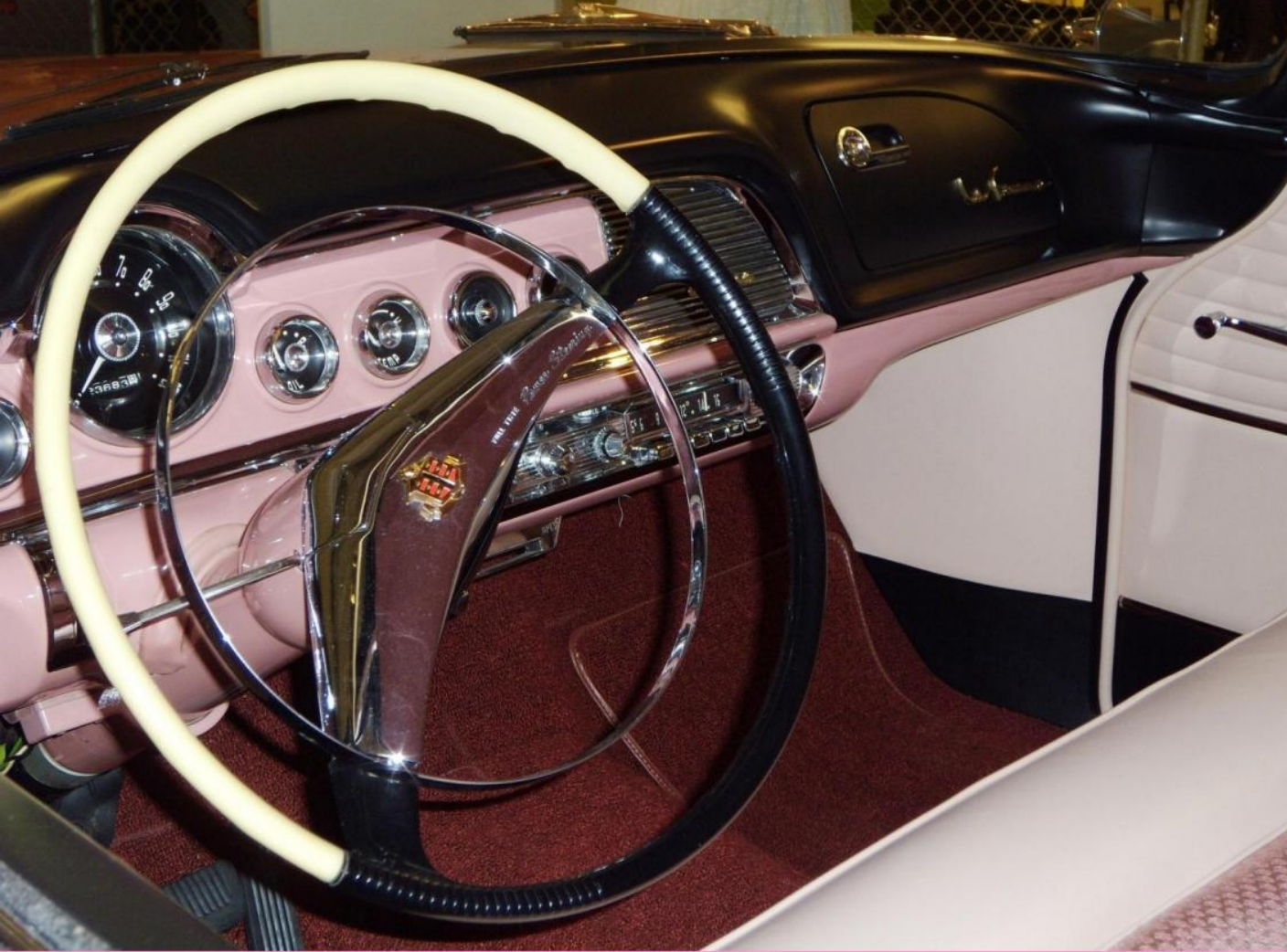












The La Femme also appeared in 1956, with slightly different colour shades for the interior and exterior.

Save for a few items of literature, Dodge did not promote the La Femme all that hard in 1955 nor 1956.

Contemporary reports indicate it did not appeal to women the way the guys at Dodge thought it would (Duh!). But five out of ten for trying!

Less than 100 La Femmes are thought to still exist today.

A perfectly restored example of the 1955 La Femme is on permanent exhibit at the Walter P. Chrysler Museum in Auburn Hills, Detroit.

The most startling aspect of the car, when we saw it at the Chrysler Museum, was the overwhelming amount of pink. No wonder women avoided it.



Seat pockets contained accessories.







