

collectible & classic

July 2015 #46

RETROAUTOS

Stunning 1946 Cadillac Concept



See how it was destroyed in 1957!



Mercedes
190SL @ 60

Leo Pruneau's 1988 Camira:
He styled it and he owns it!

Seeing Double!
Pontiac Advertising in
Australia & America

**SYDNEY
MACHINA
SOCIAL CLUB**
presents...

Machines & Macchiatos



**3rd
Sunday**
EVERY MONTH
Clontarf Reserve
8am - 10am

Sydney Machina Social Club is a brand new, modern motoring social club, dedicated to the motoring enthusiast community. It is where proud owners will be able to unite while having a chat, meet new and old friends, share a coffee & a nice brekki in a wonderful location. We are for all types of vehicles, from Vintage, Classics, Customs, Reds, Modern Exotics, Motorcycles & more. If it's got wheels & a motor bring it along. We are for all types of people too, men, women, families, kids, young & old.

Please turn over for more details.

We follow 3 very simple rules

- No politics
- Common respect for all in the community
- Common respect for all motoring enthusiasts, regardless of make or model

Our 2 main goals are:

- To create fun, safe & memorable motoring events
- To fundraise for people or organisations in the Australian community in need

In 2015 we will be fundraising for the following charities:

- Beyond Blue • Mens Shed NSW • Cure For Brain Cancer Foundation

So come join us

On the **3rd Sunday of every month** down at Clontarf Reserve, from 8am - 10am, see opposite for location & parking details.

Given we fundraise for 3 charities, we do ask if you have any spare change to bring it along. Look out for our volunteers with the yellow shirts or drop into the club tent at the meet. See aerial map for tent location.

Top 5 Stand off

To add a little spice to our monthly meets, we will have a **top 5 Stand off**. This is where we invite 5 unique, top quality machines to display at our meet. The machines can be cars, bikes, classic, vintage, exotics, the list is endless.

Each participant in the **top 5** will receive a **free gift pack**, full of goodies from our sponsors. With a fantastic **major prize** awarded at the end of the meet to the winner.

If you would like to enter into the Top 5 Stand Off, please send us an email at sydneymachinasc@gmail.com.

Lucky Door Prize

Each month we will give away **5 goodies bags** to random participants. The goodies bags are packed full of cool stuff for your machine from our sponsors.

Extra Info

Come along & enjoy the relaxed, friendly & enthusiastic company.

Clontarf reserve is a fantastic location for all the family. There is an excellent little kiosk that does nice coffee & casual food. The grassed area is large & has plenty of shade.

There are BBQ facilities if you want to stay on & have a BBQ lunch. With this lovely summer weather we are having, don't forget to bring your swimmers.

PARKING:

The local council charge the following rates for \$8 per hour or all day for \$16.

NOTE: IF you are a heon, who likes doing burnouts, driving dangerously & being a nuisance, please **DO NOT** attend our events, you are **NOT** welcome. To everyone else, please come we welcome you.

QUESTIONS:

If you have any questions, please feel free to call us or email us. We will be more than happy to help. From all the team, we look forward to seeing you at the next Sydney Machina Social Club - Machines & Macchiatos.

Sam Princi - President - Sydney Machina Social Club
M: 0438 060 821 E: sydneymachinasc@gmail.com



Directions:
Regardless of which direction you come from, when you get to Seaford roundabout, turn onto Ethel St, turn onto Kanangra Cr, turn left onto Peronne Ave, follow all the way down, turn right onto Sandy Bay Rd, turn left into car park. The aerial view map below, is marked purple indicating where we would like you to park.



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Would you like your car profiled?

Want to have your car profiled in Retroautos? Please contact us at david@retroautos.com.au

Club Publicity

We encourage all classic car clubs to let us know what they are doing. If you want publicity for a major event, then simply email us.

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RetroVoice

When the first print edition of Retroautos was published in 2010, one of the first people to telephone and offer their encouragement was Leo Pruneau, Holden's now retired Design Director.

To say I was taken-a-back to hear from Leo would be an understatement. I did not imagine anyone with his distinguished automotive styling career actually buying and reading the magazine.

In that first conversation, Leo gave me many fascinating insights about styling cars and the design history of General Motors. And he continues to do so.

Every so often, when my other business interests take me to Victoria I make sure I have lunch with Leo, at his favourite café in the country town where he lives. It was there, a couple of months ago that we spoke about his 1988 Camira station wagon. As always, he had the inside story of the trials and tribulations of developing a new car.

To both our surprise we realised that the Camira now qualifies as a classic car. It was released in 1982, 33 years ago (!) as one of the many versions of GM's global J Car design..

Leo's involvement in the J Car, and particularly the station wagon design, is a feature story this month. It is not often that someone who styled a car still owns an example 27 years later.

Cover Car

A big thank you to John Kyros at GM's Heritage Centre for the research he did on a rarely seen GM concept car from 1946, the Cadillac Interceptor/CO, which graces our front cover.

The Interceptor/CO was developed as a styling study and GM thought it represented what cars in the next decade might look



Leo at work in the GM Advanced Styling studio, circa 1962.

like. We have uncovered what happened to the concept car and why GM's styling direction suddenly changed.

Sixty years ago Mercedes took the covers off its 190SL roadster. Always seen as the smaller brother to the more muscular 300SL, the 190SL is now making a come back in the collector field. We take a look at this overlooked classic, including images of the prototype.

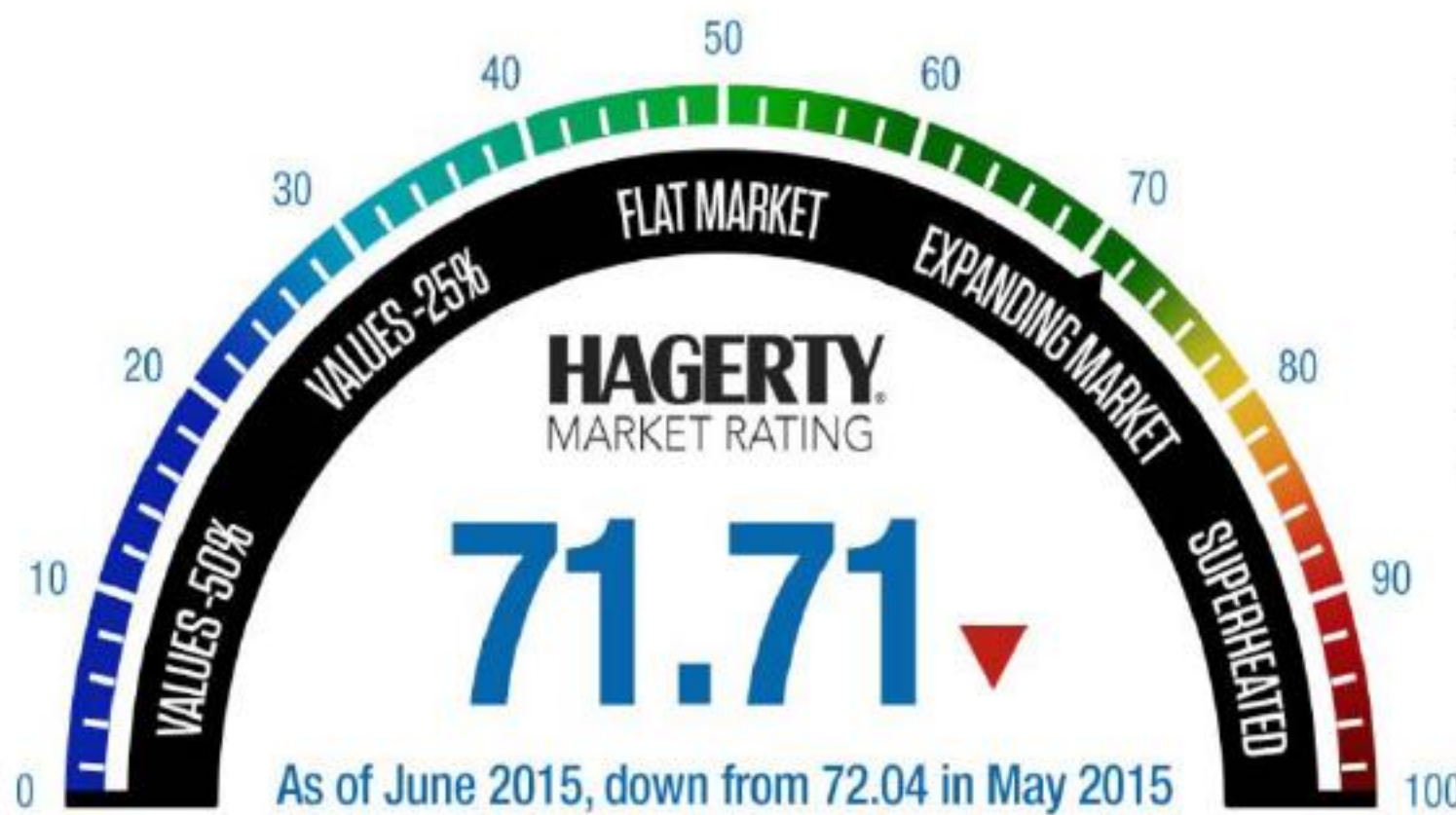
There's a short photo feature which challenges you to spot the differences between Pontiac's Australian and American advertising in the 1960s.

We have all the regular features, and also one of our expanded "flashbacks" stories from previous issues. This time it's the FJ Holden at the 1955 Motorama, including many previously secret images of the Motorama dream cars being styled and built. We hope you enjoy it all.

RetroNews

Hegarty Market Index June 2015 Update

The index is for North America but it reflects a global trend. Compared to the previous month the index is down and a trend is starting to appear. Have values topped out? That's the question being asked. If the index is flat or down in July 2015, then prices will have certainly taken a pause.



American Truck Fest



York, Pennsylvania, was the location of one of the biggest classic truck gatherings in the USA. reports Dave Lockard. Hosted by the Antique Truck Historical Society in late May, it attracted 1,212 trucks. Dave's 1918 Packard truck which appeared in Retroautos January 2015 issue, was in attendance. Some of the Packard trucks are pictured above.



Regal Restoration

Ruben Razmoski, whose AP5 Valiant featured in the December 2014 edition of Retroautos is now well advanced with the restoration of his rare AP6 Regal V8., pictured below We will feature this car in an upcoming edition.



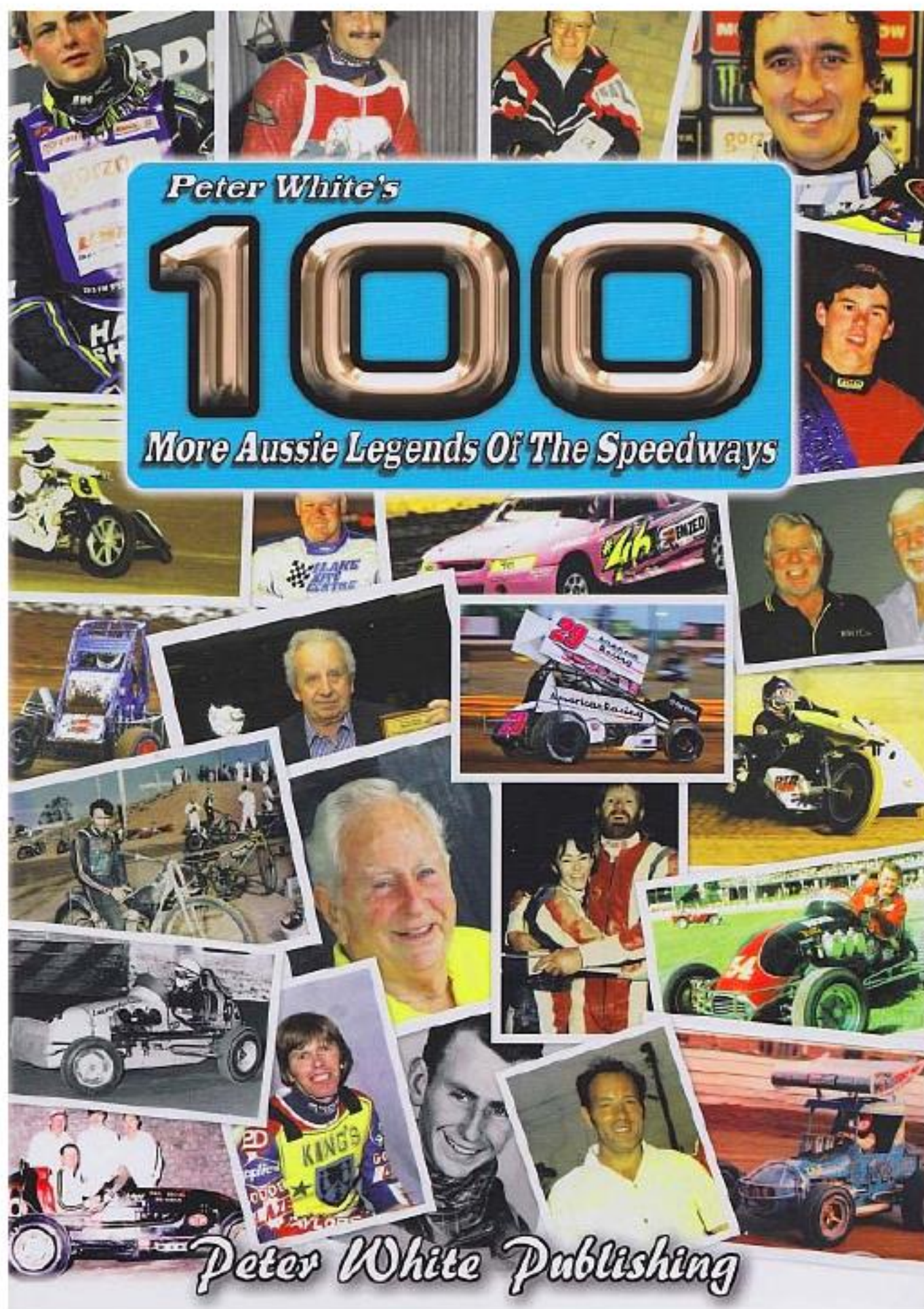
MGA Day

The largest gathering in the UK of MGAs will occur on 2nd August at Upton House, one of those stately old British mansions, near Banbury, to acknowledge the marque's 60th anniversary. The MGA went on sale in September 1955. Pictured here is Bill Coon's immaculate 1959 example.



Speedway Memories

Peter White's new book *100 More Aussie Legends of the Speedways* is a must have for collectors. The cost is 49.95 plus \$15.00 for postage. Contact Peter White at prwhite@bigpond.net.au or see more information at www.speedwayfirst.com.



Winton Round Up

In next month's issue of Retroautos we will have coverage of the Historic Winton event. Here's a preview from the camera of Andrew Day

Above: Doug Burton gets the inside wheel up in the air in his 1964 Mini Cooper.

Below: Eric Spokes is off the racing line in the 1955 FJ.

www.photosbydaysy.net



Next Month in Retroautos

In the August 2015 edition of Retroautos we feature a very rare Ford Capri, the 3100 RS and celebrate 80 years of the Chevrolet Suburban, the world's longest running vehicle brand. We also visit Warner Bros film studios in Los Angeles and sneak into one of their warehouses which is full of classic movie cars. RetroRacing will be largely given over to coverage of the recent Historic Winton event.

Retro Auctions



Above: 1969 Fiat Abarth at Bonhams Goodwood show on 26th June. Price guide is \$A95,000 to \$A130,000.

Below: Bonhams also have this ex-works Aston Martin with 1935 Le Mans heritage. Price guide is three to four million dollars.





Continuing our search for auction houses outside of the mainstream, the UK based H&H Auctions, has these two classics up for hammering on 11th July.
Above: 1938 Alta Supercharged Voiturette Single Seater. Price guide around \$A250,000
Below: 1934 Wolesley Hornet Daytona. Price guide says about \$A65,000.





