



# ***Torqueback***

OFFICIAL MAGAZINE OF THE CHRYSLER CAR CLUB OF SOUTH AUSTRALIA



## **TIME MACHINES**





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CHRYSLER CAR CLUB OF SOUTH AUSTRALIA INC

# ***Torqueback***

JULY - SEPTEMBER 2014



All correspondence should be sent to:  
The Chrysler Car Club of South Australia Inc.  
PO Box 240  
Greenacres SA 5086

General Meetings are held every second Tuesday of every month at:  
Model T Clubrooms  
Port Road  
Croydon  
(directly opposite Officeworks)

Membership Fees

Regular - \$40.00 per year (& quarterly magazine)

Historic Registration - \$50 per year (& quarterly magazine)



G'day. Welcome to Issue 20 of *Torqueback*...

Following our last issue which covered the hundred year history of **Dodge**, I have to confess I had a stack of other Mopar history stuff left over – which I just didn't want to waste. In particular, I also had done some detective work with **Chris Taylor** when he was designing the different cruises for the *Dodge Nationals* weekend. A lot of people have remarked to me how much they like to read this kind of gear – so, I thought I might as well publish all that here again, properly.

Consequently, I call this the *Time Machines* issue. A virtual history tour of Adelaide, plus some more random curiosities of our marque's history!

The birthplace and the spiritual home of **Mopar** down under, Adelaide once was the Detroit of Oz. But it was a dark day for Aussie manufacturing back in December last year when **Holden** finally fessed up that they were closing down. We all knew it was coming of course, and expected the worst. Mind you, us **Chrysler** afficiandos have already been through all that, seeing our marque's demise here – which we now begrudgingly accept. That's why we have the **CCCSA**!

But emotion spilled out yet again as another longtime pillar of SA life fell, as the last Australian carmaker finally went under. So much anger and blame was vented in all directions. I come from the northern suburbs and still have friends who work at Holdens, so immediately all I felt was for them – fearing the impact on the economy out towards Gawler. But if you ask anybody up that way they'll just say "we'll be right, mate". And they will be.

So should we have been so surprised that the parent company made this decision? After all, Holden was just the name of a division of US giant **General Motors**, and it hasn't been Australian owned since the 1940s.

Well, maybe it doesn't matter who owned it. It was still an Australian car, built by Australians who bought food from Australian shops and paid taxes to the Australian government. But then perhaps it's no darker a day than when **Ford**, **Mitsubishi** or even

**Nissan** closed down their operations here. And now **Toyota** are leaving our shores too.

I reckon many confused being surprised with being disappointed and angry at the time last year. Of course it's a big deal – Holden shutting up shop has now marked the end of automotive manufacturing for any make in this country. And you've got to feel for the thousands of people that either are working at or supplying Holden's. With Ford gone, Toyota and Holden might've still continued some sort of auto industry – but now they both have dropped out too, no one will ever be able to afford to carry it on. This will have major effects on this country's economy, culture, enthusiast scene and motorsport for years to come.

Whether you like Holdens or not, Holden does hold a special place in a lot of people's hearts in this country – foreign owned or otherwise. And remember, Holden's was actually where the first Dodges were made. While Ford ceasing its operations was a surprise, sadly Holden's wasn't. In turn, Toyota's exit has since become a foregone conclusion.

Of course, who you vote for determines whose fault this all is.

I don't know.

What I can tell you is that it sickens me to see the latest pics of a new **Statesman** made in Southeast Asia badged as a **Buick**. Or our components forced to go to a new car industry starting up in Indonesia!

Folks blaming one side of politics or the other for this drama are being simplistic. There's enough blame to go around for everyone. The bottom line is that Australians are just buying other brand cars today. Typically SUVs which are just disposable 'things' now. All these horrible new cars look like electric shavers – and they're simply commodities of an international world market – just like fast food and mobiles. You use them up, you don't keep them and you certainly don't appreciate them as artefacts – or pieces of history and exhibits of design technology – like we do, in a car club.



The biggest tragedy is the end of the line for our national automotive identity. Our culture. We should be fiercely proud of the cars we built. When I was a kid, I first fell in love with Valiant hardtops, and admired the HQ **Monaro** and XB/XC **Falcon** and **Landau** coupes. But things have changed. Values are different now.

Picture it; the year is 2020. I am in the market for a new car. I want a V8 manual wagon on gas, that handles well and sits low – but my only choice? A **Kluger** or a **Prado**?

If you must get something new, at least buy a **Jeep**!

Mate, it's hard to treadwater with all the polliticking. The truth isn't always the whole truth, and we really only get to see and hear what is convenient and profitable for a select few. You can't believe everything you find on the internet either, for exactly the opposite reason – although at least it's still reasonably free from corporate and government tentacles. For now.

Just look after your car.

And keep the faith.

Cheers,  
**Dave H**







Hi all, welcome to the last *Radical View*. Yes, my final President's report!

The decision to step down from the role that I have enjoyed so much has been very difficult, but my health and business require me to simplify things to avoid self destruction.

I have owned and operated my small business for 17 years now. I still work an average of 75–90 hours per week which has always made my CCCSA commitments quite difficult. Recently my business has expanded substantially to become one very complex outfit to operate. Consequently, I've been struggling to meet commitments and deadlines for the car club. My apologies.

2014 has also started off to be the second worst year of my life! Relationship breakdown, major fire in my rental which was demolished, and a month later a brand new **Jeep** and a **Fiat** both crashed into my commercial property causing serious structural damage – which means that I need to move the entire business operations elsewhere to enable rebuilding.

But there is much more that I will not go into here. So I need to take a break to try and get things under some sort of control.

I first joined the club in January 1992! That puts me at 22 years a member of the CCCSA. I still have a copy of my first club newsletter / magazine – it has members' names, phone numbers and the cars that they own listed. I was listed at member number 36 being the latest member to join at the time of printing. There are quite a few familiar names amongst the membership listing.

Before I was President, I was one of the guys sitting at the back of meetings throwing a few jokes around and trying to entertain. Then at the AGM in 2006, **Adrian Cummings** stood down as President. There were no nominations for president and the meeting sat in silence wondering who could be the next president, when **Danni Meter** nominated me for the position of president as a bit of a laugh! When we all stopped laughing – I was the new president.

From that day forward I have been involved with some substantial growth and milestones for the CCCSA and I have really enjoyed the 8 years as President.

Firstly, the move of general meetings from the clubrooms at Seaton to the current clubrooms on Port Road Croydon. *All Chrysler Day* progressing from a simple static show at Gleneagles Reserve to Lockleys where we introduced a 2 day show and the first Mopar MegaCruise from the show venue – which has since regularly attracted over 200 cars every year. And now at Urrbrae, where in March 2014 we held the huge *Dodge Nationals* centenary celebration – inviting contributions from the **Chrysler Restorers Club of SA** and the **Dodge Brothers Car Club of Australasia** – which was very successful. The result was a first class event which I was so proud to be a part of!