La Femme





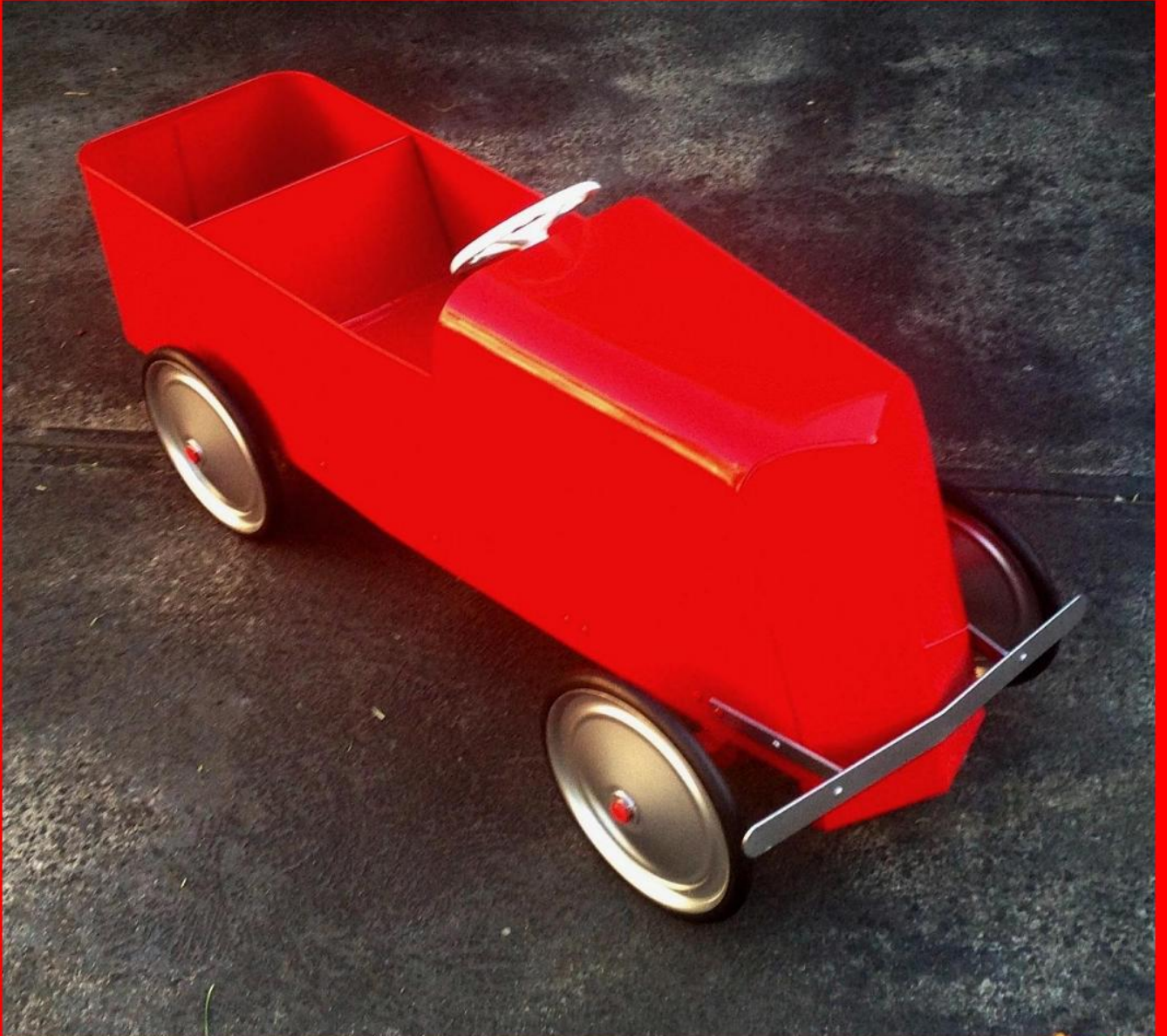
Prints can be shipped anywhere in the world and their site is very easy to use. To browse the available products, go to: <http://www.redbubble.com/people/raytookthis>







# FIRST HOLDEN HAD PEDALS







Wayne Ryan has restored a 1940s Holden, but it is not the sort of Holden you can drive on the street.

This one is a pedal powered Holden and was most likely produced in mid 1945.

In 1944, with the Second World War effort winding down, Holden management were keen to generate some cash flow, retain their skilled staff and keep their tooling and process facilities utilised until the FX was ready for production.

And so someone had the bright idea to manufacture metal-based products such as carpet sweepers and pedal cars.

The pedal machine was actually advertised as the Holden Pedal Car, which is the first time the Holden name was used on a four wheeled vehicle.

Wayne is not a pedal car collector. The little car came into his possession via a friend.

"It had been in his family since new, and was really beaten about and all in pieces", Wayne told Retroautos. "I said to him that if he gave it to me I'd restore it."

The red car sat in Wayne's garage for about 12 months as he sourced missing parts from across Australia. "They are quite rare, so parts are not easy to find, nor cheap", Wayne says







"I had all the parts sandblasted back to bare metal and had it professionally painted. I had to make a section of the bumper bar myself as I could not find one at a reasonable price", he told us.

Pedal cars are highly collectible.

Rare examples of restored Cyclops and Holden cars go for upwards of \$1500. Rusted and beaten hulks fetch up to \$500.

So, does Wayne intend to sell his Holden?