Over in the USA, RM/Sotheby continue to lead with stunning images readily available to magazines and some great cars from all eras. Their next sale is Detroit on 25th July. More at www.rmauctions.com

Above: 1930 Pierce Arrow. Image by Cory Silva

Below: 1947 Packard Custom Super Clipper. Image by Darren Schnabel







Oh, baby! Travis Massey took this fabulous image of this 1960 Pontiac Bonneville. It's at RM/Sotheby in Detroit on 25th July.

Ray's Relics

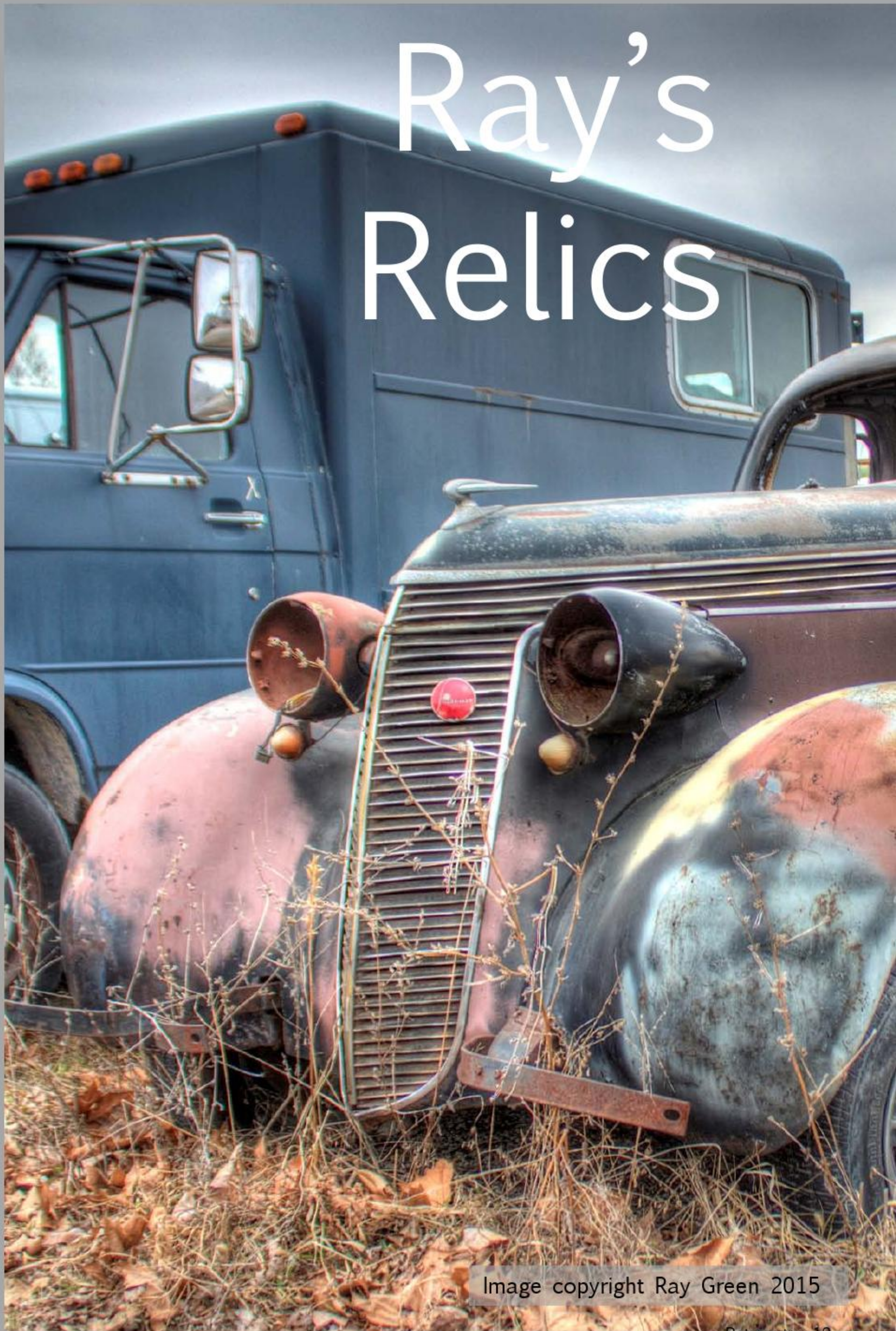


Image copyright Ray Green 2015





Image copyright Ray Green 2015



raytookthis.com
Ray Green - Photographer

Cadillac Concept



Thanks to John Kyros at GM Heritage Centre for the research.
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Car Destruction



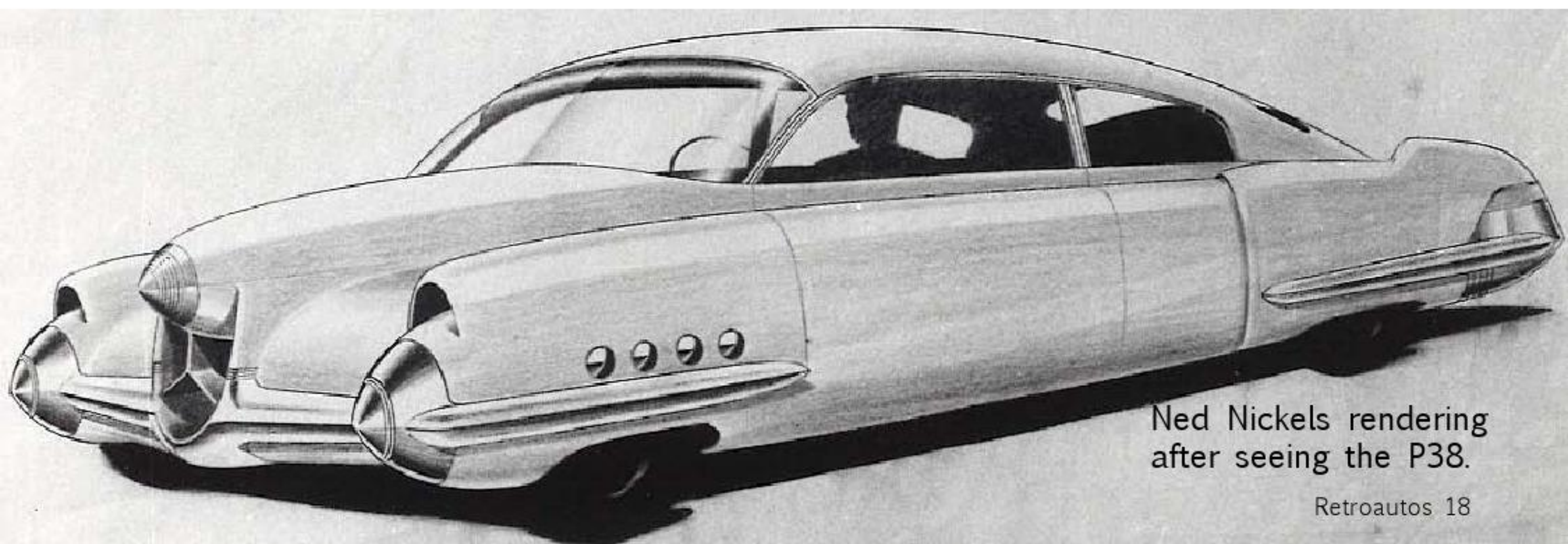
The sign on the radiator support says “alcohol in radiator”



Just before America entered the Second World War, GM's styling chief, Harley Earl and his studio design managers, were given a sneak preview of the Air Force's new fighter plane, the twin tailed Lockheed P38 Lightning (pictured above).

The group could immediately see how the fighter's overall shape could be transformed into cars, especially the smooth fuselage, wrap around canopy and the twin tails.

Back at their styling studios the GM team immediately started to sketch ideas: tail fins, wraparound windscreens, air intakes on the body, mudguards enveloped by the body, fully enclosed front wheels, chromed spinners on grilles and "bullets" on bumper bars. When the USA entered the war in December 1941 and car production was halted, GM's design teams either joined the armed forces or were switched to designing tanks, airplanes and other armaments.



Ned Nickels rendering after seeing the P38.

In late 1944, Frank Hershey, one of GM's top stylists, was discharged from the Navy and put in charge of the Cadillac studio. While there he drew on all of the war time design efforts and created one of the most mythical of all GM concept cars, the Cadillac Interceptor or "CO" as it was also known as.

The Interceptor/CO was what GM and, in fact, all stylists, thought post war cars would look like. Said Mike Lamm and David Holls in their book *A Century of Automotive Style*: "The Interceptor/CO was what was envisioned a post war car to be: rounded, high, fat beltline, pontoon fenders, wrap around windscreen and covered headlights". In 1946 GM built two Interceptor/CO running prototypes and secretly tested them at its Milford Proving Grounds.

Lamm and Holls say that while the Interceptor/CO performed well, Harley Earl and Cadillac executives were not comfortable with its rounded styling, thinking it was too ahead of public tastes.

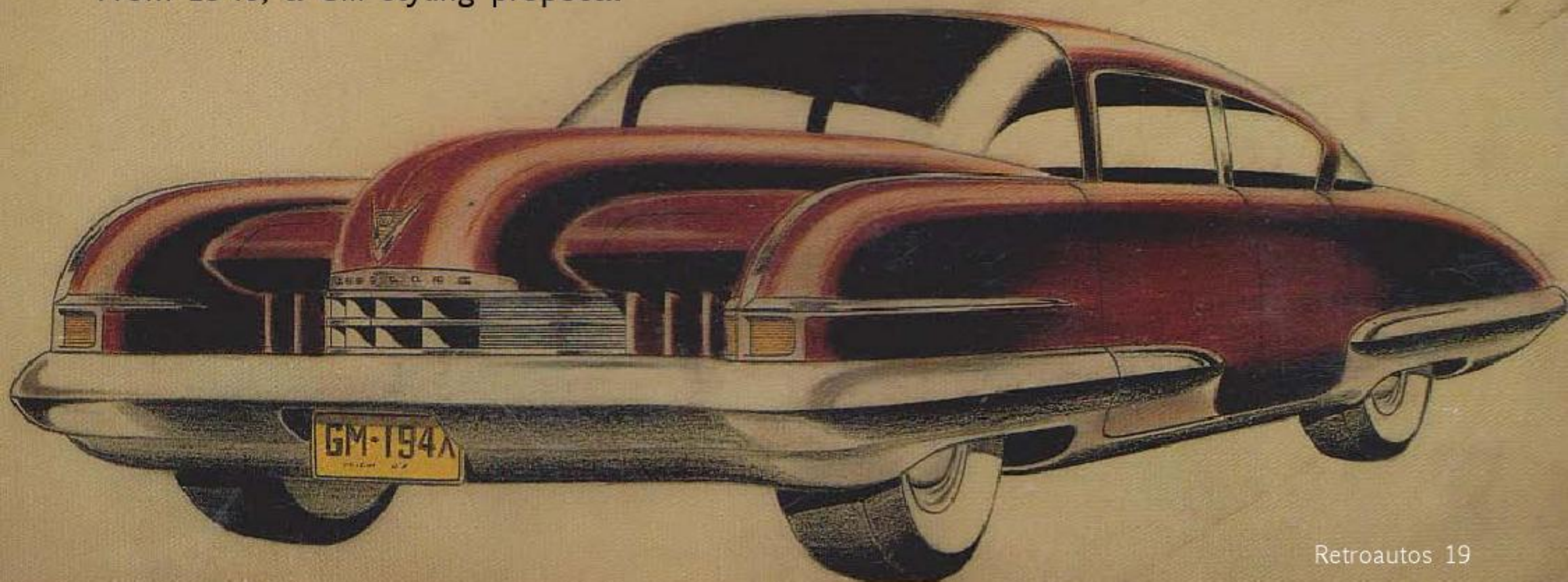
Bill Mitchell, who would succeed Earl as GM's design supremo, said in an interview with author C Edson Armi that Earl got tired of the Interceptor/CO's fat look and ordered a change in the direction. According to Mitchell, Earl said "to hell with that big blown-up thing".



Above and below: Two ideas for the Interceptor/CO, one with chrome streaks on top of the mudguards, the other without.



From 1946, a GM styling proposal





Above and below: Two ideas for the Interceptor/CO in October 1946. The right side has conventional headlights while the left side has them enclosed. Note suicide rear doors.





Above : One of the two operational Interceptors/CO. It was radical styling for 1946.

It was then that Hershey, and assistant Ned Nickels (who would do the 1963 Buick Riviera) went on to develop tail fins for the 1948 Cadillac, and set a design trend that would endure for almost 15 years.

Some of the Interceptor/CO styling ideas did find their way onto production cars. The 1950/51 Oldsmobile/Buick and Cadillac four door sedans and later year Pontiac and Chevrolet featured a roof line, rear quarter panel and C pillar design that was basically a copy of the Interceptor/CO.

The wrapped windscreen debuted on the Cadillac Eldorado in 1953. Early 1950s Nash's fully embraced the enclosed front wheel idea of the Interceptor/CO.

1950 Buick



The Interceptor/CO was never publically displayed at Auto shows and was basically hidden away at Milford for a number of years. It made a brief appearance in a sales film GM made to compare the 1948 Cadillac and 1947 Hudson.



1953 Nash Rambler looking like a mini-Interceptor/CO



Circa 1956: With Pontiac badges, and hacked about front pillars and windscreen, the Interceptor has had a hard life since 1946.

For many years mystery surrounded what happened to the Interceptor/CO.

Most publications simply stated that the cars were “destroyed”. But they didn’t say how, when or why. Indeed, its fate had gained almost mythical status.

Well, that was until this year when Retroautos requested some Milford Proving Ground images from John Kyros at GM Archives.

We were planning a story on Milford’s 90th anniversary and in amongst the images that John sent was one of a 1957 Chevrolet being crashed into a black sedan. The black car looked familiar. We asked John if there were any more images of that test crash and he sent one which confirmed what we thought. It was the Interceptor/CO.

The mystery was solved. At least one and maybe both Interceptor/COs had been destroyed in a crash test program at GM’s Milford Proving Ground, most likely in 1957.

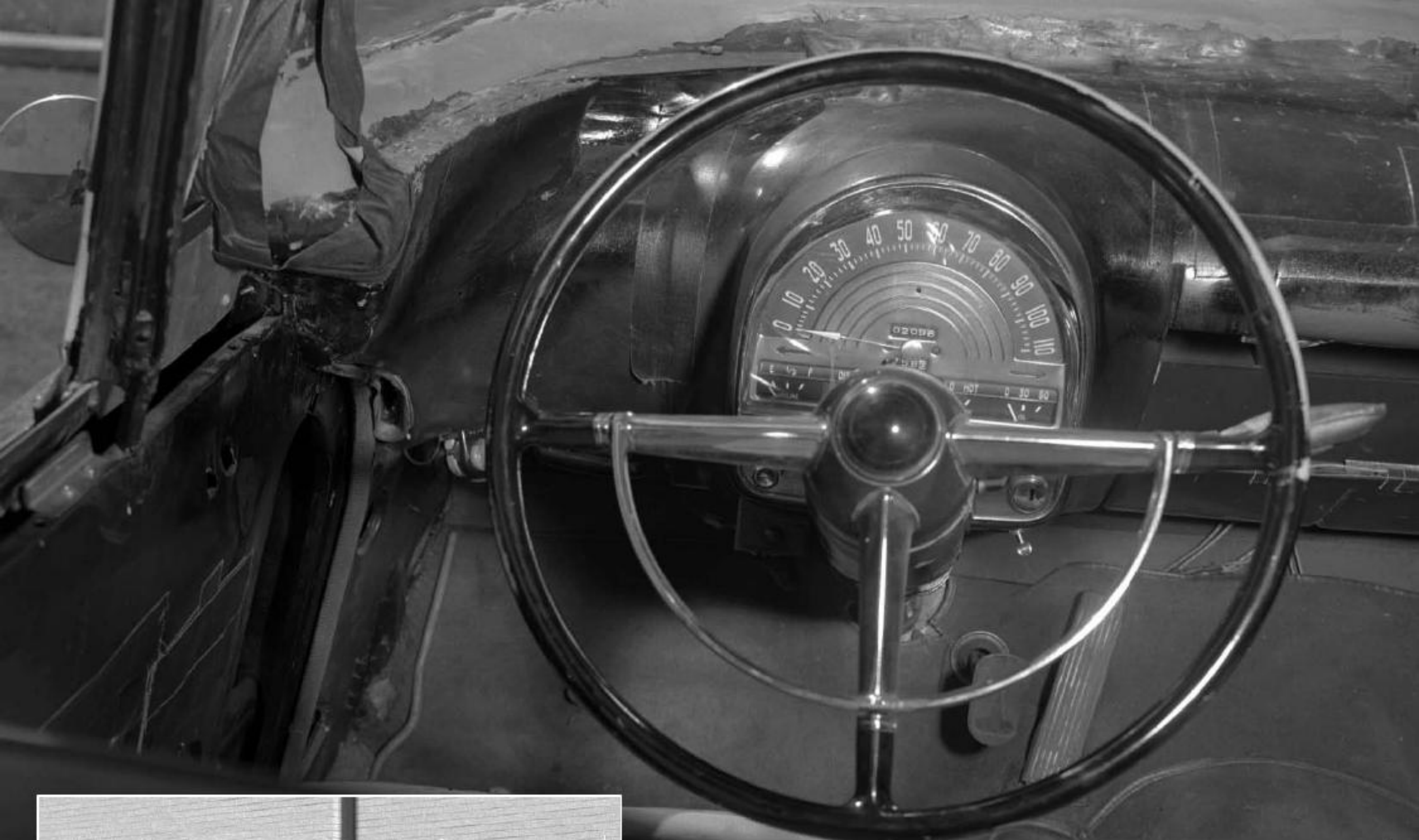
Not only that, John’s research led him to

uncover photos of the clay prototype and three photos of the Interceptor/CO dated 1956 badged as a Pontiac and looking very much worse for wear. These images show that the car had been subjected to various engineering tests, especially around the windscreen and front doors. It may well have had its original windscreen and front pillars re-designed to test GM’s 1958 windscreen layout.