My other highlights as president include organising many magazine photoshoots with **Street Machine**, **Chrysler Action**, **Australian Musclecar** and **Unique Cars** along with our own production, planning and distribution of a colour calendar featuring members' vehicles. I am also very proud of our fantastic quarterly magazine that is put together by **Dave Heinrich** and I believe that **Torqueback** is the best car club magazine in the Southern Hemisphere!

The membership, historic registration numbers and the bank balance have grown substantially during my tenure and I feel that I am leaving the presidency with the CCCSA in a very strong position.

I have concerns about the longer term future of the club due to the increasing average age of members, and I would love to put some sort of policy in place to address this potential future membership shortfall by encouraging young people to participate.

I also would like to take this opportunity to thank all the amazing committee members that I have worked with over the past 8 years. You have all done such a great service to the club and should be proud of yourself. To all the regular members, I thank you for your friendship and willingness to chat about the best cars ever made – after all, it's the social interaction that makes this all worthwhile.

Personally, I now wish to concentrate my efforts on my own collection of cars – which now amounts to 53 vehicles, with only a quarter of them roadworthy. I am currently in the process of relocating up to the family farm homestead in the Mallee, so I probably won't be around as much in the future. But the CCCSA, All Chrysler Day and all of you friendly members will never leave my heart!

See you on the road,  
– Raddy

Inaugural member and former president **Ian Whitmarsh** recently posted this photo on our Facebook. A banner from the early days of the club.





Hi everyone.

Well by now you all probably would've heard the very sad news of the passing of our friends and fellow members **Tom Davies** and **Moses Kominoglou**. Tom was one of our historic registrars for many years and both will be sorely missed. The CCCSA wish to express their sympathy and condolences to their families and friends. Please see page 35 to read more on Tom and Moses later in this magazine.

Okay, that wasn't the way I wanted to begin what could possibly be my last *Sales Pitch*. I'm saying that as, at time of writing, the *AGM* hasn't occurred and there will be a new committee elected.

Which brings me to the other not so happy news. Our current President **Andy Radloff** and Events Coordinator **Jason Rowley** won't be seeking re election due to work and personal commitments. Pity; their contributions have been gigantic and they have left big shoes to fill. So, well done from me and all the best for the future. Not that there's an abundance of happy times to report on.

It seems we've gone from 45 degree afternoons to 4.5 degree mornings with more rain and flooding than Noah went boating in. That, combined with near cyclonic winds, doesn't make for pleasant Mopar cruising, so there weren't many cruises on offer. Hopefully, this will all change in the coming months and we will be able to enjoy our cars. Without discovering their wet weather handling and/or their abilities to keep water outside – and not helping to wash the interior carpets.

We have had good times though.

The *Historic Inspection Day* was one of the best I can remember and the weather gods smiled benignly down on us. Just as well, as the day we usually chose for this event was as close to terrible as was possible; with near Antarctic temperatures and rain that was pushed horizontal by gale force winds. The 'production line' worked perfectly with minimal queues and much socialising. Again, my thanks to those who gave up their Sundays to volunteer on the barbecue, assist with the administration and processing of historic registration. I do have one comment on this, though. We gave enough notice in advance so phone calls three weeks after the day with demands that our UNPAID inspectors come out to them aren't really acceptable. Right, end of soapbox rant – and on to more happy times.

It has been good to see that our meetings are being well attended, despite the weather. I mean; ducks in the car park? Still, it's good to see that more of our members are making a commitment to being part of what goes on in our club.

Then there was our somewhat unique *Midyear Dinner*, this time at the **Bombay Bicycle Club**. What a great night it was, too. Thanks to **Steve Lawler**, I learned so much about boating and fishing and am particularly looking forward to seeing his photo of the dolphin.

I also learned a valuable lesson; that the rest room doors are heavily camouflaged to match the walls and, if by mistake, you find yourself in the handicapped



section, getting out is a real adventure as there is an electronic release with the button not where you'd expect it to be. Great meal though and an equally great atmosphere. (Loved the sounds of the jungle). And, sorry **Dave**; that palm tree definitely wasn't real. Nevertheless, the night consisted of great company, much laughter, the already mentioned great food and all in a venue that was different from usual.

Anyway, that's about it for me. May I offer my congratulations in advance to those who will form the new committee and look forward to fresh ideas and new directions.

Happy Moparring.  
– **Hugh**

Time machines for 100 Years of Dodge. Now: the most recent 2014 **Dodge Journey** and Then: a 1927 **Dodge Tourer** alongside each other at All Chrysler Day this year.





## IN THE BEGINNING...

**Tobias John Martin Richards** was one of the first wagon builders in South Australia. Trading at suburban Unley as a blacksmith since 1855, he began making horse-drawn carriage hardware and fitting out coaches. The first vehicle of any description he designed would be the 'King of the Road' sulky. By 1885 his smithshop was flourishing and outgrew larger quarters at 34 Price Avenue, West Mitcham – where he set up as **T. J. Richards & Co., Wheel Wright & Coach Builder**, until around 1899.

In 1885 Richards opened a second premises, a small coachbuilding shop in Pulteney Street, Adelaide which would later become his showrooms. Expansion accelerated and from 1901, Richards, was building carriages and buggies at West (today Lower) Mitcham, as well as at a whole new factory nearby at Hindmarsh Square in the city. In 1913 the enterprise, renamed **TJ Richards & Sons**, began manufacturing motorcar bodies, with Tobias recruiting his sons' assistance. Although the *Model T* had already been imported to Australia by ship in the east, this was a pioneer firm in native auto manufacturing in South Australia, pre-dating rival **Holden's** by four years in building bodies.



The fledgling **TJ Richards & Sons**, circa 1885. From a humble blacksmith shop in a paddock at West Mitcham, TJ Richards would one day become renown horsedrawn carriage makers and eventually coach builders.

TJR quickly became one of the largest makers of horsedrawn carriages in the country, shipped all over Australia by rail. The loading of railcars with mass orders like this soon became a common sight at the Mitcham Railway Station, strategically just over the road, between 1891 and 1914.



Later expansion to the city became an urgent necessity.



The original site at what is now 34 Price Avenue, Lower Mitcham, is today a quiet suburban street. If you're out cruising these historic sites, please respect the privacy of the residents.



In the late 1890s, TJ Richards & Sons continued to grow, and ultimately was forced to expand into the city to build more carriages, then bicycles, and then cars. As the motor vehicle became a viable form of transport in Australia the company moved more into acting as agents for various car marques such as **Dixi** and **Studebaker**. A second site was set up at 95-99 Pulteney Street, which later became a showrooms to service the eventual factory site set up just across the parkway at Hindmarsh Square in 1900.