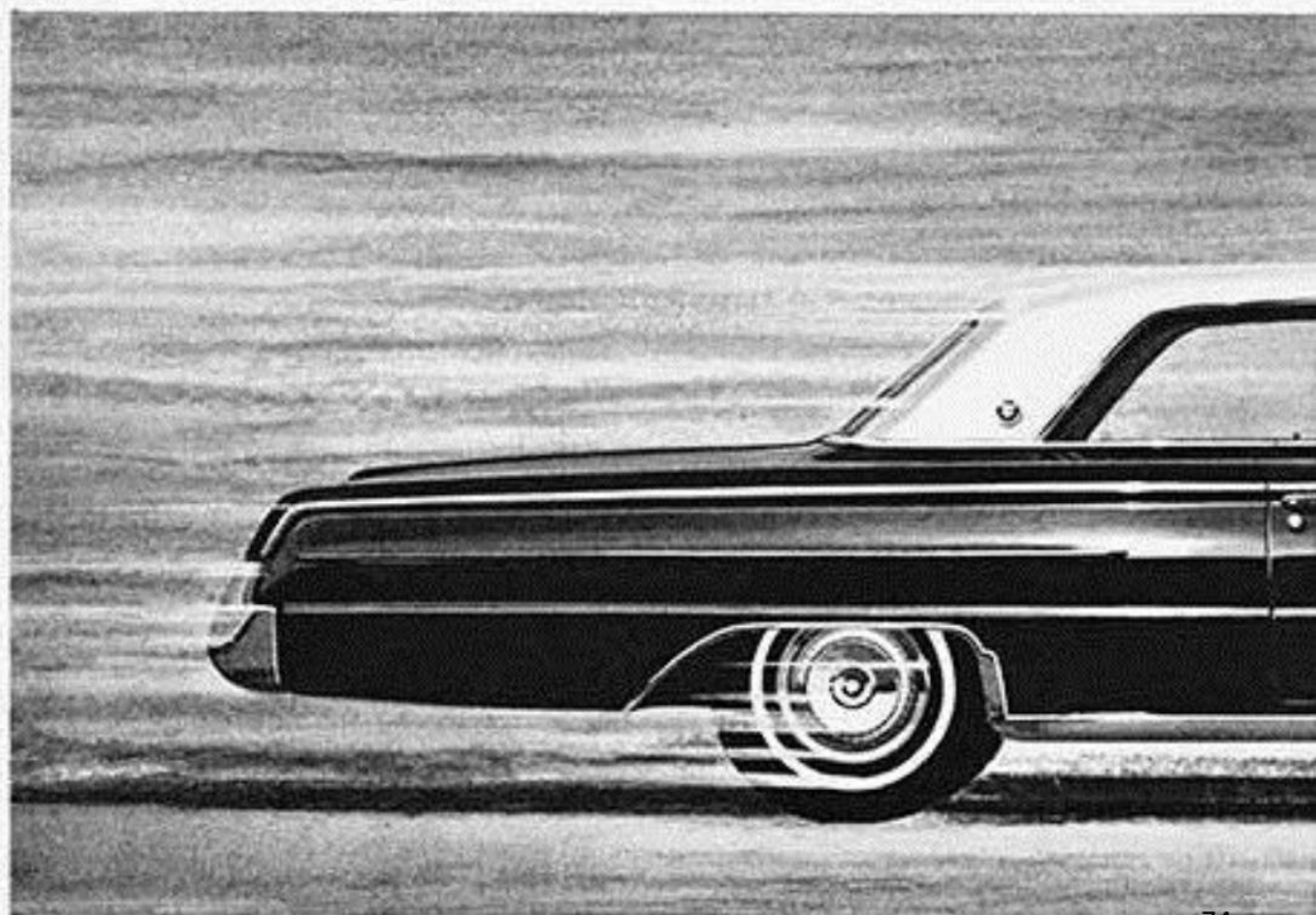
"I never had a pedal car as a kid so this is not for sale" he says emphatically.