And that is how one of GM’s most promising concept cars ended its days, as a crash test dummy.



Windscreen is taped to a temporary front pillar.



Above: Inside the Interceptor/CO in 1956. There's 2096 miles on the speedo. The front door shows evidence of the patched engineering work.

Below: Smash!! The end of a concept car, most likely in 1957. A waste of a '57 Chevrolet, too.

Inset: Close up of the temporary windscreen.





GM's global J Car was released 33 years ago !

Retired Holden styling boss, Leo Pruneau, chats about styling the Camira he now owns.





It's hard to believe, but it is true. Holden's Camira can be classified as a classic car. Released 33 years ago, as part of GM's global J car contingent, the Camira won Wheels Car of the Year Award and sold 151,000 units until replaced by a Camry clone in 1989.

And Leo Pruneau's 1988 Holden Camira station wagon is a rare classic for three reasons.

First, the 27 year old car is a one owner. Second, it is in as-new condition, despite it being a work vehicle on Leo's rural property. And third, and this is what gives this Camira an extraordinary classic car provenance, Leo was one of the key people who styled the Camira for Holden and GM back in the early 1980s.

Quite simply, the guy who styled the car owns the car. Who can beat that!

"I bought it from Holden when I retired and I've had it ever since. It's a great mid-sized car and I've not found anything I want to replace it with", Leo told Retroautos recently.

The Camira is driven almost every day and yet the interior and exterior are unmarked. "The reason the car is in such great condition is that I have kept it under cover and out of the weather when not being used " Leo says.

Leo had a long and influential career in General Motors in the USA, Vauxhall and Holden before retiring to rural Victoria. He was on the team that shaped the first Chevrolet Camaro. After that he drew the HB Vauxhall Viva, which became Holden's Torana. He styled the HD Holden and many of Vauxhall's cars that were sales successes in the late sixties and early seventies.



Moving to Holden to be the boss of styling in 1970 Leo did the facelifts on the HQ Holden and Monaro, penned the LH Torana sedan and hatchback, recast the Opel Rekord into the first Commodore and took GM's global J Car design and turned it into the award winning Camira.

"The basics of the J Car were done at Opel and Chevrolet", Leo says. "GM then gave the package to Pontiac, Cadillac, Holden, Vauxhall and Isuzu in Japan to implement. It came to us in a big package, just like an IKEA flat pack. What we needed to do was re-configure it for Australia".

The irony is that 20 years earlier, Leo had designed the HD and had two full size fibreglass models built in Detroit, a sedan and wagon, and sent to Australia.

First released in 1982, the Camira replaced the Torana which Leo had designed.

Leo's team also developed a station wagon version which incorporated the rear bumper bar in the tail gate. It allowed for a very low load height. This innovative design was then exported to other GM operations.

"GM did not believe it could be done, but we showed them", says Leo proudly.

The story here is that Chevrolet designed the basic wagon, and because of American safety regulations the rear bumper bar came out looking like a big ugly piece of chrome and plastic tacked on under the tailgate.

Leo thought he and his team could do something more elegant and lower the loading height into the cabin all at the same time.

"I remembered a Citroen from a few years earlier which combined the tailgate and the bumper bar", Leo tells us. So he and his team went about doing the same on the J Car wagon from the USA.

"I remember when we were showing the prototype and a few of the engineers said that it was not possible to do it" says Leo.





Above: Compare the integrated Camira tailgate with the Chevrolet version on the next page.
Below: Citroen GS Break, which inspired the Camira wagon tailgate.

What Leo did was find an example of the Citroen wagon, and secreted it into his design studio and covered it with a cloth.

“After everyone had had their say,” says Leo with a grin, “I went over to the Citroen and whipped off the cover and pointed to the tailgate and bumper bar. Immediately I was given the go ahead, and in the end it was used in the UK and some other markets.”

The Australia Camira used the Izuzu dashboard, as Leo thought it looked classier than the American version.

Global Consistency Problems

Being a world car, the J car specifications had to be the same in every country. This was the early days of GM endeavouring to get some consistency across the world.



“The problem was that American and German steel was different to Australian steel in its chemical makeup”, says Leo.

“This meant it had different characteristics when put under pressure in the panel stamping machines and the initial run of locally stamped panels were slightly different in size to global GM standard,



which in turn threw out all the other dimensions of the car. We had meetings with the top steel executives of Australian and overseas steel companies to try to solve the problem. They all of course, saw their steel compounds as being confidential information and were initially reluctant to share how made their steels, but in the end they came around to our way of thinking and all was worked out and the local steel guys were given access to the American and German technical information that allowed them make steel which ensured we could meet GM's international standard for panel fit." says Leo.

Above: The Chevrolet wagon with its higher loading lip and bumper bar looking like a lump of plastic glued across the car. Not elegant. Below: Vauxhall used the Holden wagon design.



Was the J Car a success? Yes! Its global sales topped 10 million and in its first year in the USA it sold nearly 450,000 examples. It is the 5th most successful car design in the world to date. Below are the four models from the Chevrolet Cavalier range.



Vauxhall stylists working on their version.



Chevrolet J Car fastback coupe prototype



The only dull spot in the J Car story was the Cadillac Cimarron. Despite warnings not to do it, Cadillac executives thought a fully optioned Chevrolet Cavalier with a Cadillac badge on the grille would sell up a storm. It did not, and was seen for what it was: a very expensive Chevy. This car is regularly mentioned as one of GM's top ten worst mistakes. Here's one below.



Leo's Influential Career



Leo Pruneau, fourth from left, in brown shirt and white chinos, listens to automobile design educator Strother MacMinn discuss the finer points of a 1959 Buick.

Leo Pruneau's career in car design came about when, in 1957, he saw an advertisement in a magazine for the Art Centre School in Los Angeles, aimed at those interested in learning how to style cars. So he applied and was accepted.

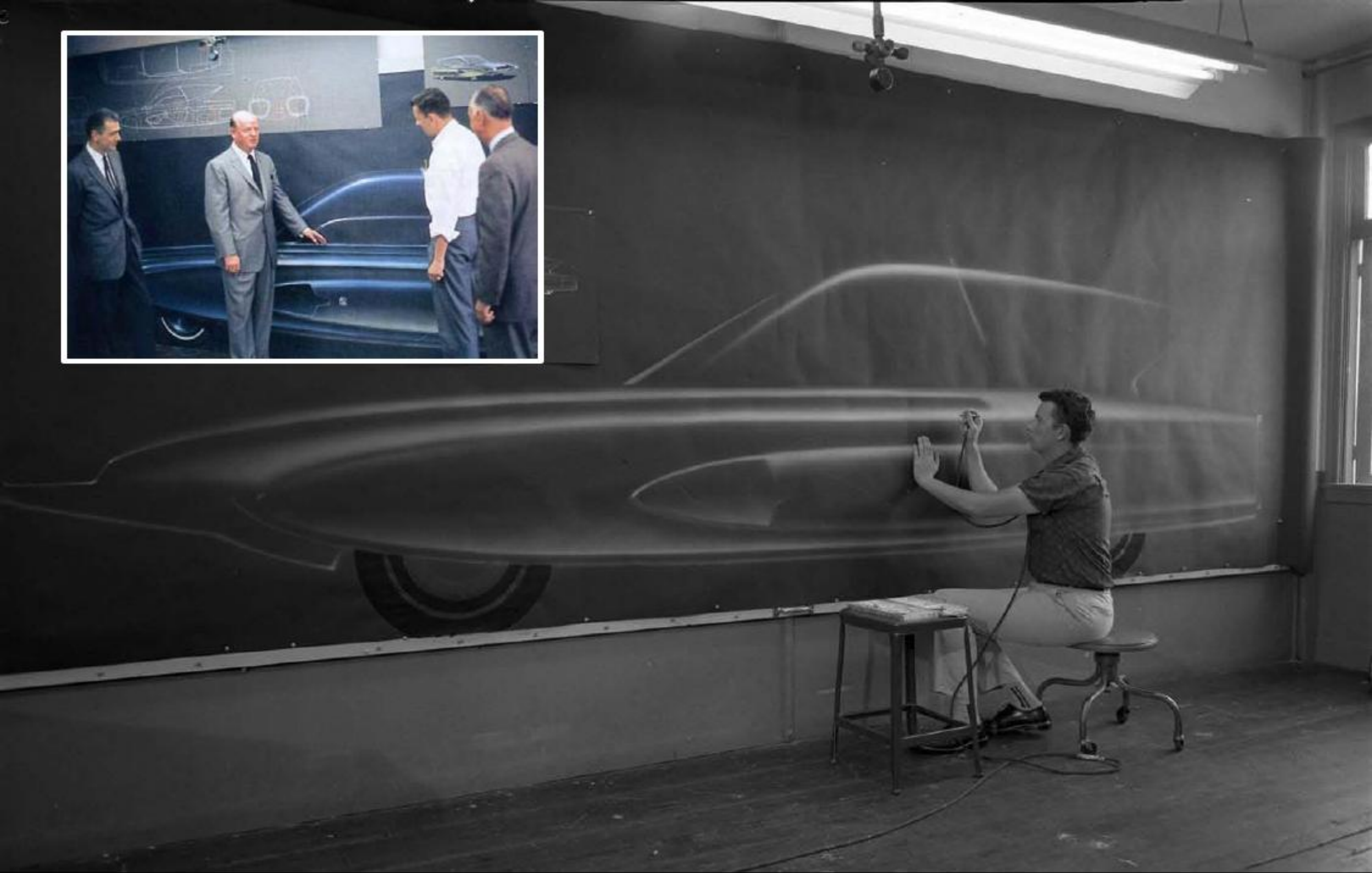
Started in 1930, the Art Centre has been where Ford, Chrysler and GM have gone to select the best of the best for their styling and design talent. It is estimated that 50% of the world's cars stylists trained at the Centre.

After Leo graduated in 1961 he was invited to join GM.

"I was probably not the best drawer of cars," Leo told Retroautos, "there were others who could really draw fabulous

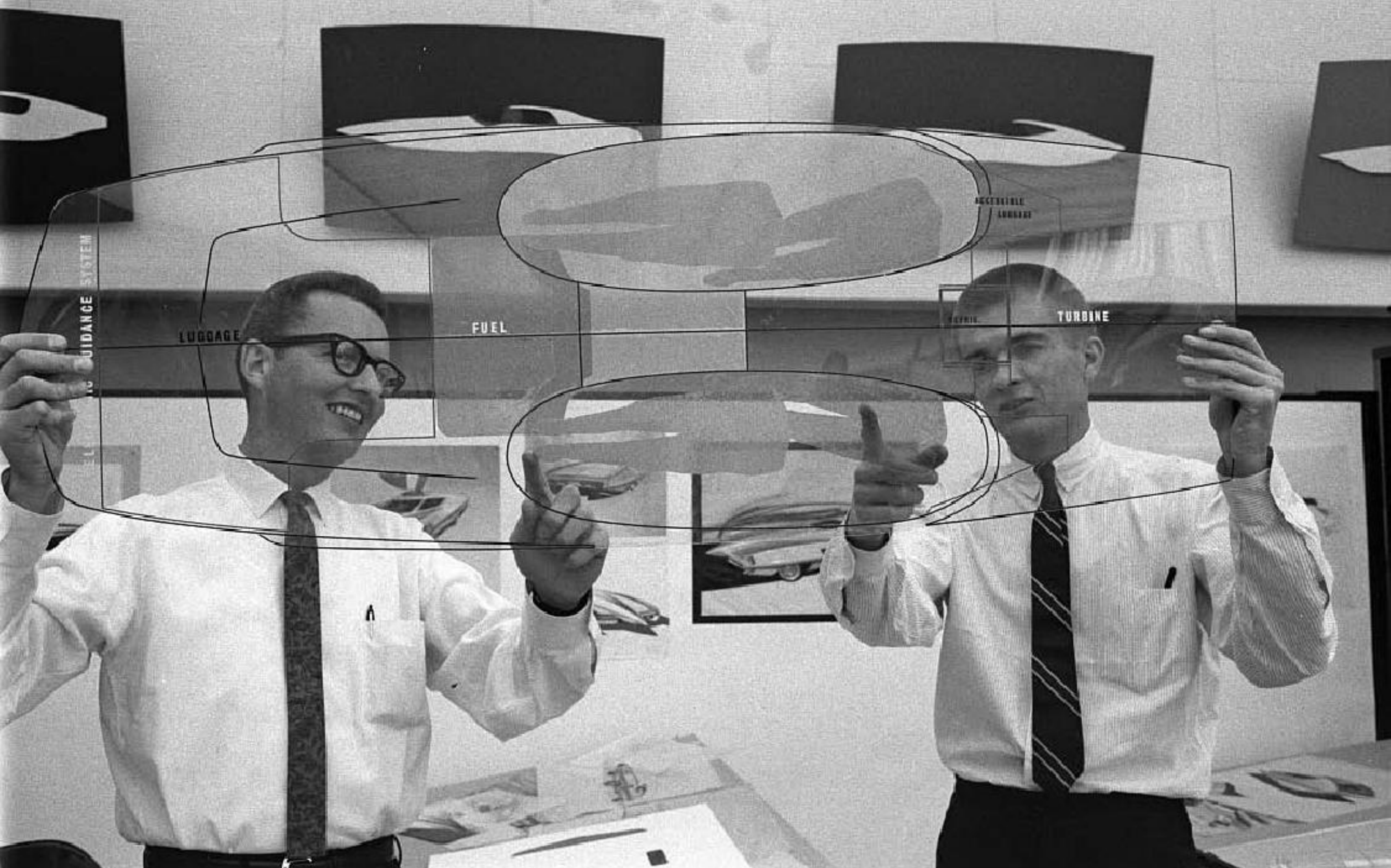
pictures of cars, with great backgrounds and colour. My skill was being able to turn a drawing into a small 3D model in clay and then upscale that into a full size car. Not everyone can do that and that's what GM were looking for the year I was selected, so I got the job."