Left: There is little if any evidence of the first city workshop left, probably as those street numbers are no longer clear (Pulteney Street was originally two streets, with the southern stretch once called Hanson Street) but it is believed to have been close to the modern Pulteney street and Wakefield Street intersection. This photo from 1946 of a taxi garage is most likely what became of the site after TJ Richards moved his entire operation out of the city to Keswick in 1920.

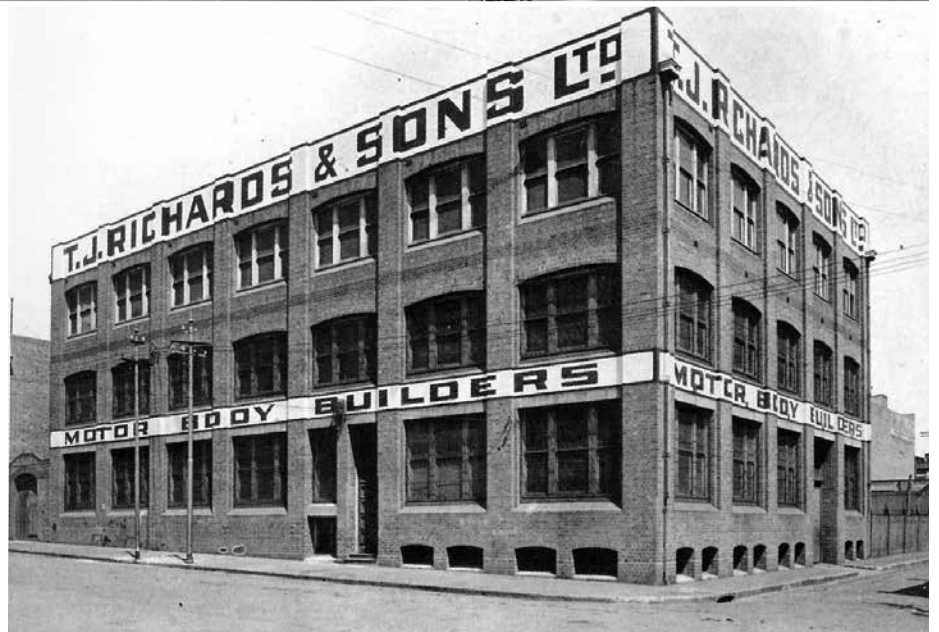
Below: It was somewhere here. *GoogleMaps* sites this stretch of Pulteney street as 'approximately' 95 to 99 Pulteney Street. Indeed the first (from the left) of the three central shopfronts (the **Bosch** dishwasher store) appears to be built upon the Commercial Bank structure on the far right of the old photograph, left. Where the taxi garage probably stood is roughly marked in.



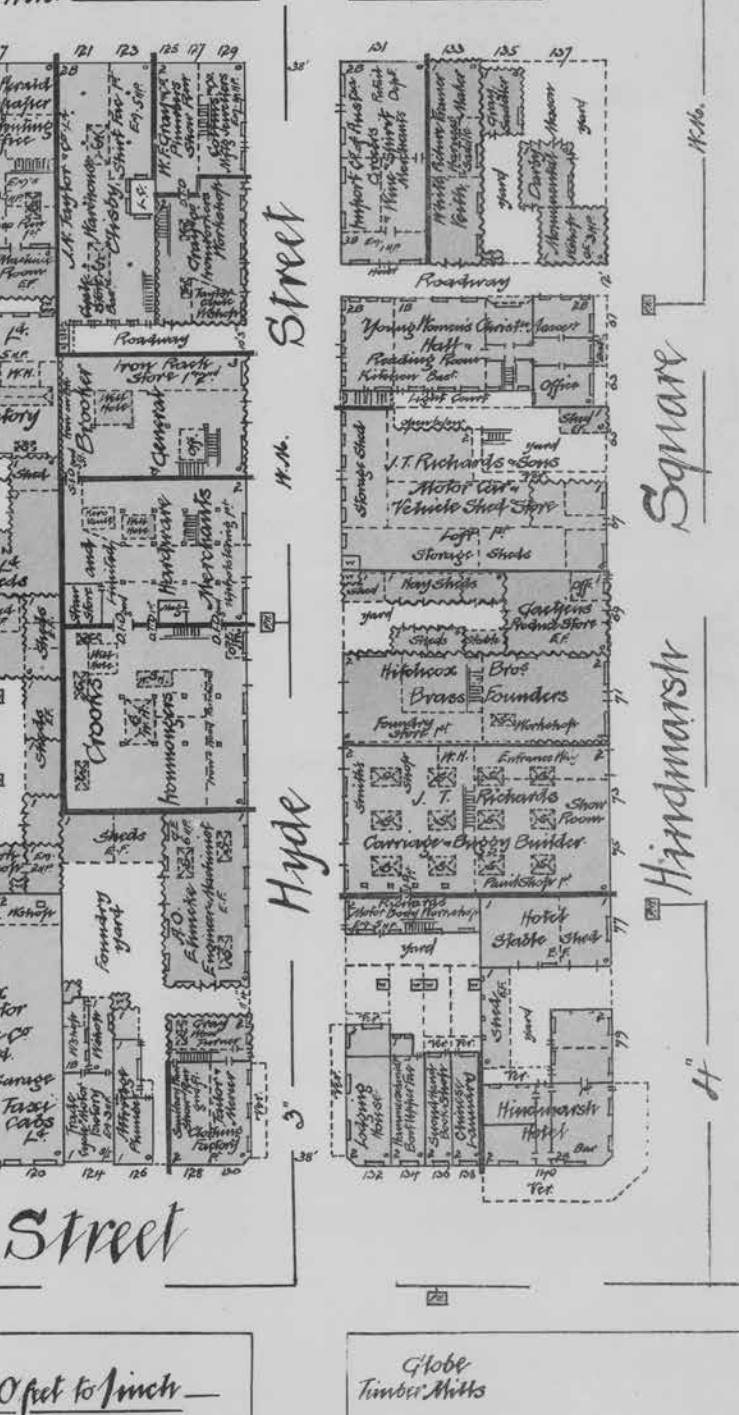
Although in 1915 the old man finally retired, TJ Richards & Sons – now managed by his sons **Herbert** and **Claude** – continued to grow, now well established at the new premises on the junction of Pirie Street, Hindmarsh Square and Hyde Street. They would soon occupy the entire block and be forced to look for even bigger premises, in the new industrial precinct subdividing out west on the Bay Road (now called Anzac Highway) at Keswick in 1917.

Right: View of the main factory from Hindmarsh Square. The service road to the right of this picture no longer exists, with the block today continuing north (right) towards modern-day Grenfell Street.

Below: The same view as the old photo (with the corner roughly at the same angle) as seen by *GoogleMaps* today.



Building **Maxwell** cars here would one day eventually lead TJR to Chrysler.