# Retro Ads

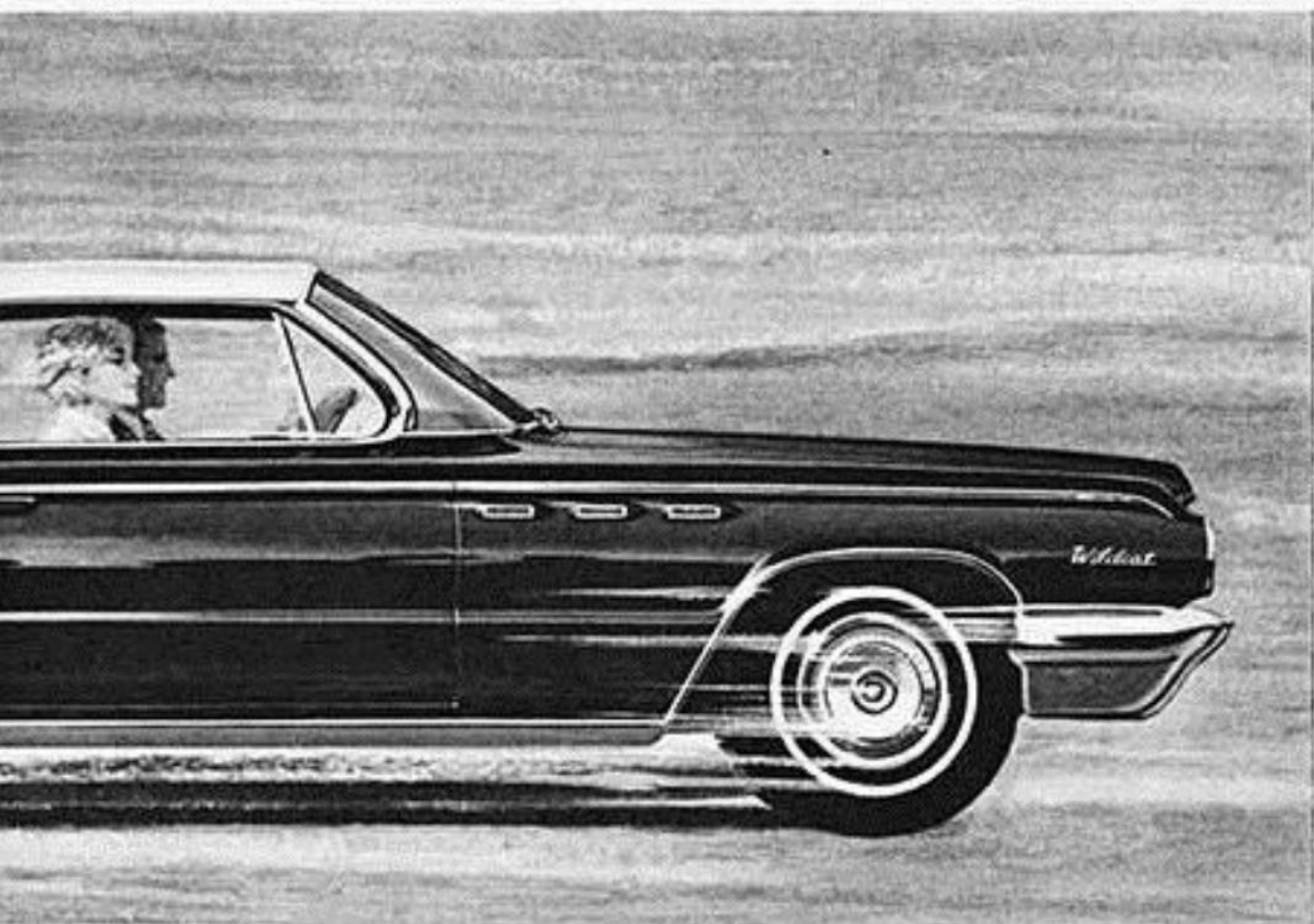
**W**





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# OPEL KAPITÄN UND K





CAPITAN „L”