Later, GM identified that Leo was also a leader of people and could manage and direct a big team of stylists in a fast paced corporate environment. That's what enabled him to rise to the top of his profession as one of GM's key design executives. The cars that Leo has influenced include: 1st generation Camaro, 1965 Chevrolet coupe, HD Holden, all Holdens in the 70s and 80s, Vauxhalls in the 1960s and a number of small car projects in the USA in the late 80s.



Since 1960 the Art Center has partnered with industry for sponsored class projects. General Electric, Ford, and General Motors were some of the first businesses to collaborate with Art Center. The concept of these collaborations was to provide students with real world experience related to design and feedback from the sponsoring company's executives. The images here are from the 1960 General Motors Turbine Car project and show student Leo Pruneau airbrushing a full scale rendering (above), and later posing with his final presentation called "Bayonne", below. Inset: GM's legendary styling boss Bill Mitchell reviews Leo's "Bayonne".





Above: Leo, left and Dick Finegan, in the Advanced Design studio, examine a seating design for a future car. Finegan worked for Leo in Australia in 1974/75 and went on to become Design Director at GM in Brazil, one of GM's largest non-American markets.

Below: Leo, at the middle drafting tables, in the Advanced Styling Studio at GM in Detroit, circa 1962. Note Holden Hurricane type renderings on the rear wall. Images copyright GM Corp 2015.

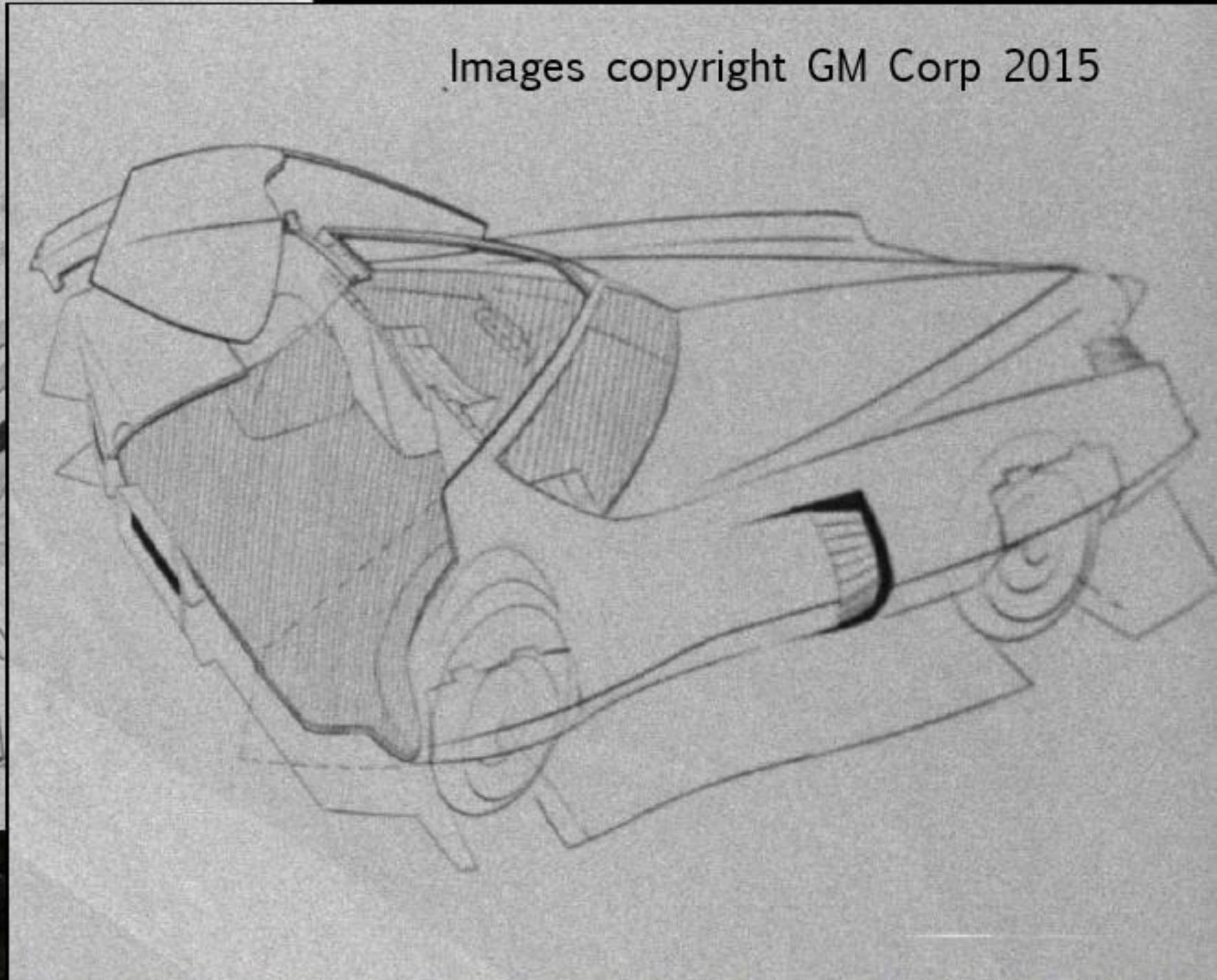


Left: Leo in 1962 working on an unusual sports car design.

Below: What Leo is drawing.

Bottom: Leo today, next to his Camira, parked in the main street of the rural town where he lives.

Images copyright GM Corp 2015



Spot the Differences!

Pontiac Advertising in Australia and the USA

For many years, Australian Pontiac advertisements were re-touched versions of American advertisements. In this short feature we compare and contrast these examples from the 1960s. How many changes can you spot? The national flag indicates the country of origin.



*Presenting
the illustrious
PONTIAC
—superb motoring
in the renowned
General Motors
tradition*



Star Chief

Here's a superb and proud car that shares its quality with no other car. Size, luxury, weight—and downright handsomeness—put this Wide-Track Pontiac in a class all by itself for comfort and sheer driving pleasure. The long wheelbase contributes to the matchless Star Chief ride. Superb interior decor means day-in, day-out pride.

Star Chief interiors are luxuriously trimmed in Jacquard woven cloth with metallic yarn highlights, accented by Jeweltone Morrokide . . . available in three color combinations. All Morrokide is offered in four color choices. Full deep pile loop carpeting.



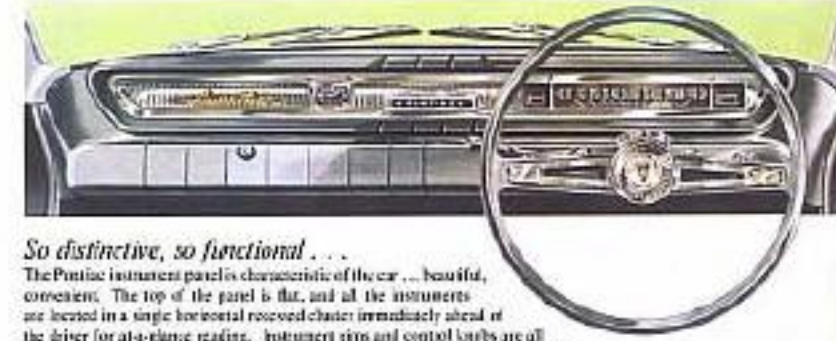
Spot the Differences!!



A promise of new splendour, matchless performance

Every clean, sweeping line of the new Pontiac gives a promise of what you can expect in a luxuriously appointed car. Lovely to look at and lovely to drive — that's the new Pontiac La...
From the front, the dramatic new styling is emphasized by the contoured grille design, with a deep, three-dimensional sweep in the center. The hood line, curving at the body, gives the car a sculptured sleekness. This, and a well-defined new side molding to create a view of alert, poised action. The smart rear styling is accentuated by sharp, clean lines gleaming stainless steel highlights blending with the new body-molded rear fender treatment. Pontiac, too, you'll find new luxury and beauty, with plenty of room in which to relax in comfort. Matching the loveliness of styling is the spirited performance of Pontiac's V8 engine. This sleek, effortless power, and the flexibility and smoothness of Powerglide automatic transmission give you pleasure in automatic motoring. This superb combination of engine and transmission is matched by "Warder-Loach" power steering and vacuum-assisted brakes for full measure of positive control and safety.

In every way Pontiac promises new splendour, matchless performance. And it's a promise it keeps. It's a promise to every motorist who wants a car which carries the stamp of prestige... it's a promise to you, the discerning motorist.



So distinctive, so functional...

The Pontiac instrument panel is characteristic of the car... beautiful, convenient. The top of the panel is flat, and all the instruments are located in a single horizontal row of clear, immediately ahead of the driver for at-a-glance reading. Instrument rim and control knobs are all raised in chrome. Standard features include an electric clock, a key-locking glove compartment with automatic light, a cigarette lighter and two ash trays.

How to make a 1961 Ventura coupe into an Australian four door Laurentian! We reversed the original Ventura advertisement 180 degrees (middle) to give you a better perspective.



Ventura

Every clean, sweeping line of the new Pontiac gives a promise of what you can expect in a luxuriously appointed car. Lovely to look at and lovely to drive — that's the new Pontiac La...
From the front, the dramatic new styling is emphasized by the contoured grille design, with a deep, three-dimensional sweep in the center. The hood line, curving at the body, gives the car a sculptured sleekness. This, and a well-defined new side molding to create a view of alert, poised action. The smart rear styling is accentuated by sharp, clean lines gleaming stainless steel highlights blending with the new body-molded rear fender treatment. Pontiac, too, you'll find new luxury and beauty, with plenty of room in which to relax in comfort. Matching the loveliness of styling is the spirited performance of Pontiac's V8 engine. This sleek, effortless power, and the flexibility and smoothness of Powerglide automatic transmission give you pleasure in automatic motoring. This superb combination of engine and transmission is matched by "Warder-Loach" power steering and vacuum-assisted brakes for full measure of positive control and safety.



The Pontiac instrument panel is characteristic of the car... beautiful, convenient. The top of the panel is flat, and all the instruments are located in a single horizontal row of clear, immediately ahead of the driver for at-a-glance reading. Instrument rim and control knobs are all raised in chrome. Standard features include an electric clock, a key-locking glove compartment with automatic light, a cigarette lighter and two ash trays.



Ventura

This is the step up only the Wide-Track Pontiac makes possible. Almost any budget will take this luxury in easy stride: Full carpeting; exclusive Monokides (you'd love them in your living room); the final touch of extra fashion all around. Your Pontiac dealer will be very glad to show how much more you get for so little more.



True custom appointments distinguish Ventura series interiors. Five color choices in Jewel-tone Monokides are offered. Deep loop pile carpeting runs well to wall. Here, indeed, is luxury at moderate cost... yours in the fashionable Ventura!

Ventura sports coupe, monokide, Ventura with, interior



Spot the Differences!!



This is certainly a hard year to choose which Pontiac! The Pontiac Parisienne Sedan combines the head turning flair of the Sport Sedan with traditional and slightly conservative luxury. Distinctive new front and rear contours, new tail lights, new rear wheel covers and proud new emblems give the Parisienne Sedan an exciting, contemporary appearance. The Parisienne combines prestige, performance and roadability. Like the Sport Sedan, it shares Pontiac's im-

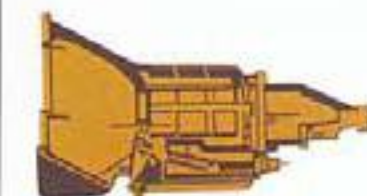
mensely strong perimeter frame. This means all passengers sit inside the chassis, not on top. This results in greater riding comfort. Outsize suspension has soft sprung coils on all 4 wheels, with stabilisers fitted front and rear for incredibly smooth and precise cornering for such a large car. Wide low-profile tyres further soften ride and give even more stability. Power steering, power brakes, automatic choke and smoothshifting Powerglide automatic transmission are fitted as standard.

Engines

1. Strato-Flash 195 h.p. 283 cu. in. V8. This rugged power-unit of the Parisienne Sedan has many outstanding engineering refinements. A 2-barrel carburettor ensures excellent performance with the utmost economy; a heavy-duty 5-bearing crankshaft adds to the engine's smoothness and long life; hydraulic valve lifters ensure engine quietness; and precision cast cylinder block and heads assist high cooling efficiency and engine rigidity. Full-flow oil filter and an oil-wetted paper element type air cleaner also contribute to maximum engine efficiency.



2. Astro-Flame 230 h.p. 327 cu. in. V8. This is the source of the tremendous power of the Pontiac Parisienne Sport Sedan. It obtains its ultra-high performance from special cylinder heads, 4-barrel carburettor, aluminium alloy main and connecting rod bearings, special alloy machined fly wheel, heavy-duty 5-bearing crankshaft, thermostatically-controlled fan. The Astro-Flame features a full-flow oil filter, oil-wetted paper element type air cleaner, and hydraulic valve lifters.



Transmission

Pontiac's Powerglide is renowned for its exceptional smoothness, quietness and dependability, and its ability to effortlessly handle any driving situation. Selector quadrant is illuminated to permit easy selection at night.

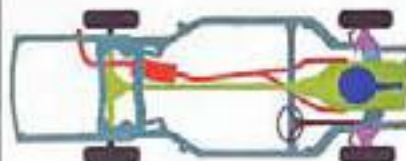
Suspension

Pontiac's great stability and smooth ride are a revelation thanks to an improved suspension system, Pontiac's wide track and long wheelbase. The massive full coil suspension helps provide the quietest, smoothest ride you could wish for.



Chassis

The Pontiac perimeter frame has great strength and inbuilt rigidity yet is surprisingly light. It extends to the edges of the body. Large rubber mountings insulate the body from road shocks.



Body by Fisher

The Body-by-Fisher nameplate on the imported body panels is your absolute assurance of the finest automobile body design and construction. Longer and wider, the body is a particularly rugged structure with extra strength pillars. It has a sturdy one-piece floor pan for extra strength. Extensive body insulation eliminates road noise and winter draughts.

Seat belt anchor points are standard equipment on both models.



Star Chief Executive



proves that big, handsome, luxurious cars can still be economical as well as elegant. That's the secret of the Star Chief Executive Series. We combine the advantages of a large roomy car on a long luxurious wheelbase with fine interiors and a superb power team to give you the kind of driving pleasure you'd normally expect to get only from cars priced much, much higher.

Spot the Differences!!

The Bold One...New Pontiac Parisienne Sport Sedan

Meet the new Pontiac! The smoothest, sleekest Pontiacs ever. Striking new styling, plush new interiors, eye-catching new trims, and a new standard of excellence in luxury cars. Just whet your appetite. Read this, then see them for yourself at your nearest G.M.H./Pontiac dealer. Drive the new Pontiac. Discover the prestige of motoring in the grand manner.



The most exciting Pontiac ever released! Here's a car that combines superb performance with comfort and dashing appearance. The 4 door hard top is luxurious, powerful and undeniably beautiful. This year's styling is more dramatic

than ever before. The already famous Pontiac long wheelbase and wide track result in clear, uncluttered lines. Exciting features include the commanding new grille treatment with 4 wide set headlights, the flowing line over the rear wheels, new chrome treat-

ments on the side panels, new rear wheel covers, a sculptured new rear end styling, and distinctive new wheel trims. These are topped by a crisp, low, pillarless roof line that makes the Pontiac Parisienne Sport Sedan stand out amongst the big cars.

There's a power that keeps you out in front too. Motive force of the Sport Sedan is a potent 230 h.p. Astro-Flame V8. This gentle giant is one of the world's most developed and dependable power plants. It gives surging thrust with incredible smoothness.

Advanced engineering features include a 4-barrel carburettor, high compression cylinder heads, hydraulic valve lifters for superb quietness, an efficient full-flow oil filter, and a self-declutching engine fan for less power loss and engine noise.



Ventura shows you how easy it is to surround yourself with luxury—without spending a fortune. Case in point: built on the 121-inch Wide-Track wheelbase, the Ventura offers as its primary inducement an exceptionally luxurious interior plus a lot of trim features you would ordinarily pay more for. The standard engine is the 256-hp V-8 with an all-synchromesh 3-speed. When you order the Turbo Hydra-Matic, it comes teamed with the 290-hp V-8 and an extremely low axle ratio for quiet cruising and maximum economy. If you need more reasons to buy a Pontiac Ventura, turn the page . . .