This Fire Survey from 1901 (above) shows the Richards workshops and stores about to spread throughout the entire block fronting the parklands of Hindmarsh Square. To compare with a modern GoogleMaps view (top right) and a GoogleSatellite view including Hindmarsh Square centre-right (east), Hyde Street on the left (west) and to the lower right Pulteney Street next block over. TJR's showrooms were just down this road towards the southeast on Pulteney Street.

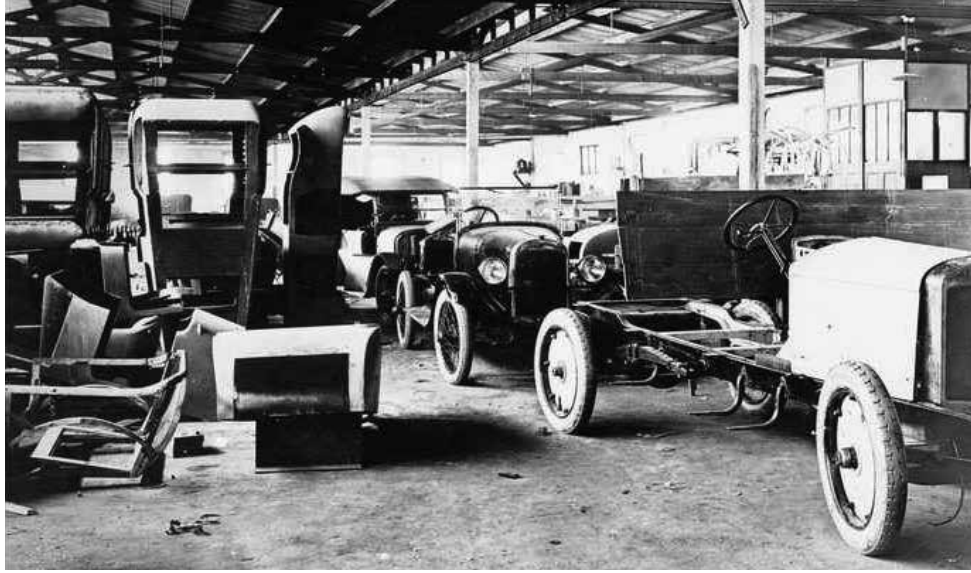


View of the Pirie Street and Hindmarsh Square corner. As the Fire Survey suggests, a Hindmarsh Hotel used to stand on this corner before TJR took it over.



The back corner of the block, as seen from the south, from Pirie Street with Hyde Street behind. Roughly where those bins are was where TJR's yards once were.





Designing bodies for the new chassis at Hindmarsh Square, circa 1920.

With the newly invented motor car increasing in popularity, TJR moved to bigger premises in the city in 1912 to build bodies in greater numbers at Hindmarsh Square.

Bottom right: Fixing of panels onto body frames at Hindmarsh Square, circa 1922.

Right: A staff photo taken most likely at the rear entrance in Hyde Street. This scene is possibly where those bins are in the photo previously, overleaf bottom right.



Demand continued to steadily increase, and by 1921 TJR had to move yet again to even larger premises on the corner of Bay Road (later renamed Anzac Highway after 1923) and Leader Street at Keswick.

## EXTENSIVE MOTOR BODY WORKS.

Growth of trade has been responsible for T. J. Richards & Sons, Ltd., offering their Hindmarsh square business site for sale, and looking elsewhere for increased accommodation. Consequently they have purchased four acres on the Bay road, Keswick, adjoining the Military Barracks, where they have in course of erection a large up-to-date reinforced concrete factory, which is now nearing completion, and for which extensive orders have been placed in England and America to cope with the motor body building trade. On the completion of the new factory the valuable positions occupied by the firm facing Hindmarsh square, Pirie and Hyde streets, will be offered to the public through Messrs. John Wyles & Co., who are calling for tenders for their purchase, May 28 having been fixed for the closing date for the receipt of the tenders. The history of the growth of this business is interesting. It was founded by Mr. T. J. Richards, who in 1885 commenced business as a coach-builder, occupying as premises a small way-side blacksmith's shop in West Mitham. Mr. Richards possessed very limited capital, and found it necessary from the commencement to do the whole work himself, without the assistance of employees. As a result, however, of his energy and perseverance the business gradually forged ahead, and it became necessary to make extensive additions to his small shop, which very soon grew into a large factory, employing a number of experienced workmen.

In 1886 Mr. Richards constructed his first buggy, entirely without assistance, with the exception of the upholstery, which it is pleasing to note was executed by a workman who is still in the employ of the company. This buggy was exhibited in the Royal Agricultural Show, then held in the Old Exhibition Grounds on Frome road, and was awarded first prize. This early success stimulated Mr. Richards to greater efforts, and he became a regular exhibitor at the Adelaide, Melbourne, and country shows, where his vehicles of all designs received the very highest awards. It is in fact his proud boast that he has received more awards for carriage building than any other firm in the Commonwealth, the prizes numbering considerably over 1,000. In 1902 it was found necessary, owing to the enormous increase in business, to open showrooms and offices in Hindmarsh square, a portion of the old timber yards of Messrs. Eameke & Gaetjens being acquired for this purpose. Further extension, however, became necessary, and Mr. Richards purchased the adjacent land on which was erected portion of the present factory occupied by the company. About this time, however, Mr. Richards, feeling the strain of his work and responsibilities, decided to retire from active management and disposed of the business to two of his sons, the late Mr. H. E. Richards and Mr. Claude A. Richards. The partnership thus created carried on the business with conspicuous success, and found it necessary to erect another story to the already large factory, thus making it one of the most up-to-date premises of its kind in the Commonwealth.

The firm also opened a motor garage and engineering works at Pulteney street, where they were the representatives of many of the leading manufacturers of motor cars and motor cycles. In 1916, Mr. H. E. Richards, a partner of the firm, met his death as the result of an accident, and the remaining partner, Mr. Claude A. Richards, decided to form the business into a limited company. This was successfully accomplished, Mr. Claude Richards becoming the largest shareholder, and upon registration of the company, being appointed as managing director, the company trading under the name of T. J. Richards & Sons, Limited. The business still continued to expand, large contracts from the Military Department being completed by the company, and were among the largest suppliers of motor bodies and horse-drawn vehicles to the military authorities for overseas service with the troops. Later the management decided to close down the horse-drawn vehicle department and devote their energies solely to the manufacture of motor bodies, and more recently it was determined to discontinue the manufacture of motor bodies for the retail public, and specialize in the manufacture of motor bodies for the wholesale trader on standardized lines in mass production. This project has proved such a success that at the present time the company hold orders for the manufacture of motor bodies for every State in the Commonwealth.