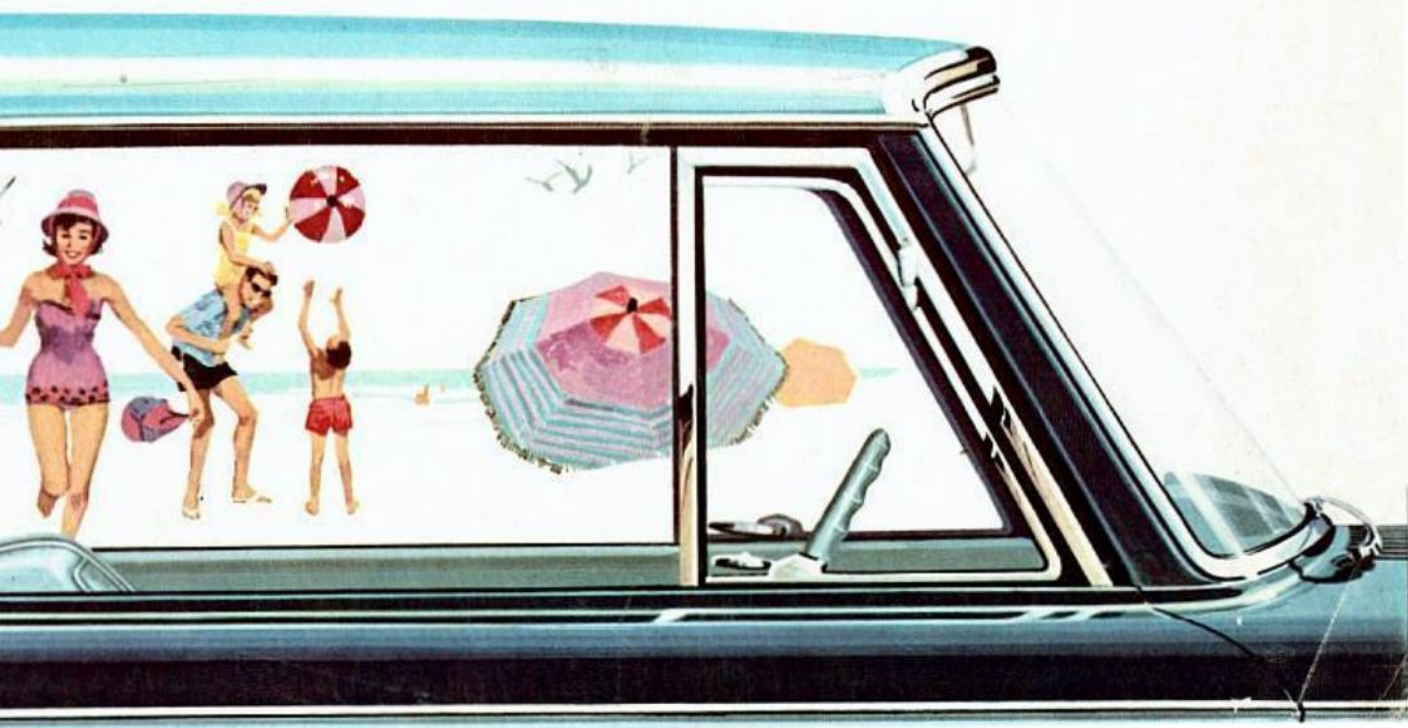
# '63 RAMBLER AMER





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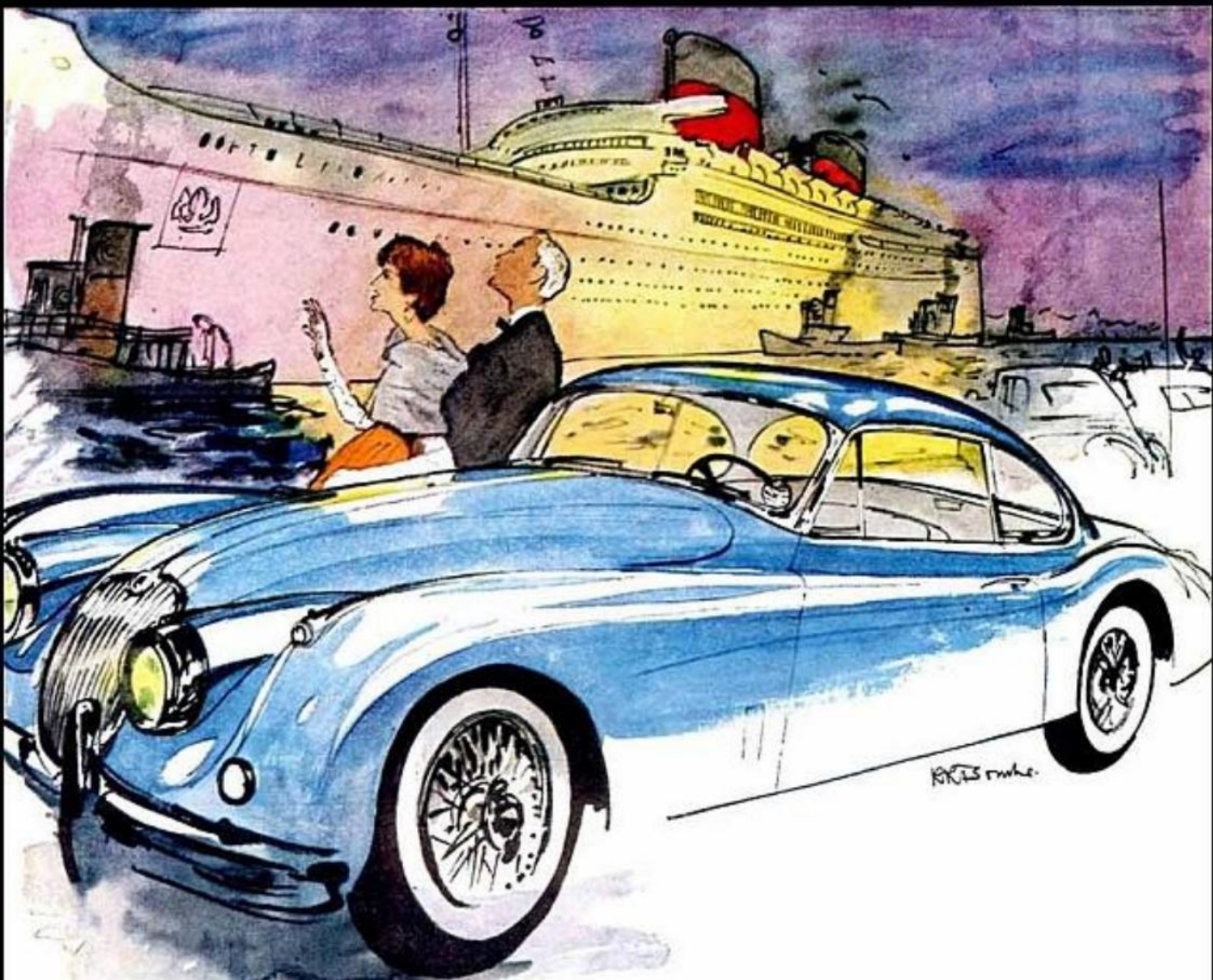
*family-size with a  
flair for fun*