M E R C E D E S - B



The Mercedes 190 SL roadster has always lived in the shadow of its much more athletic and famous brother, the gull winged 300SL.

But right now the 190SL is front and centre as it celebrates the 60th anniversary of its release.

Conceived as a cheaper alternative to the expensive 300SL by Mercedes' New York

importer, the irrepressible Max Hoffman, its target was the American market. Hoffman convinced the Board of Mercedes that he could sell it as a natural competitor to British sports cars of the day, such as the Austin Healey 100, the Triumph TR3 and the Daimler SP250. Trouble was, everyone else, including the motoring press, compared it to the fabulous 300SL. And that was always going to be a no win situation.

B E N Z

Typ 190 SL



Celebrating 60 Years

To fast track development and to keep costs under control, Mercedes engineers did what carmakers do all the time. They dipped into the existing parts bin.

The chassis came from the 180 sedan, as did the front suspension. The independent rear suspension was an existing Mercedes unit. The 1.9 litre four-cylinder engine was derived from the six-cylinder motor found in

the 220 and 300 models. Pumping out just 78kw, the engine delivered just about half the power of the 300 SL. Top speed of the car was 170kph and it reached 100km/h in about 14.5 seconds, which was quick for 1955.

But it was the body shape that caught everyone's eye. And it still does.



Above: Production version of the 190SL. A sporty and handsome roadster, it is only now really starting to appreciate in value.

This car looks right at home on warm summer days gliding along the twisting roads above Monte Carlo or cruising down California's Pacific Coast highway near Big Sur or swinging through the curves of the Great Ocean Road.

Indeed, the 190SL is a car to be seen in, and in many ways, is the spiritual predecessor of the current SLK Mercedes roadster.

Ironically, one of the 190SL's styling motifs was used by General Motors in the 1970s. Take a look at the "eyebrows" over the 190's wheel arches. They turned up on the 1971 HQ Holden, the 1969 Pontiac Firebird and '71 GTO.

Prices of the 190 SL have accelerated in recent years, as the 300SL reaches into the millions. In the USA it is now heading towards \$A200,000. In Australia they rarely come on the market.

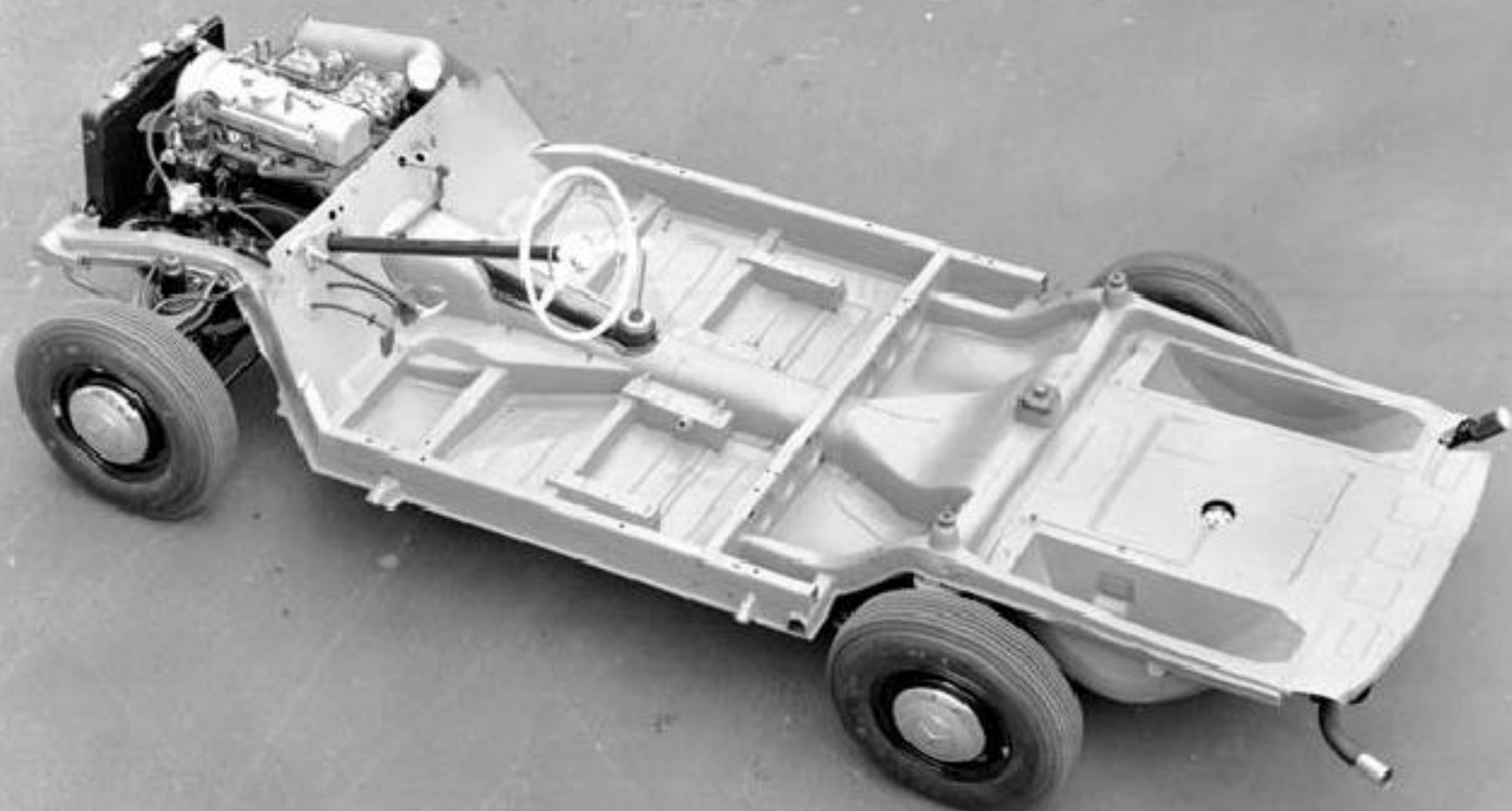


Compare the prototype 190 SL, above, with the production version below.





The prototype was shown at the 1954 New York auto show, along side of the 300SL. It was based on a shortened sedan frame (below left). The prototype differed from the production car in a number of areas including: rear mudguards, cowl height and front mudguard shape. The grille shape was also changed and the bonnet scoop eliminated.





The 190SL was overshadowed by the 300SL. Here the 300SL is on a turntable while the 190SL makes do in a lower, stationary position.



190SL advertising has always been about carefree escapism and wind blown hair.



Retro



Racing



A wonderful overhead shot of one of the Datsuns which competed in the 1962 Total International Rally, getting sideways through a corner. The driver is Ewald van Bergen and the navigator is Hennie Steenkan. They won the one litre class and finished second overall. Not a bad effort in the tiny Bluebird. Images courtesy of Nissan.



Above: 1939 Mercedes at the Grossglockner Mountain race on 6th August 1939. Hermann Lang is at wheel. World War II would start in just three weeks. Lang died in October 1987.

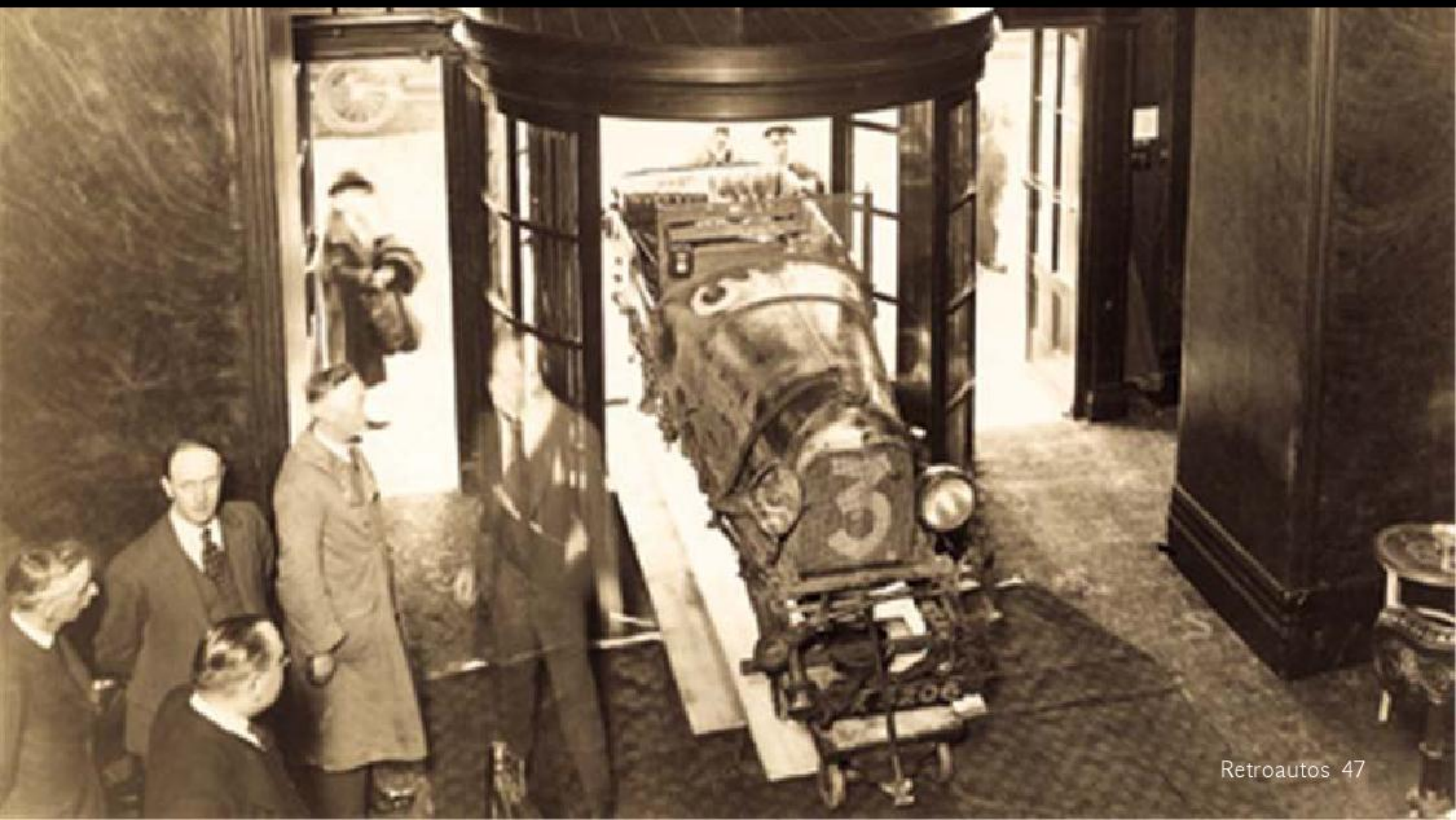
Below: German Grand Prix on the Nürburgring July 25, 1937. This image is taken shortly after the start. Hermann Lang in the #16 is in front of Rudolf Caracciola, who was to win the race.





Datsuns lean into the corners at Bathurst in 1966.

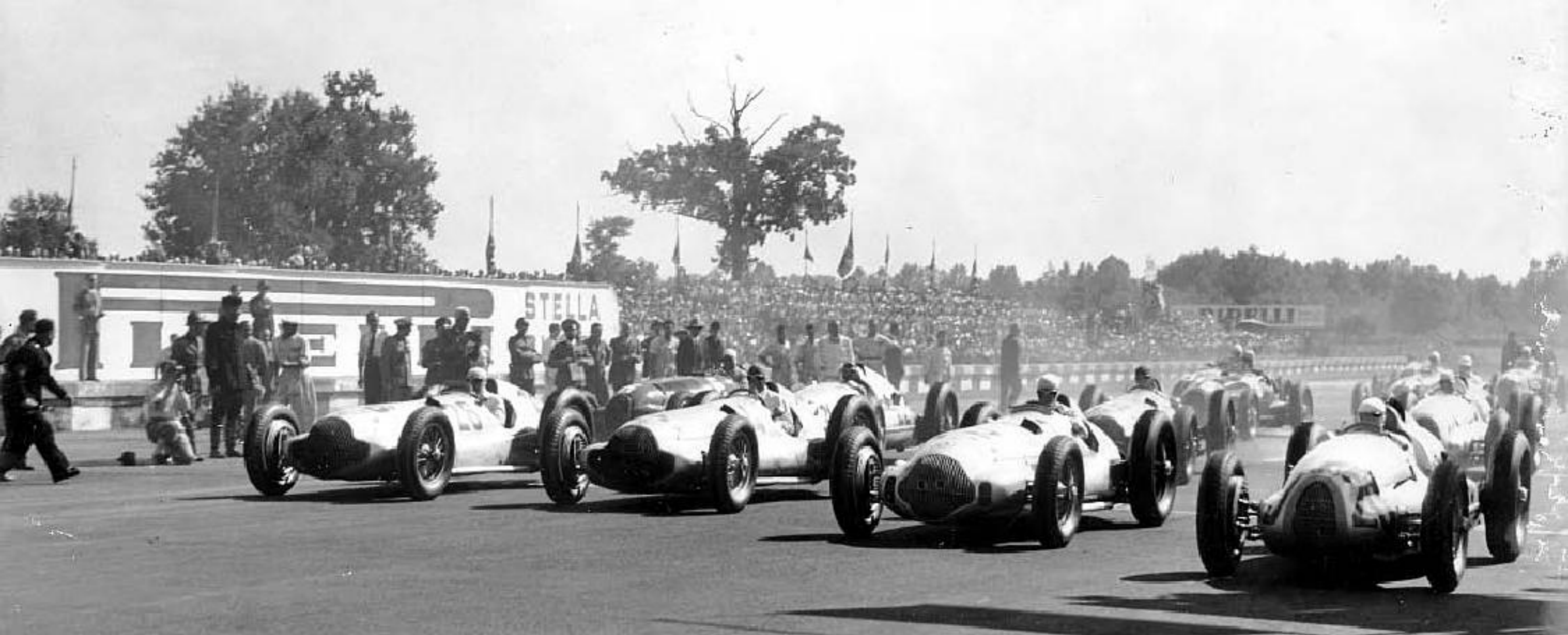
When Bentley won at Le Mans in 1930, the post-race celebration included the winning car being put on display at the swank Savoy Hotel in London. This is how they squeezed it through the front doors. Good job, chaps !





Above: The front row of the Japanese sedan Grand Prix (Class T-VI) is all Prince (Nissan) Gloria. The #39 car won the race, with H. Oishi at the wheel, held at the Suzuka circuit. Below: Third on the grid was the #40. The 1.9 litre six cylinder engine was taken from the Gloria and shoehorned into the Prince Skyline. They added eight inches to the front end of the car to make the engine fit, and a racing legend was born. (Images courtesy of Nissan)





Above: The start of the 1938 Italian Grand Prix.

Below: It was a short lived type of race track, but while it lasted in the 1920s, board track racing in the USA was the most fearsome form of racing imaginable. Below the Culver City track, in Los Angeles, just down the road from the old MGM movie studios. This track was built to replace an earlier version in Beverly Hills, which was bulldozed when the value of the land became too high for racing. The Beverly Hills Hotel now occupies part of the old track site.



The high banked ovals enabled cars and bikes to reach speeds of almost 200kmph. One track in New Jersey was only an eighth mile in length but had 45 degree banking. Lap times of under eight seconds were common. While board tracks were cheap to build, the maintenance costs were prohibitive because the boards kept coming loose. Plus, these tracks were not safe.

Driver and spectator fatalities were common. Four Indy 500 winners died on the boards. Newspapers started calling them the "murder-domes". Then came the great depression and all eventually closed.





Bob Christie and Bede Hollis at the Newcastle Motordrome, 1973.