Excerpt from the Real Estate section of *The Register* (Adelaide newspaper 1901-1929) dated Thursday 20 May, 1920

## SA CHENEY, DODGE DEALER

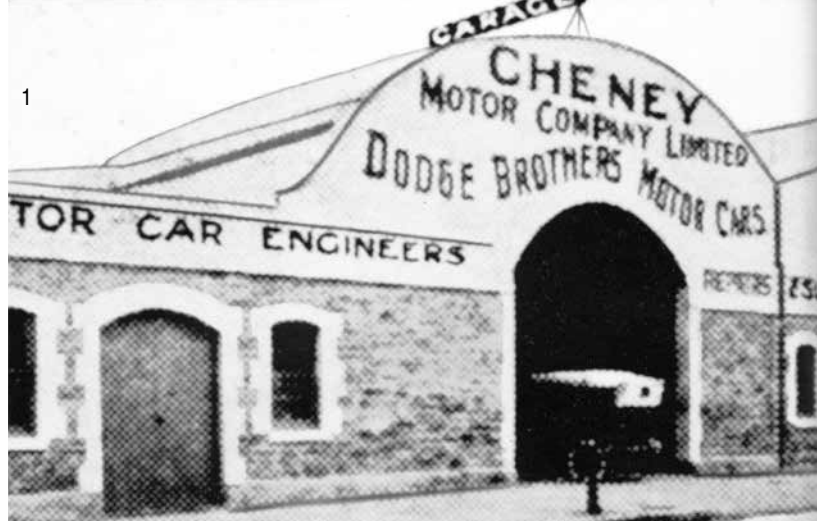
The man who actually first brought **Mopar** downunder was a visionary entrepreneur named **Sydney Arthur Cheney**, the first official **Dodge** agent in Oz.

"SA" as he was known, had been a hotshot salesman of Model Ts for the **Duncan & Fraser** auto importer, before going out on his own when he heard that the **Dodge Brothers** had left **Ford** and were going to make their own car. He landed the Dodge rights in 1914 and set up the **Cheney Motor Company** which would eventually become the successful **Waymouth Motors** until 1955, although Cheney would leave before then to sell **Chevrolet**. With World War One breaking out, trade embargoes only permitted the importing of a running chassis. So Cheney contacted **Edward Holden** of the **Holden & Frost** saddlery to knockdown Dodge and **Buick** chassis for him. So yes, the first Dodges were in fact actually made by Holden's, and not TJ Richards as is commonly mistaken.

1: Cheney set up business at what was once **Reid's Stables** on the corner of Topham and Waymouth Streets.

2: **GoogleMaps** sites this stretch of street as 42-48 Waymouth Street, where the Cheney Motor Company once first stood.

3: Cheney sold his shares out of what became the powerful **Waymouth Motors** all around Adelaide, and moved on from Mopar once the modern **Chrysler** had formed, which selected TJ Richards as it's rep in Australia.



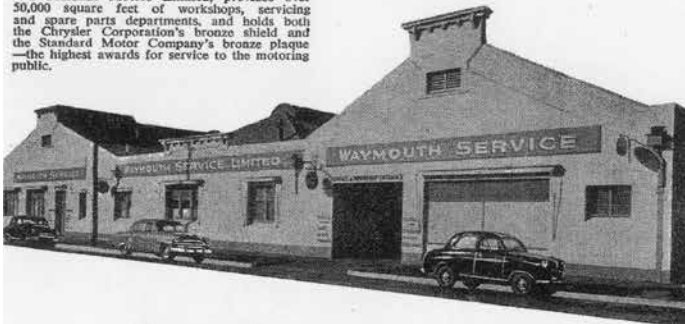
## THE WAYMOUTH GROUP OF COMPANIES

3



ABOVE: Waymouth Motor Company Limited—the parent company of the Waymouth Group of Companies—of 42 Waymouth Street, Adelaide, is the South Australian distributor for the Vanguard, Standard and Dodge cars, trucks and commercial vehicles.

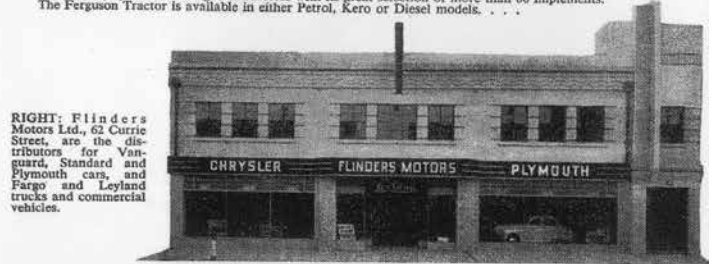
BELOW: Waymouth Service Limited, 27-39 Gilbert Street, Adelaide, the official service station for Waymouth Motor Company Limited and Franklin Motors Limited, provides over 50,000 square feet of workshops, servicing and spare parts departments, and holds both the Chrysler Corporation's bronze shield and the Standard Motor Company's bronze plaque—the highest awards for service to the motoring public.



LEFT: Franklin Motors Limited, 100 Franklin Street, Adelaide, are the distributors for De Soto, Vanguard, Standard cars, trucks and commercial vehicles and Marshall and Twin Cliv tractors.



ABOVE: British Mechanical Farming Limited, 76 Waymouth Street, Adelaide, distribute the popular, highly versatile Ferguson Tractors with its great selection of more than 80 implements. The Ferguson Tractor is available in either Petrol, Kero or Diesel models. . . .




BELOW: Flinders Service Limited, the new service station for Flinders Motors Limited, will shortly commence operation in Wakefield Street, opposite the Fire Brigade Station. When completed, Flinders Service Limited will be among the finest equipped and manned Service Stations in Australia.



BELOW: Waymouth Group Assembly Division, corner Charles Street and Port Road, Beverley. . . . Every motor vehicle, truck or tractor distributed by the Waymouth Group of Companies is assembled and tested in these large workshops. . . .