# JAGUAR

THE NEW XK-150 GRAN TURISMO HARDTOP COUPE



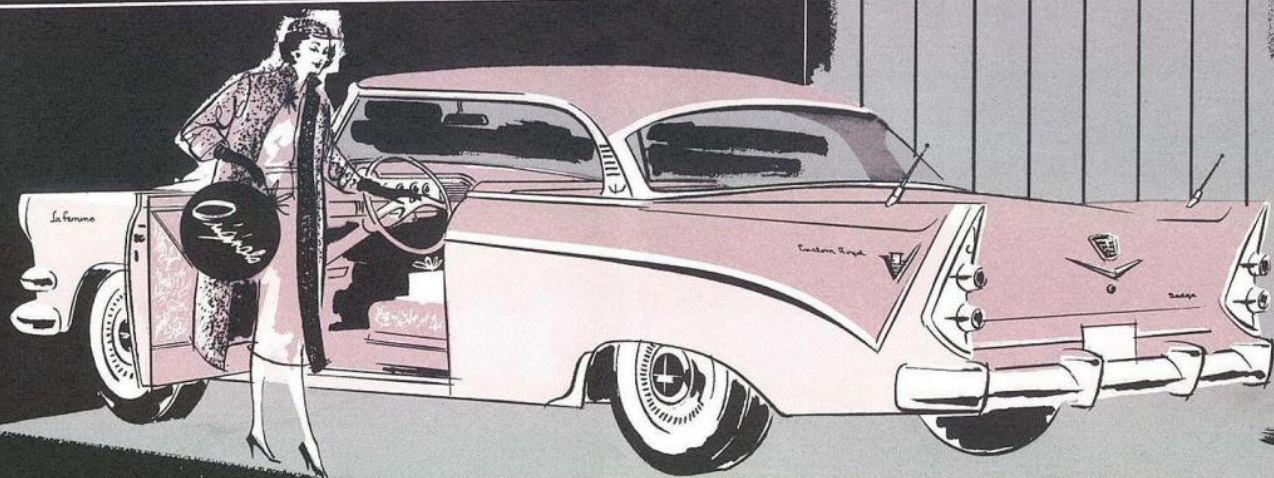
Continuing in a great tradition, Jaguar competition cars recently have achieved the most dramatic victories in the entire history of racing. These tests of endurance are the proving grounds for Jaguar dependability and safety, now combined with classic styling and incomparable elegance in the Jaguar XK-150 sports touring car.

This Jaguar ensures you the maximum safety of four-wheel disc brakes, the first production line car in the world to be so equipped. It may now be seen at Jaguar dealers. Available with automatic or manual shift. Jaguar Cars North American Corporation, 32 East 57th Street, New York 22, N. Y.