Turn nine at Riverside in California. Glenn "Fireball" Roberts leads Skip Hudson and Dave MacDonald in the 1964 NASCAR race. Roberts claimed 3rd place at the finish, Hudson 8th and MacDonald crashed out for a 24th place ending.

Phoenix Raceway 1964 FIA Grand Prix





In your face ! A 6th placed Dick Jensen in his Allan Green owned Cheetah laps Dick Guldstrand.
(Images courtesy of The Henry Ford)



Above: The Cheetah was the work of Californian Bill Thomas who wanted to “out-Cobra” the Shelby Cobra with GM parts and engine. Oval track car builder Don Edmunds designed and built the car. It had drum brakes, which put it at a distinct disadvantage in longer races.
Below: Eventual race winner Dave MacDonald in the new Shelby King Cobra gets it sideways just after he put Shelby team mate Ken Miles a lap down.





Above: MacDonald gets low on September.
Below: Down the back of the pack George Folmer #16 and Guldstrand sort it out.





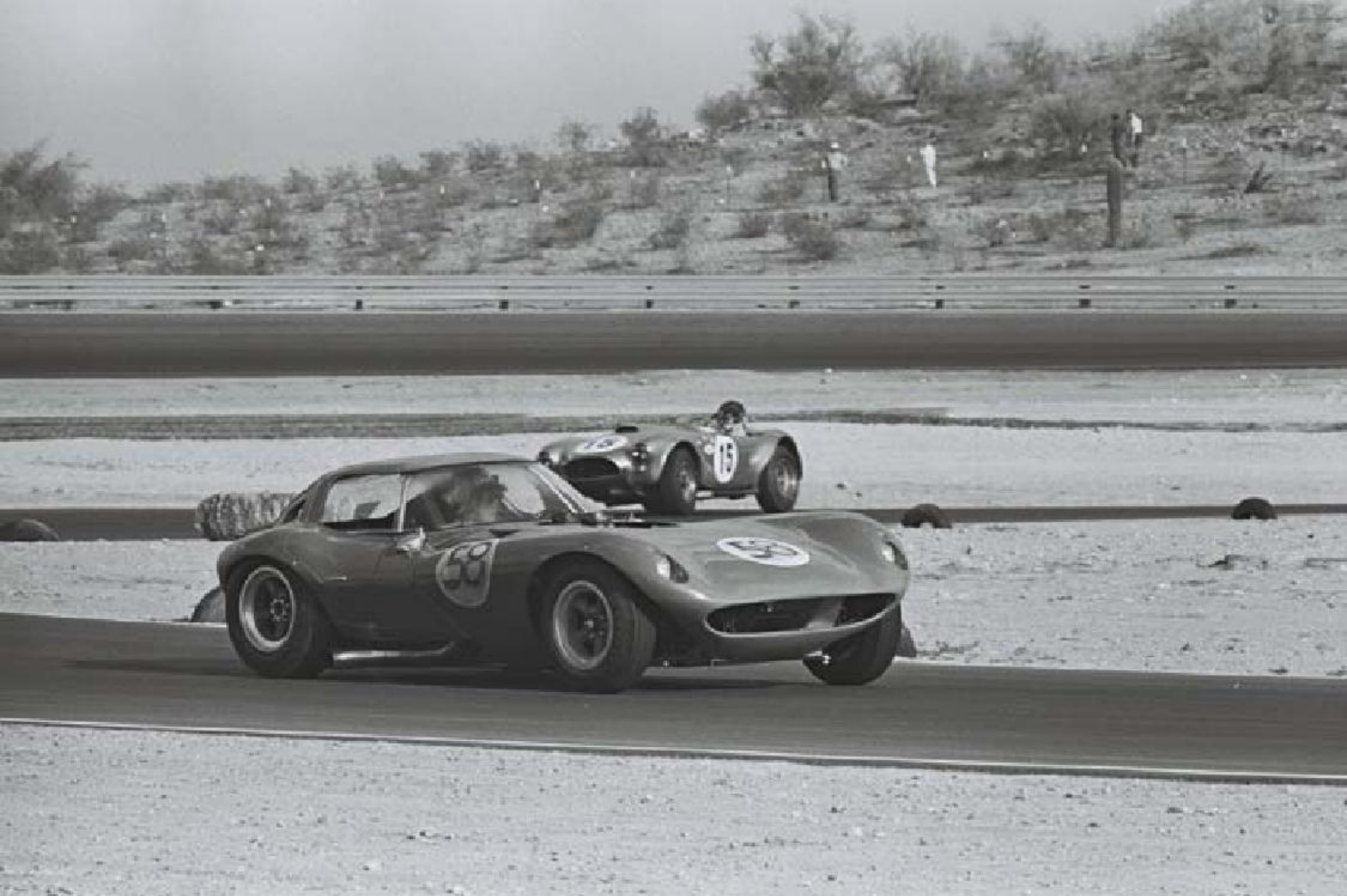
Above: Ray Wolff #3 and Serge May #54 started on the last row of the 32 car field.
Below: Skip Hudson #9 is running second to MacDonald, and is about to lap Ferrari mounted Tony Settember





Above: Joe Freitas in the Corvette he bought from Dave MacDonald.
Below: Ken Miles sets his Cobra on the oval section of the road course.





Above: Jerry Titus in his Cheetah with Ken Miles closing.
Below: One lap later, Miles has squeezed past Titus, who is battling overheating problems.





Above and below: Two previously unseen images of Carroll Shelby and Dave MacDonald trying out the newly built King Cobra before the Phoenix event. It was a rear engine Ford V8 powered car and derived from a Cooper design.





Past Pages



FJ Holden at 1955 GM Motorama



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FJ Holden

Vauxhall

Cadillac Eldorado Brougham

Every so often, we will re-run a story from an early edition of Retroautos, so that those who have only recently joined our readership can catch up with what we have been doing.

The 1955 GM Motorama was crammed full of the company's latest models and dream cars. The Oldsmobile and Buick four door hardtops were shown for the first time. Next to them was Chevrolet's 50 millionth car, a gold Bel Air coupe.

The dream cars included the Buick Wildcat III, Pontiac Strato Star, Chevrolet Biscayne, La Salle Roadster II, Oldsmobile Delta, La Salle sedan and the Cadillac Eldorado Brougham. Sleek and gleaming, they showcased GM technological and styling innovations.

But wait, what is that familiar shape mid photo. Could it be an FJ Holden. Yes, it is! What's it doing there?

Boasting white wall tyres, pink paint and a white steering wheel, there sits a 1954 FJ Holden. It is part of GM's Overseas

divisions showing their wares to the American public. On the far right of the photo is an olive green Vauxhall. An Opel was also part of the show.

We believe only three official images of the FJ at the 1955 Motoramas were taken. The colour pic was snapped at the Boston version of the big show, while the black and white ones were taken while the Motorama toured American cities.

The FJ has stainless steel mudguard protectors and wheel trim rings. The interior is two tone. The white steering wheel can be seen quite clearly. It also has front turn indicator lights, which means it might have been used in the USA and tested on public roads.

Despite plenty of research, very little is known about the FJ at the Motorama, how it got there and who was responsible for its colour scheme and trim. It remains a mystery. On the following pages we take a look at some of the dream cars that were displayed along side the FJ.



Above and Below: The FJ, Opel and Vauxhall in the GM Overseas section of the 1955 Motorama.



Eldorado Brougham



Below: Eldorado Brougham clay model.



The Cadillac Eldorado Brougham previewed Cadillac's 1957 styling, and the 1957 production car of the same name. The iridescent colour was a special mix called "Chameleon Green". The car is believed to have been crushed when its show life ended.

Below: The Eldorado Brougham has centre stage at the Motorama display in New York City.





La Salle II Sedan

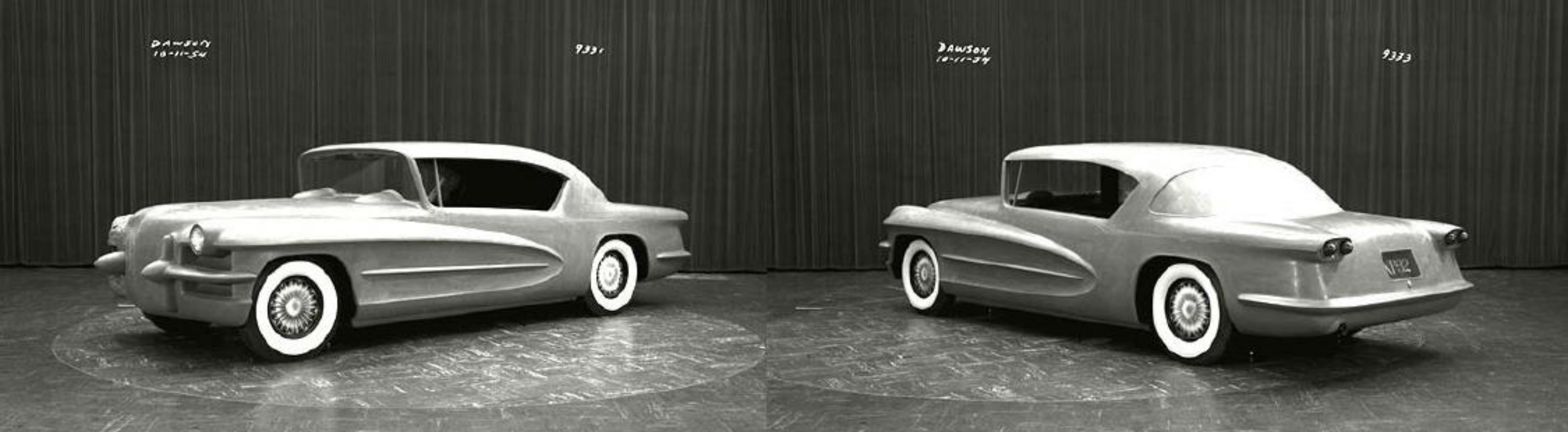


The La Salle II Sedan was yet another Cadillac dream car, harking back to when the marque was a less expensive companion to the Cadillac. The sedan and its Roadster sibling shared styling cues. Both ended up in Warhoops junk yard in Detroit, and were

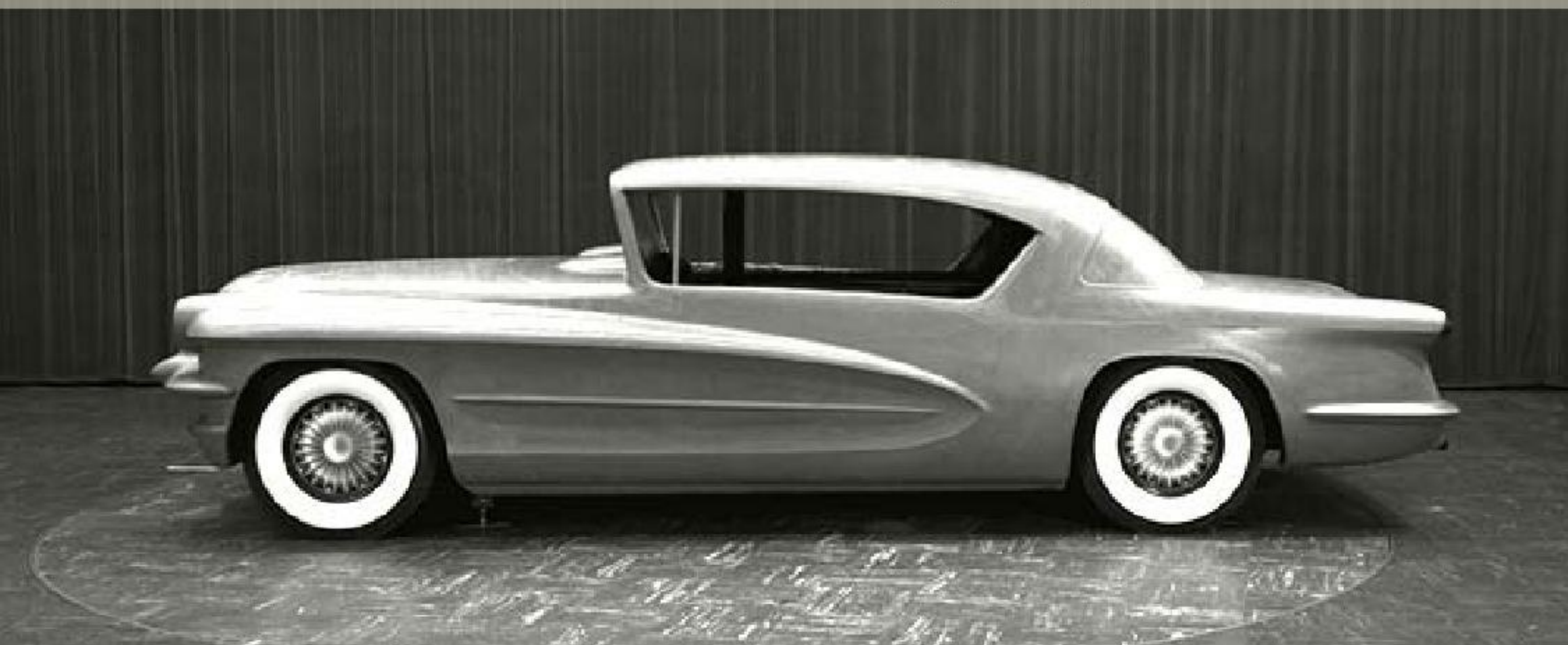
supposed to be crushed. But the junk yard owner hid them away. They were bought in 1988 by dream car collector Joe Bortz. His web site is: www.bortzautocollection.com.

Inset: The salvaged LaSalle at the 2013 Amelia Island Concourse de Elegance.





La Salle II Sedan proposals



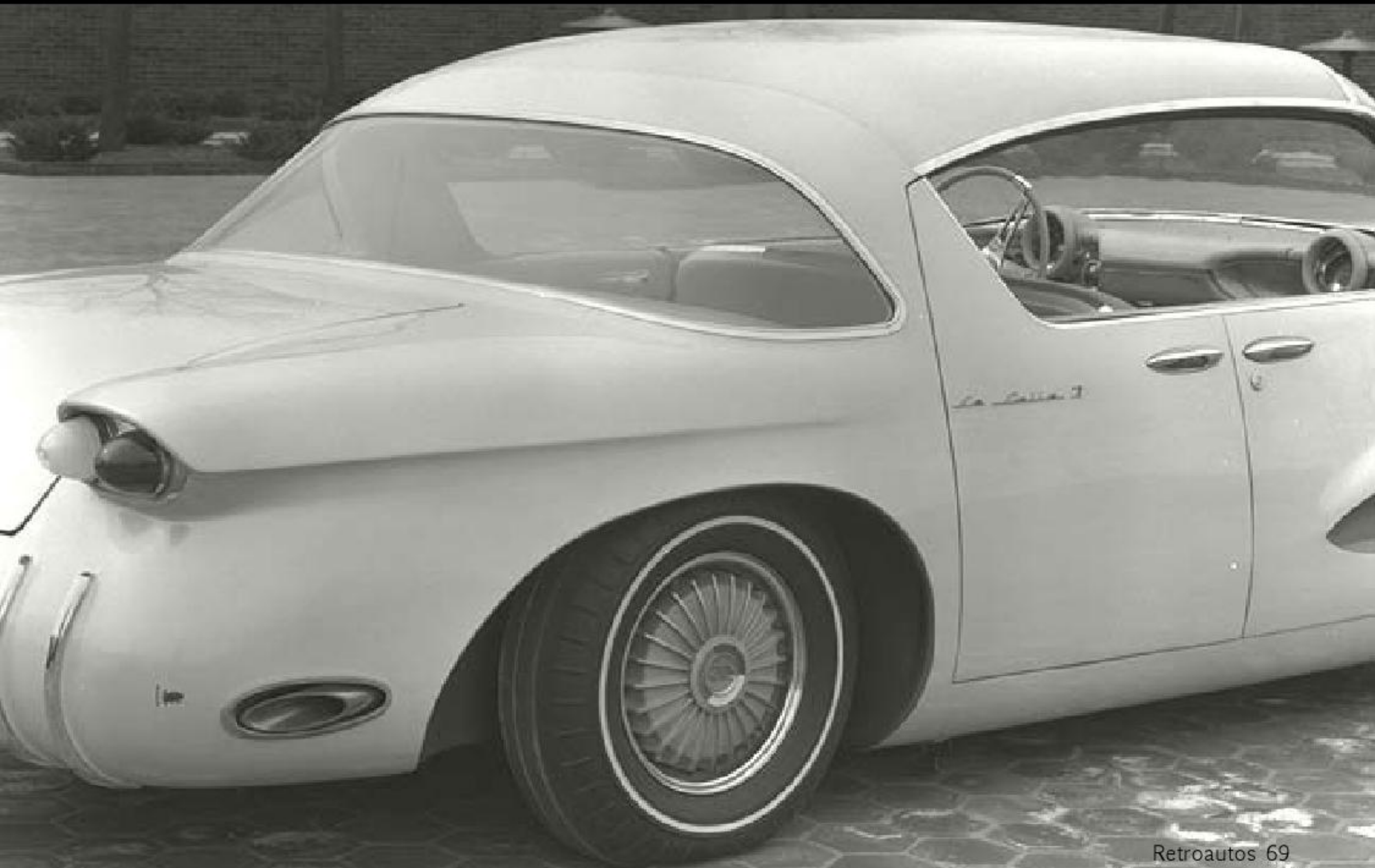
Above: From GM's files come these images of the first proposal for the La Salle II sedan. Note how the front windscreen shape differs from the final version, seen below in clay form. The wheel opening shapes differ as does the size of the wrap around of the rear window. The side contours are less pronounced on the final proposal, and would go on to be used in the 1956 Corvette.