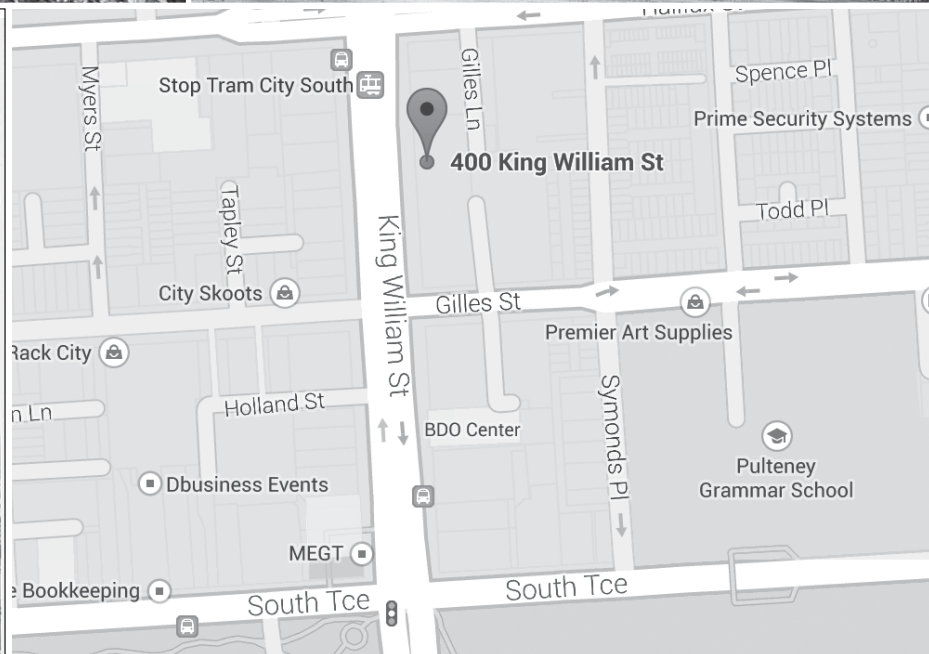
## DODGE BROTHERS MOTOR CAR

YOU ARE ALMOST SURE TO ASK  
YOURSELF—HOW IS IT POSSIBLE TO  
INCORPORATE SUCH QUALITY AT  
SO MODERATE A PRICE.

The equipment of the Car speaks for itself: Timken bearings throughout; the S.R.O. ball bearings in clutch and transmission; the full floating rear axle; the powerful four-cylinder motor; the real leather upholstery and natural curled hair filling; the chrome Vanadium steel springs; the Vanadium steel gears; the single-unit, chain-driven starter-generator; the Eisenmann waterproof magneto; the fact that in direct drive no transmission gears are engaged or in motion; the almost exclusive use of drop forgings and drawn work; the perfect stream-line body; specially designed mudguards, one-man "good"—all these are recognized as features beyond betterment.

**CHENEY MOTOR COMPANY LTD**  
42 to 48 Weymouth St.



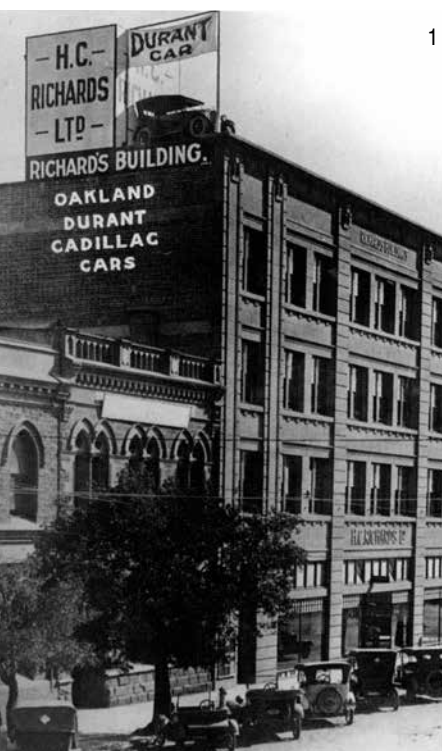


## HOLDEN & FROST KING WILLIAM STREET

SA Cheney helped put Holden's on the map by entrusting his early Dodge and Buick contracts to their innovative organisation. Holden & Frost's company boomed so much that they formed a whole new division called **Holden's Motor Body Builders** to specialise. Cheney then would later join them in their eventual direction towards **General Motors Holden's**.

- 1: The original Holden's Saddlery was located just next door to the Beehive Corner (today the corner of Rundle Mall and King William Street) in 1856.
- 2: The saddlery gained momentum, setting up premises all around Adelaide to build carriages. This site on Grenfell Street in 1907 is where Cheney's Dodges would first be made a decade later.
- 3: Holden's Motor Body Builders was then established further south on King William Street to handle the ever-increasing demand for car building. This staff photo is in 1923.
- 4: While Cheney sold his Dodges from Weymouth Street, his Dodges were made down the way on the southern end of King William street (map above).
- 5: This is a *GoogleStreetView* (apologies for the construction works) of what is there now at 400 King William Street where that staff photo (in picture 3) was taken.





## HC RICHARDS, CURRIE AND HINDLEY STREETS

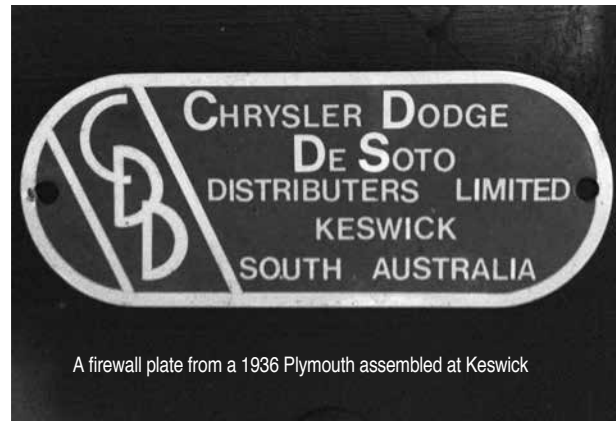
- 1: Eldest son Herbert went out on his own for a while and established his own company fitting bodies to **Oakland**, **Durant**, and **Cadillac** chassis. He first set up in Currie Street in 1916.
- 2: Before too long the Richards Building had become a landmark, even after Herbert rejoined his father's business just before World War I to take over the management of T. J. Richards & Sons Ltd in the mid-1920s, guiding the firm through the Great Depression.
- 3: And the Richards Building still survives today, but is now a university office block after being a bank for many years.
- 4: HC Richards also set up prestigious showrooms around the corner in nearby Hindley Street.
- 5: Today the building is a somewhat neglected nightclub, after formerly being a cinema for many years during the 1970s and 80s.



### KESWICK 1915-1970

Telltale signs of the **Richards Motor Body Builders** site at Keswick, now **LeCornu's**:

- 1: Continued expansion required more factory space, so TJ Richards & Sons sold up its original first two sites in the eastend of the city and moved all of their operations out to Keswick in 1922. The company continued to grow however, later annexing further operations out at Mile End and Finsbury just before World War Two. By the time Chrysler completely took over **Richards Industries**, they would inherit these headquarters at Keswick, the final assembly plant at Scotland Road, and the site at (today's) Athol Park where they made aeroplanes and later, trucks.
- 2: The fading facade of the old engine shop on Maple Avenue is the only outward remnant of Chrysler's main centre that remains at what is now LeCornu's warehouse.
- 3: As the badge (right) says, TJR eventually morphed into Chrysler Dodge DeSoto Distributors, which was then renamed Chrysler Australia Limited. The Keswick plant was its first new capital. Sadly, this majestic art-deco frontage as viewed from Anzac Highway was removed...
- 4: And is now a carpark.