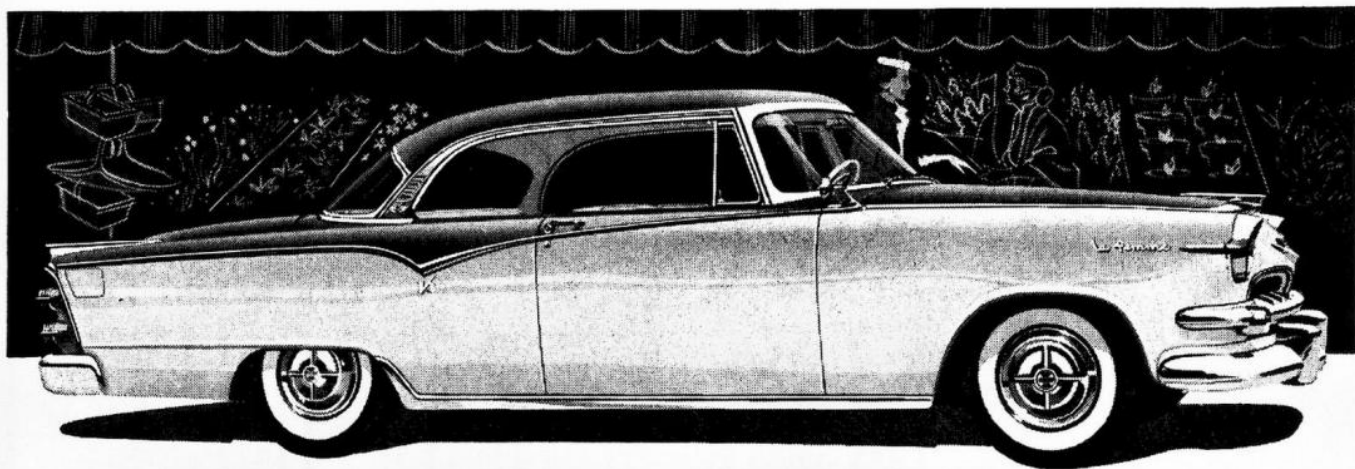




*Originals*

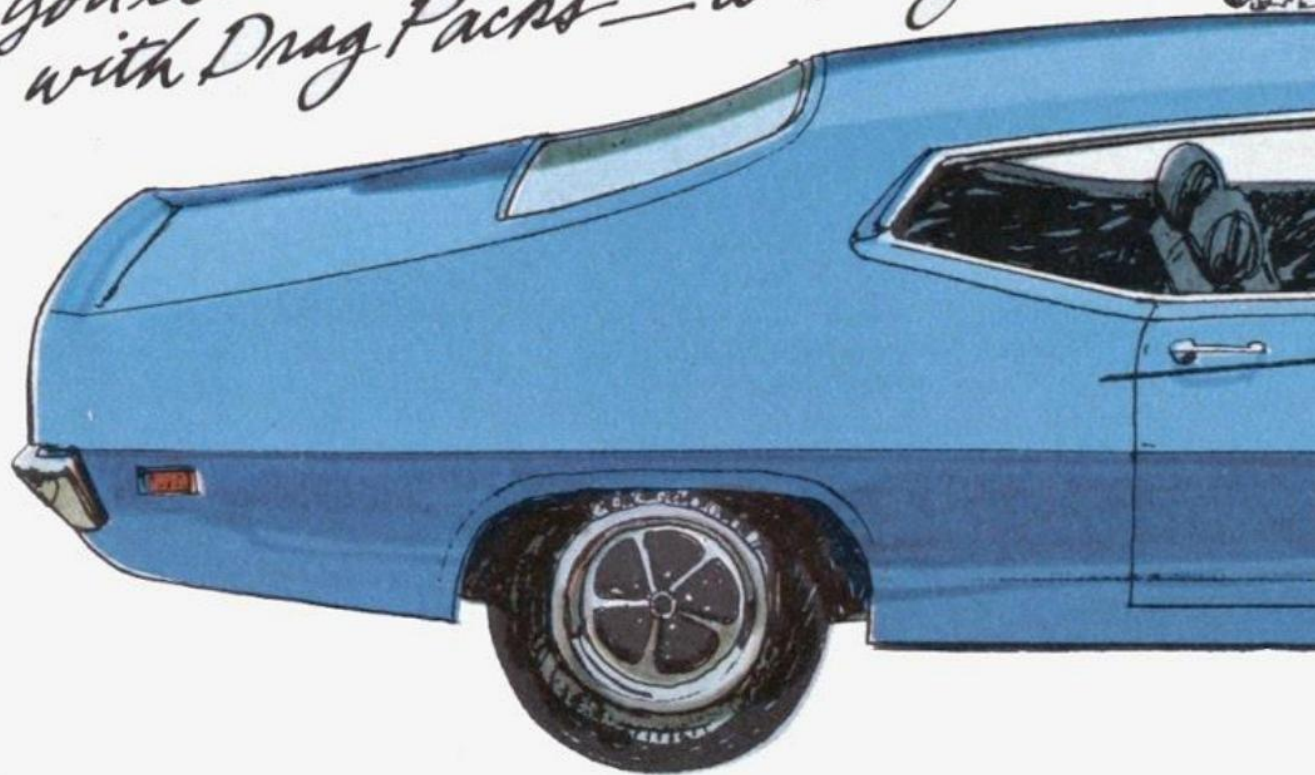


# DODGE *La Femme*

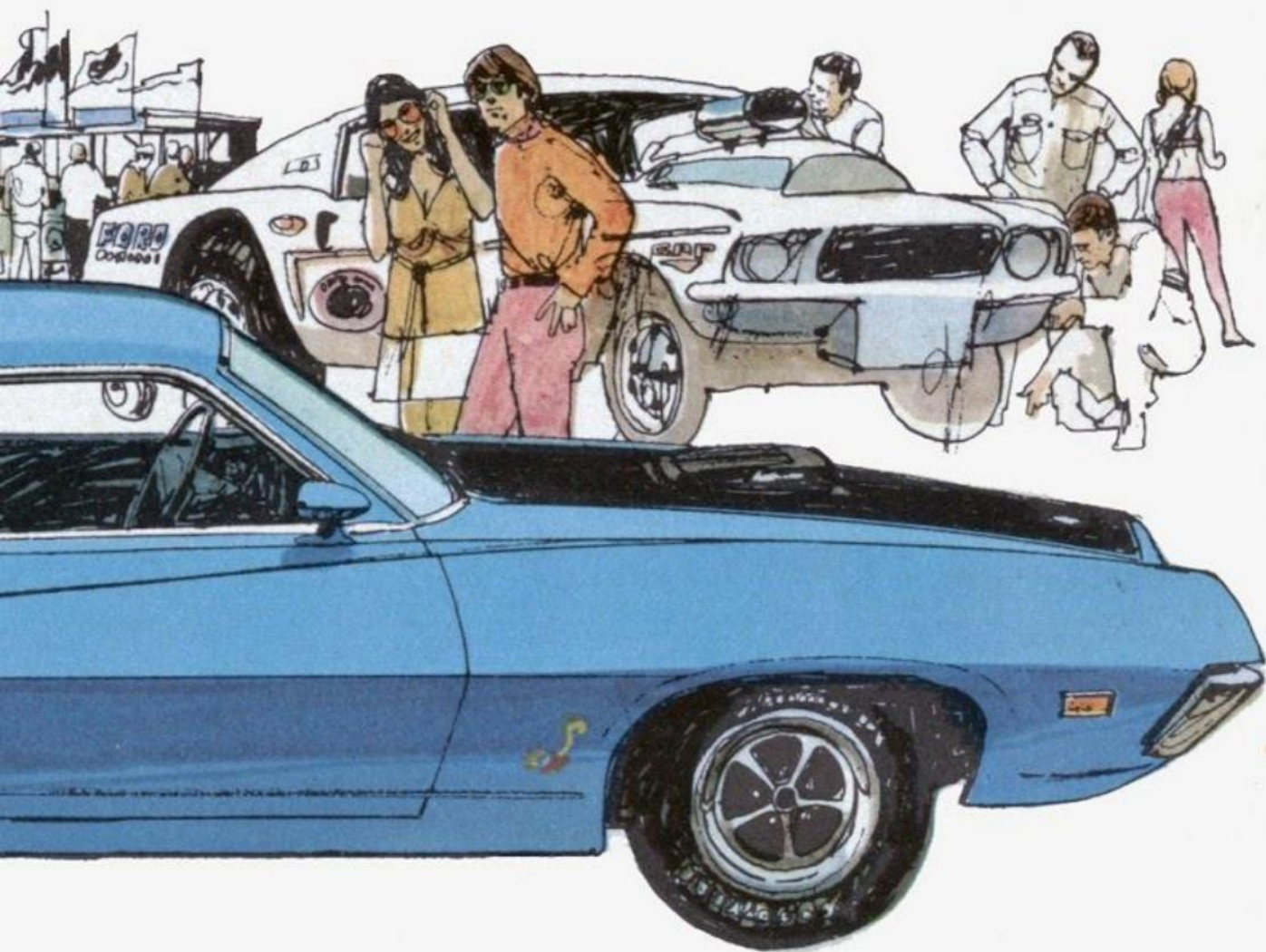




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about ET's that's where  