DAYTON

The clay La Salle, above, and below, the finished car. The car sat on small, 33cm wheels which helped it achieve its ultra low profile, at just 1.2 metres high. The finned brake drums were an integral part of the wheel rim.. The car was styled by Carl Renner.





La Salle II Roadster

Standing only a mere 1.1 meters high, the La Salle Roadster sat on a 2.5 metre wheelbase. At the time it was said to be powered by an aluminium V6 (as was the sedan), however the engine had no internal parts. In its restored form it is powered by an electric motor. It pictured above at Amelia Island in 2013.

In this photo, taken on 20th December 1954, the La Salle's fibreglass body is being built at GM's secret experimental workshop. Time was tight as the car was scheduled to be shown at the Motorama in New York, opening on 20th January 1955.



MADLER
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Above: The clay model of the interior of the Roadster.

Below: The real interior. This photo was taken while the car was being loaded onto its car carrier. Note the rope on the floor, which was used to tow the car around, as it had no working motor.





The other GM division dream cars for 1955 are pictured here and on the next page. Above: Pontiac Strato Star. The roof above the doors lifted up when the doors opened. Below: Buick's Wildcat III. With a red body and red leather interior, it is a stunner. The boot lid is hinged at the back, and the lid incorporated the top half of the rear mudguards. The boot's shutline runs along the rear mudguard just above the chrome "sweep spear" trim. The convertible is believed to have been crushed in the late 1950s.





Above: Oldsmobile Delta 88. Standing a mere 1.3 metres high, it was a full four seater. The wheel wells were stainless steel. It went to the crusher along with the Strato Star.
Below: Chevrolet Biscayne, another low slung sports sedan, with suicide doors. This car was also found at Warhoops junk year and has been restored by Joe Bortz.



Retro Ads



BUPE

Celebrating the Art of Automotive Advertising



R 5-PASSENGER 4-DOOR RIVIERA, MODEL 55, 127-IN. WHEELBASE, 235 HORSEPOWER

VALUE

The measure of value for 1959 has already
been set: room and comfort plus economy. Toyopet offers
four-door entry convenience...the
comfortable ride of a big car...and
still, Toyopet is inexpensive to
operate and maintain. This is
value unattained in any other
automobile...regardless of price.

WORLD'S GREATEST AUTOMOTIVE VALUE



TOYOPET

CROWN CUSTOM
SEDAN FOR

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*Ask the man
who owns
one*



PACKARD



They're Oldsmobile Originals...the Hardtop

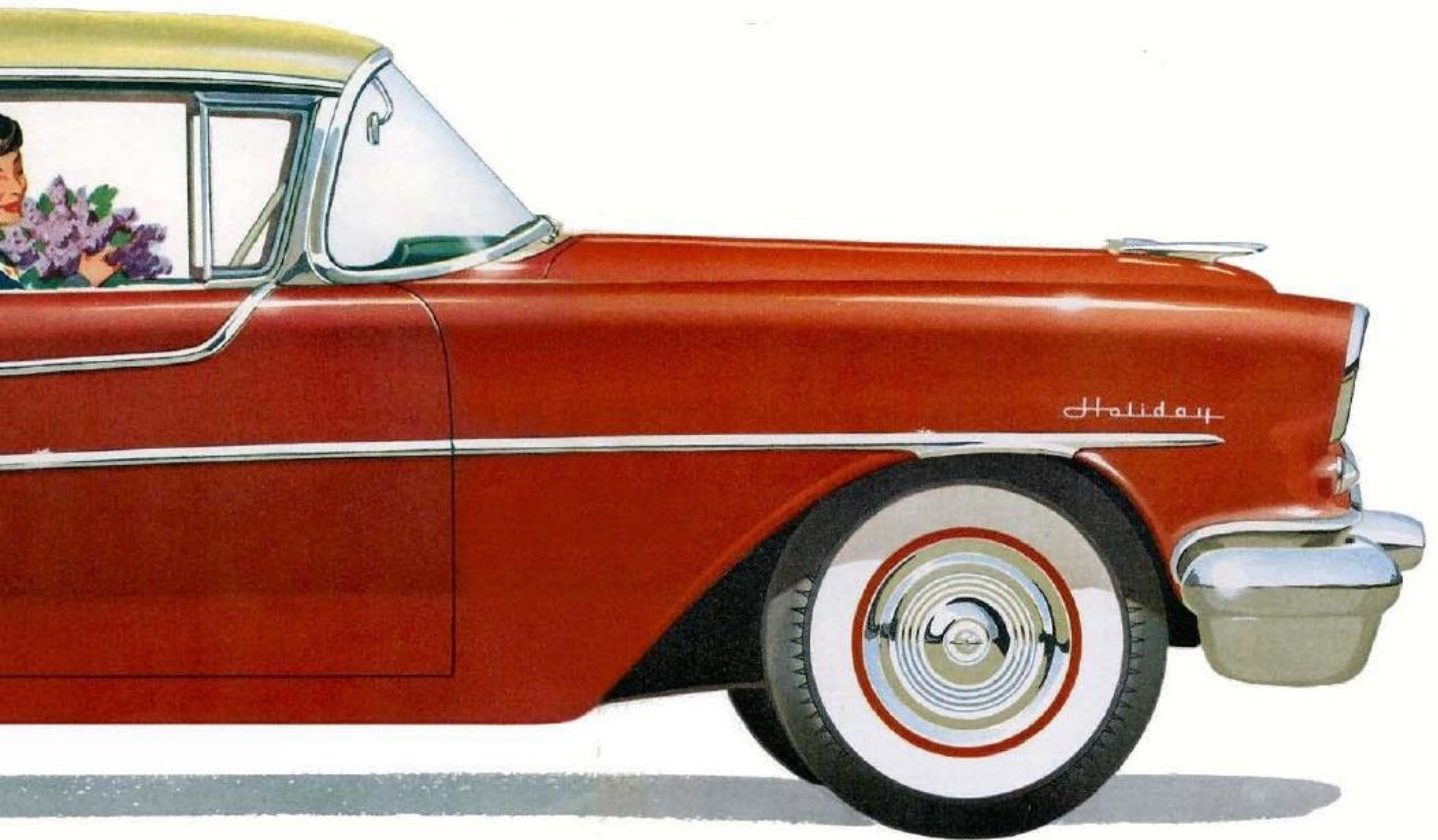


THE "88" HOLIDAY SEDAN

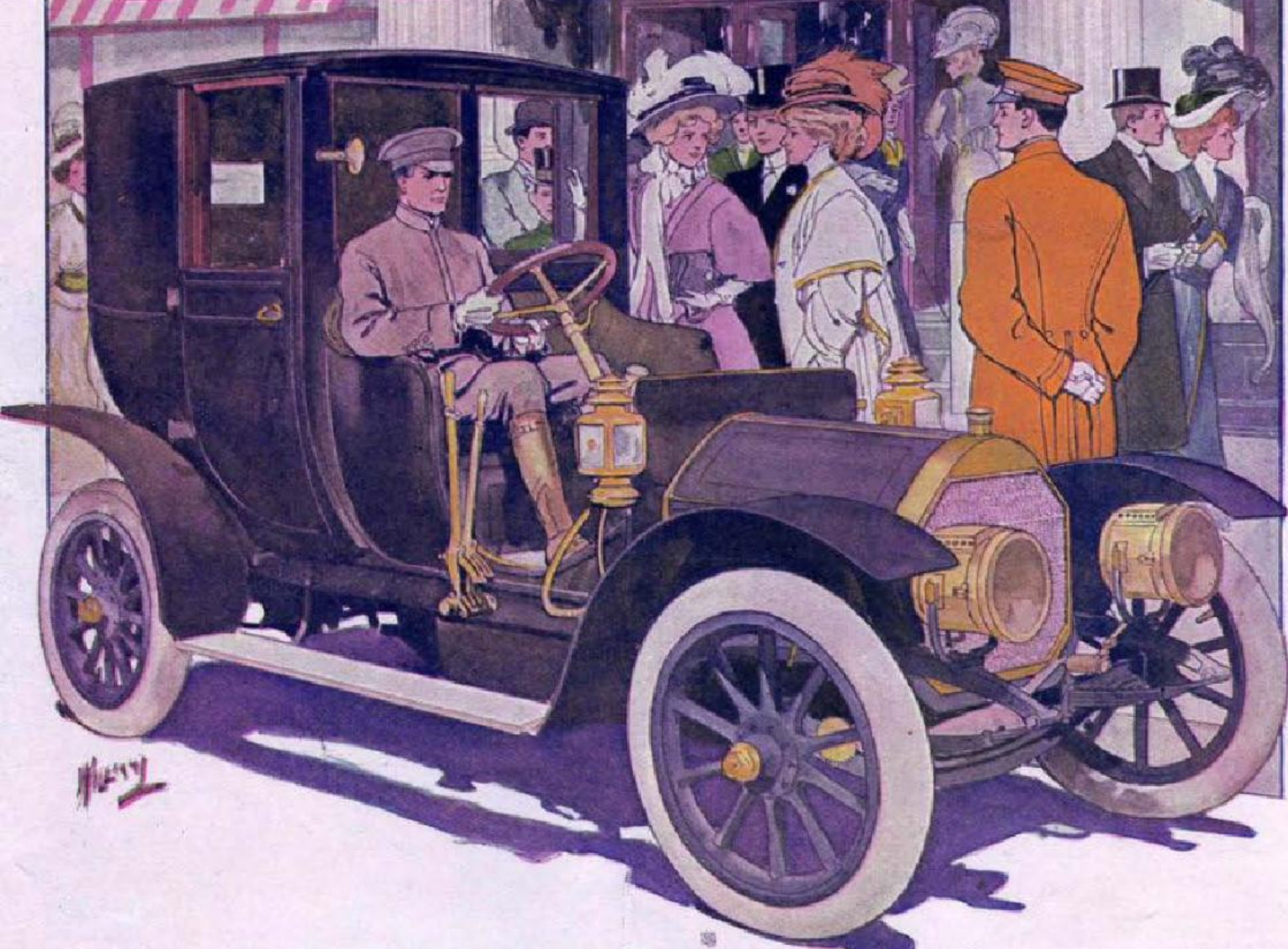
Hits of the Year !

COMBINING HOLIDAY GRACE WITH 4-DOOR SPACE

Perhaps you sensed that the day was here for another sparkling achievement from Oldsmobile! As you look at these Holiday Sedans, you see that a new idea—a *dream* idea—is now solid fact. So look . . . then look again! You can have the glamor of a hardtop, the comfort of a 4-door—plus the thrill of new "Rocket" 202 power!



The Pierce Arrow



PIERCE ARROW ENCLOSED CARS

We offer for the coming season four types of enclosed cars of the following horse-power and prices:

	24 H. P. 4 cylinder	36 H. P. 6 cylinder	40 H. P. 4 cylinder	48 H. P. 6 cylinder	60 H. P. 6 cylinder
Landulet	\$3950	\$4600	-----	-----	-----
Brougham	3900	4550	-----	-----	-----
Landau	-----	-----	\$5500	\$6200	\$7200
Suburban	-----	-----	5400	6100	7100

These are built on the same chassis as the Pierce Arrow Cars which made perfect scores and won the Trophies in both the Glidden and the Hower Tours.

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Retroautos 80

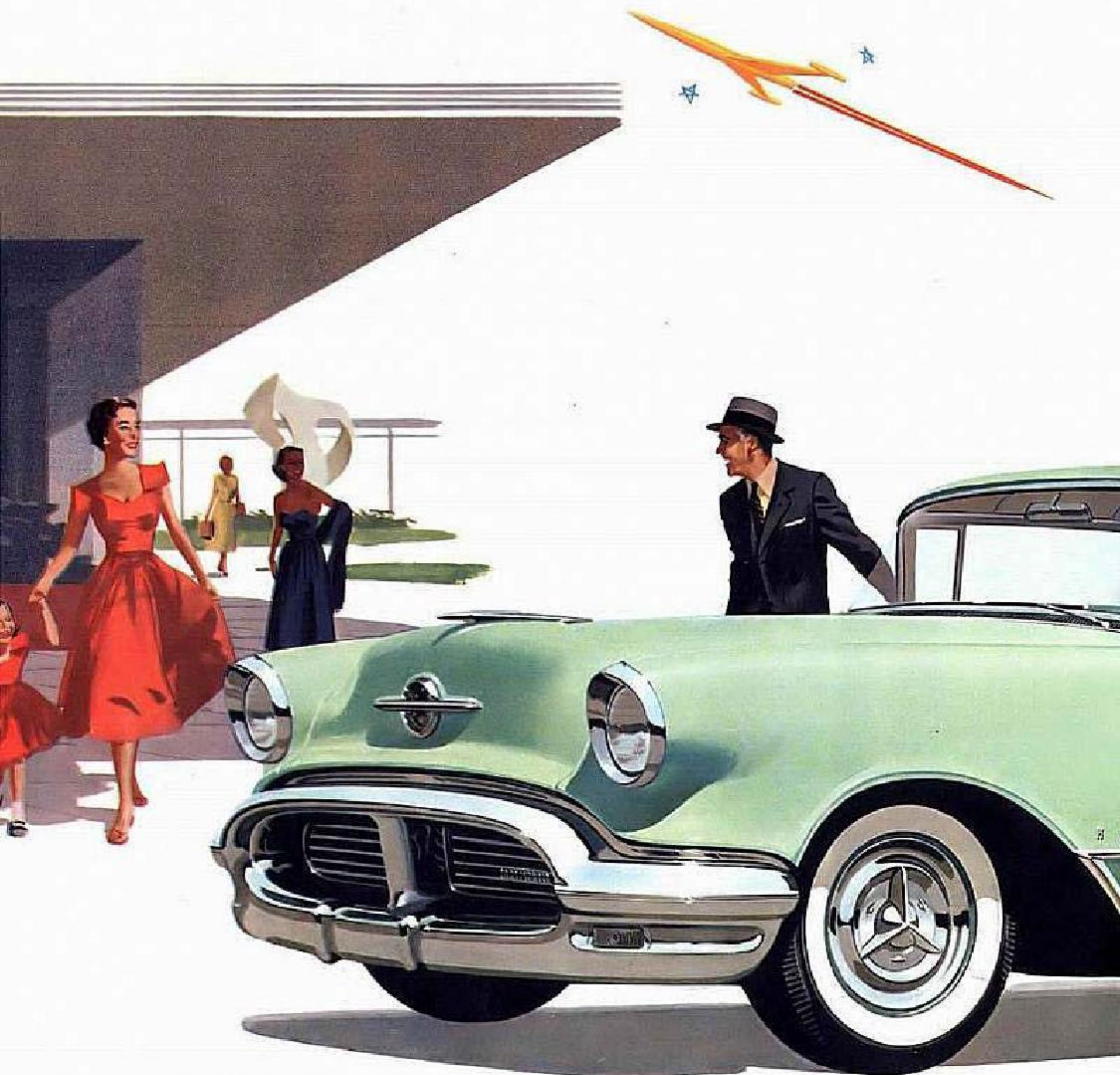
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THE GEORGE N. PIERCE COMPANY, MEMBERS OF THE A. L. A. M., BUFFALO, NEW YORK

NINETY-EIGHT DE LUXE HOLIDAY SEDAN



All's clear from panoramic
windshield to rear support columns.
There's full view for driver and
passengers alike . . . with beauty
and comfort that know no bounds!