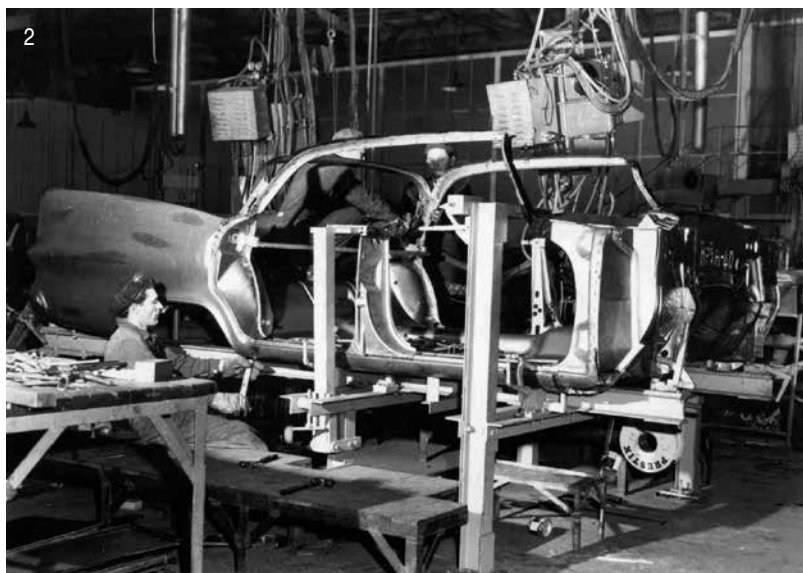
- 6: Office workers using comptometers (vintage calculators) in the main complex at Keswick, 1935.
- 7: The second plant at the back of Keswick, on the other side at Leader Street, showing those railway lines we all hate to cross when we're in our low Mopars... Be careful!
- 8: Back in its day, Keswick.
- 9: The original factory's saw-roof and stone wall, from a back lot facing Leader Street.
- 10: An industrial size hook still hanging above today's furniture showroom.
- 11: The factory furnace
- 12: A high-voltage warning sign still remains on an assembly line rail inside the former factory.
- 13: A **Malcolm Moore** crane sign, circa 1940.
- 14: Giant steel beams from which gantries for car bodies once hung
- 15: This '51 Dodge pickup was a company fleet ute used for delivery during the 1950s.





## MILE END 1928-1963

TJ Richards & Sons continued its expansion in 1927 by buying a further plant at Mile End, and in 1930 the old Duncan & Fraser Ltd premises next door. The eventual 4.45 hectare Scotland Road plant would house Richards' second motor body operation, conveniently close to railway yards. It was here where they would first assemble trucks and smaller cars for the Australian market.



- 1: The main stretch along Scotland Road at Mile End.
- 2: Mile End operated as a support plant for Keswick. For instance, early Forwardlook models were tooled out at Mile End before assembly at Keswick.
- 3: The famous MegaCruise of 2010 transformed the ghost town of Scotland Road back to its Mopar heyday. Participants on the cruise arriving late found it hard to find a park, but didn't mind, seeing it was like a guard of honour. With your lights coming on and the sun setting, it was simply amazing and unforgettable.





## FINSBURY 1937-1978

In May 1937, the Richards' company announced a £500,000 expansion programme and renewal of a contract with **Chrysler Dodge Distributors**, guaranteeing production for five years.

For the 1937-38 selling season, TJ Richards beat Holden's to the punch by producing Australia's first all steel sedan body. On the strength of this, in 1938 they negotiated with the government for munitions work in the shadows of World War Two.

Following the outbreak of war, the Finsbury industrial precinct was set up between 1940 -1945 with commonwealth money to help out with the war effort.

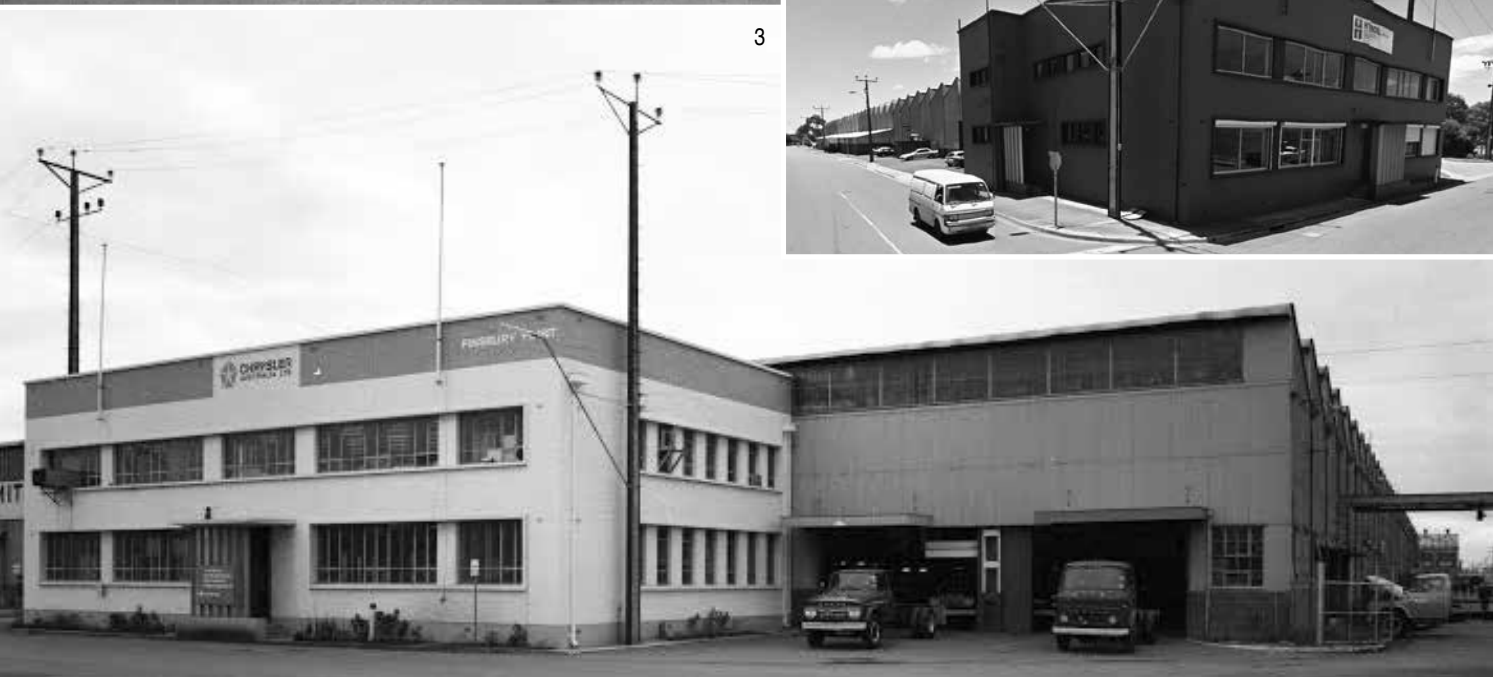
- 1: Chrysler inherited a plant that was a major supplier to the aircraft industry, built in an industrial precinct just before World War Two to produce armaments. CAL would later convert this enormous Finsbury site from aircraft to truck manufacturing.
- 2: The plant is still there today (*GoogleView* inset), at Audley Steet in Athol Park (the suburb was renamed in the 1970s). Although it looks a little different now with an officeblock added to the front corner.
- 3: A view of the plant back in the late 1960s – with the officeblock on the corner (left in picture), as seen from the eastern side, on Ninth Avenue. Note the D5 Dodge and Commer trucks in the driveway.