you'll see Cobra Ram-Air 429's  
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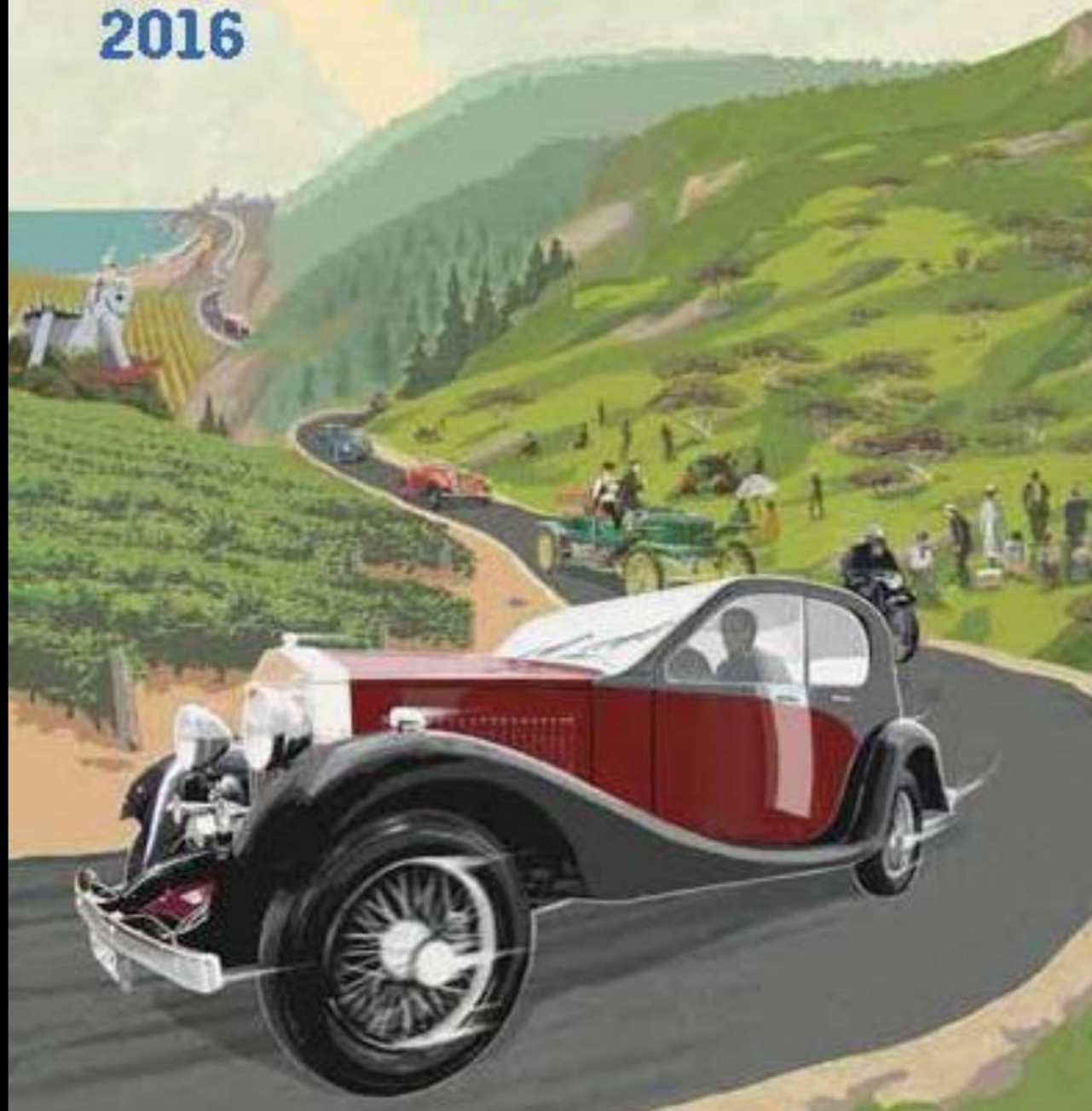




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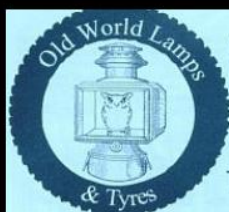
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