The full meaning of "The Fine Line of Distinction" is nowhere more apparent than

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THE INEVITABLE VOGUE OF THE EIGHTS IS HERE; AND IN THE FOREFRONT, THE BEAUTIFUL HUPMOBILE STRAIGHT-EIGHT, INEFFABLY SMOOTH AND SILENT IN PERFORMANCE

BEAUTY, COLOR OPTIONS, LUXURY IN SEVEN ENCLOSED AND OPEN BODIES \$1945 TO \$2595 F.O.B. DETROIT, PLUS REVENUE TAX

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Stevens-Duryea

Model AA
Six-cylinder
Torpedo
43.8 H. P.



Look for this
on the radiator
and on the hub



FOR supreme satisfaction in touring: the Stevens-Duryea Six. With its "unit power plant" mounted on "three points," it has the maximum of power efficiency, the minimum of friction and strain, and a motor flexibility that is truly delightful.

Stevens-Duryea Company, Chicopee Falls, Mass.

Our booklet about "three-point support" is really interesting—and different. Mailed on request.



Here's the new Hit in Hardtops



-the 4-Door Riviera

EVEN BEFORE its first showing by Buick dealers just a short time ago, this new kind of automobile was generating plenty of public excitement.

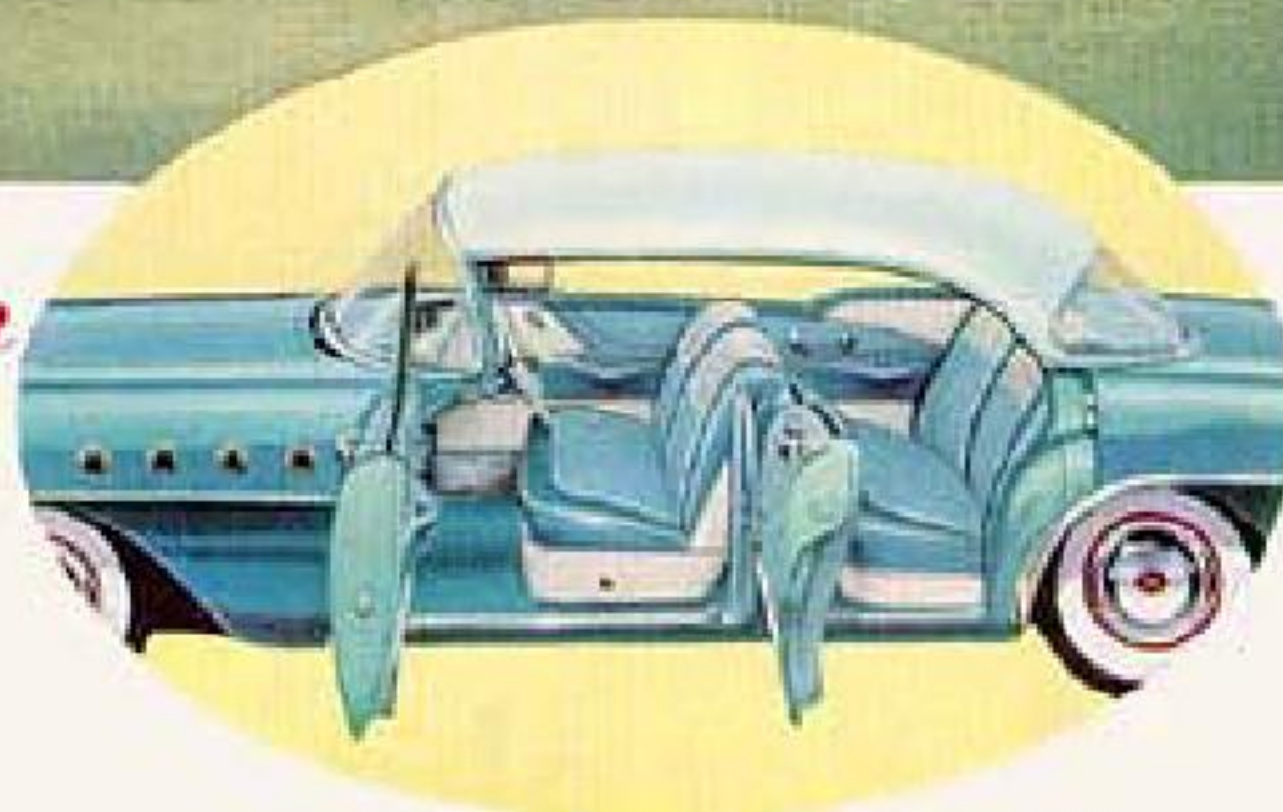
Now that it is in full production—and on display—and already in the hands of many eager buyers—the 4-Door Riviera by Buick is the biggest thrill in a whole line of thrillers.

It's no wonder—when you consider that this is the car so many folks have been asking for.

A true hardtop, with the sleek and racy look of a sporty Convertible—plus the steel-roofed safety of stout metal overhead—plus the complete absence of center door posts above the window line to give you a completely unobstructed view at both sides...

And a true Sedan at the same time—with separate doors to the rear compartment—with the full convenience of Sedan entry and exit—and with rear-compartment legroom and headroom as extra-generous as a Buick-size family Sedan.

It's the last word in automobiles, this big and beautiful 4-Door Riviera—and a buy on every count.



For it's coming off the line in the low-priced Buick SPECIAL Series, and in the high-horsepower-per-dollar Buick CENTURY Series.

So you get this beauty at easy-to-take prices—with great new V8 power—with traditional Buick room and comfort and ride stability—and with the spectacular thrill and gas-saving economy of Variable Pitch Dynaflow.*

See your Buick dealer this week about the new hit in hardtops—the car that's setting a whole new trend for the industry to follow.

BUICK Division of GENERAL MOTORS

*Dynaflex Drive is standard on Roadmaster, optional at extra cost on other Series.

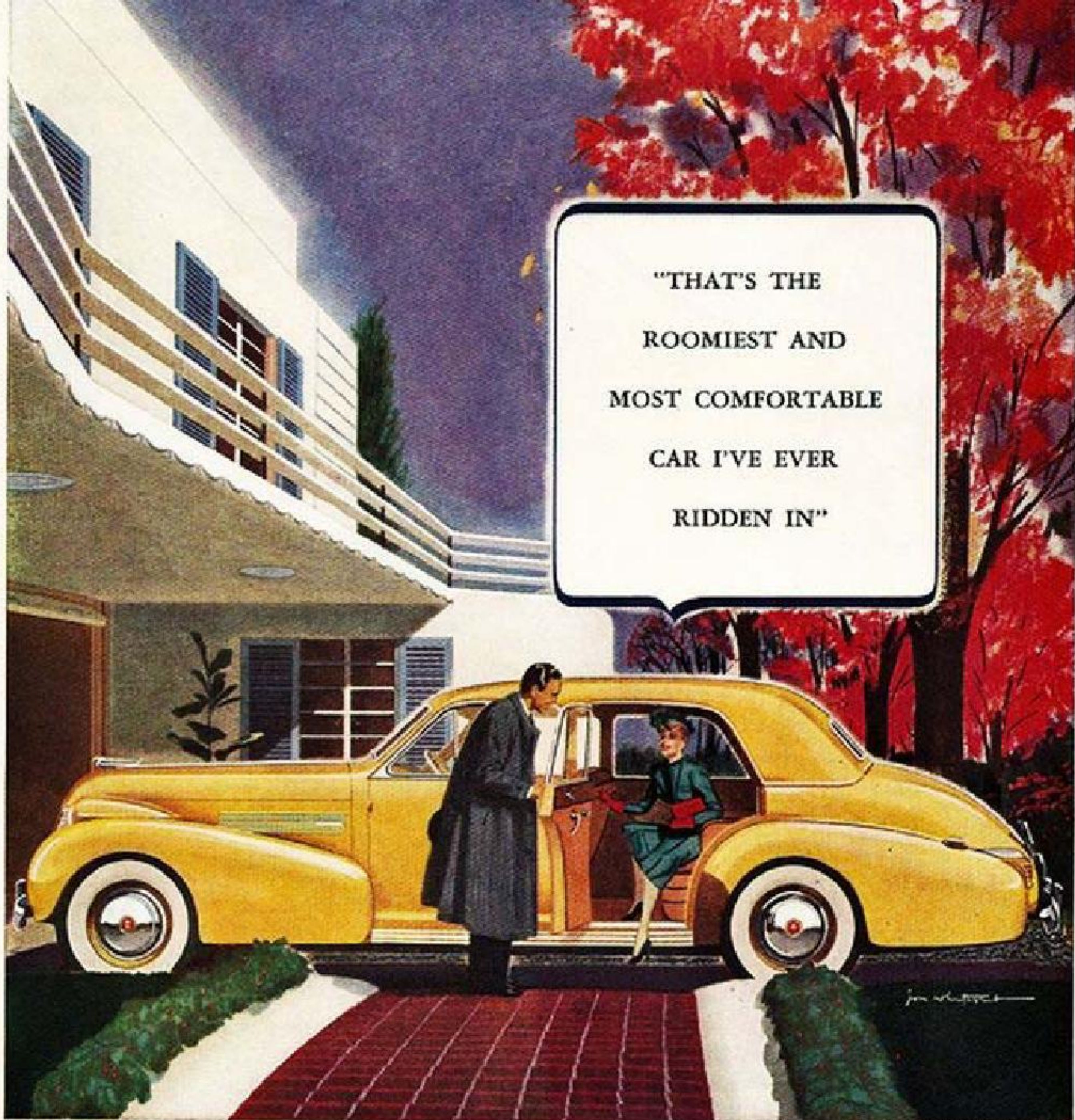
When better automobiles are built Buick will build them.

Thrill of the year is Buick

BUICK 4-DOOR RIVIERA. SEE IT AT YOUR BUICK DEALER. SEE IT AT THE 1957 BUICK SHOW AT THE NEW YORK CITY MUSEUM.







A GENERAL MOTORS VALUE

THE NEW

CADILLAC

Sixty
SPECIAL

THE MOST DISCUSSED CAR OF 1938—the brilliant Cadillac Sixty Special—has gone even farther ahead for 1939!

Of course, it was inevitable that a car so decidedly superior should have imitators. But to this day, no car even remotely approaches the Sixty Special—either in how it looks or in what it does.

The unusual width of its doors and seats—the low center of gravity—the extra vision afforded by its narrow pillars—its fine roadability and handling ease . . . all combine to make a ride in the Cadillac Sixty Special a remarkable experience. People who

drive it, even for a few miles, are generally restless until they own it.

If you want the *newest* car in existence—and the most *satisfying* as well—get a Cadillac Sixty Special.

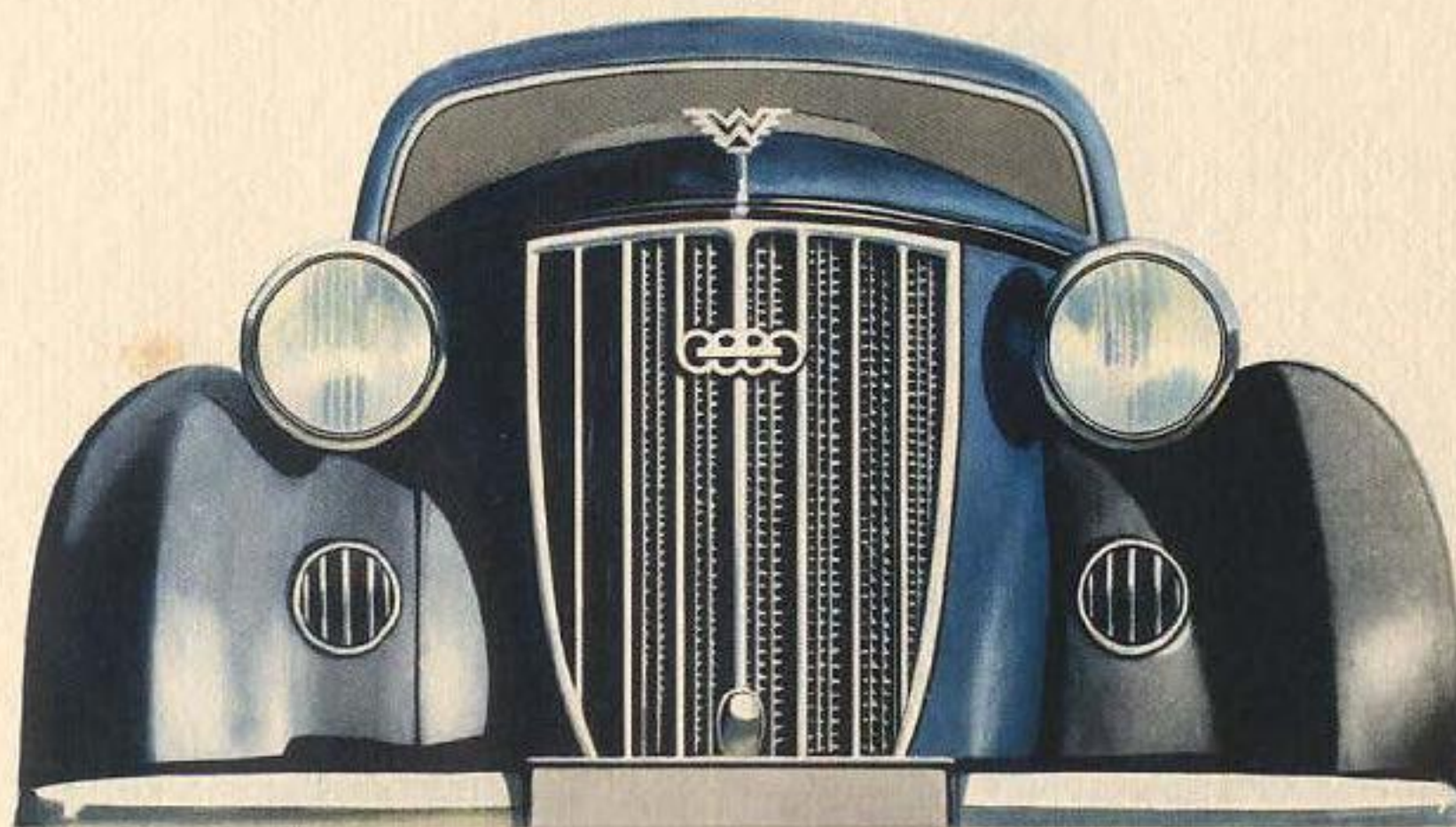
Also, see the new Cadillac Sixty-One—the lowest-priced Cadillac for 1939. Its remarkable performance and luxurious riding comfort make it a worthy companion car to the famous Sixty Special. Your Cadillac dealer will be happy to demonstrate both cars at your convenience.



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RetroCarPark

Classic cars we have seen on the street. If you spot a classic at the kerb, send the photos to david@retroautos.com.au.

Below: Model T Ford taken by David Whyte at Albany WA





Two more from Albany WA, by David Whyte. Below is a Buick Riviera. We are not sure of the make and model of the blue car, above.



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PROTOTYPES

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