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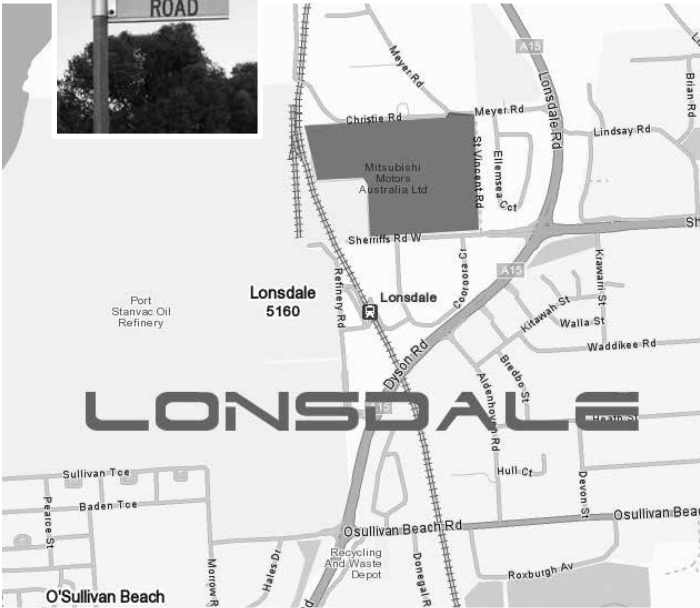
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## LONSDALE 1967-1980

In 1967 Chrysler opened the Lonsdale engine plant to meet Commonwealth government local content requirements, as the company gained third place in the national sales chart with 13.5 per cent of the new vehicle market. By that year Chrysler had gained control of **Rootes Group**, acquiring its Port Melbourne plant, and was producing **Hillman Minx**, **Gazelle** and **Imp** cars, soon followed by the **Hunter**, **Hustler** and the **Humber Super Snipe**.

With CAL kicking off in Victoria, the demand for local content just kept rising in leaps and bounds. It went from 1962's minor assembly work on the *R* and *S Series* to 65 per cent in 1965 and an average of 95 per cent in 1967. By that year some models had as much as 97 per cent local content.

1: The Daredevils stunt team line up outside the Lonsdale plant which was properly finished in 1969 at a cost of \$60 million and tooled up specifically for the impending arrival of the all-Australian Hemi 6 cylinder. (Inset) Today, the road into the Lonsdale site has been appropriately renamed Chrysler Road.

2: The Core room of the Lonsdale foundry

3: Shades of a distant past. The giant fading letters on the roofline of what was once the Lonsdale engine plant as seen from Christie Road today. The yards are now a police impound lot.

4: The northern side of the plant.

5: The front facade of the Lonsdale plant.

6: It'll probably be painted over one day, but just like the Keswick letters, for now the Lonsdale factory roof still carries this giant fingerprint - a memorial to the glorydays of our marque.





## TONSLEY PARK 1955-1981

Purchased by Chrysler Australia in 1955, the 71 hectare site at the end of South Road wasn't productively utilised until 1963 when it was expanded to include all of the operations from Keswick, Mile End and Finsbury into one place – to provide for the impending arrival of the all-new and completely indigenous **Valiant AP5**.

- 1: Then – an evocative photo taken in 1956 of the Tonsley Park 'paddocks' before any of the original fences and gates had been taken down. How South Road has changed.
- 2: And now – one of the CCCSA's last informal visits to Tonsley Park, during the 2013 MegaCruise. Mitsubishi's former admin section is now the temporary offices of new tenants **SA Health**, **Flinders University** and their contractors, as the precinct is dismantled in 2014.

In March 1964, the first AP5 was completed at the new plant, and in April it was announced that the \$36 million expansion program had been doubled to \$72 million, on the back of the success of this first new Valiant.

- 3: This illustration from a late '60s prospectus shows us all the different elements of car production now planned on the one site. Streamlining all future production was a prime objective.







- 3: Tonsley Park's cafeteria, February 1965.
- 4: CCCSA members officially say goodbye to Tonsley Park at the *CAL/MMAL Employees Reunion* in the old Chrysler canteen at Tonsley Park, April 2013
- 5: Tonsley Park's admin and engineering next to the cafeteria, 1966.
- 6: The sad and eerie site that greeted the combined CCCSA/CRCSA History Tour in 2013 – the shell of the Assembly Plant under demolition. The **Tonsley Park Redevelopment** is projected to be completed in stages by 2017. Touted to be a new 'technology and industry' precinct, housing **Flinders University**, **TAFESA** and **SA Health** agencies, as well as commercial tenants. We shall see...





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## STEVE DE WIT

Hi, I'm **Steve**. I have been knocking around the CCCSA for about 15 years now. **Dave** was looking for a club car profile, so I thought I would put a few words down with a couple of pics of my baby. Most of you have guessed that it is not a genuine **Dodge Dart** and that she started life out as a **VF Regal** Hardtop, but my car has morphed into what it is today over more than a decade – and she still turns heads whenever she is out with people asking me, "What is it?"

When I picked it up in the 90s, she was baby poo brown with an ageing vinyl roof and was screaming out for a touch up. The body was very sound, with very little rust, which is why I bought the car in the first place.

Originally, I fitted the VE front sheet metal just because personally I like the VE front better than the VF (it's the awful indicators on the front guards that put me off). The entire car was stripped down to a rolling shell, and the paint removed to bare metal inside and out, before going to the paint shop.

When it came to a new paint colour, she was a blank canvas. So I thought to myself "what really stands out in traffic?" The answer was simple – PLUM CRAZY PURPLE! Whilst she was in the paint shop, pretty much everything under and inside the car got a once-over (diff, trans, interior, etc), and funnily enough the engine (a 225 slant 6) is the only thing I did not strip down and recondition... if it ain't broke! Besides, by the time it came back from the shop, I had all but run out of money and I wanted her back on the road.

She spent close to the next 10 years looking like a purple VE hardtop being a good, reliable weekender with a shiny paint job.

That was until a couple of years ago when I started to get itchy feet again and wanted to give her a bit of an anniversary present...

When the Aussie dollar was buying US \$1.10, my Ebay account got a bit of a hammering. I purchased a '69 Dart grille, new headlight surrounds, Dart bumpers, '68 taillights, Dart hubcaps, various trims and badges. In short, I spent a lot of money, and did a lot of modifications to a car to make it look like something original!

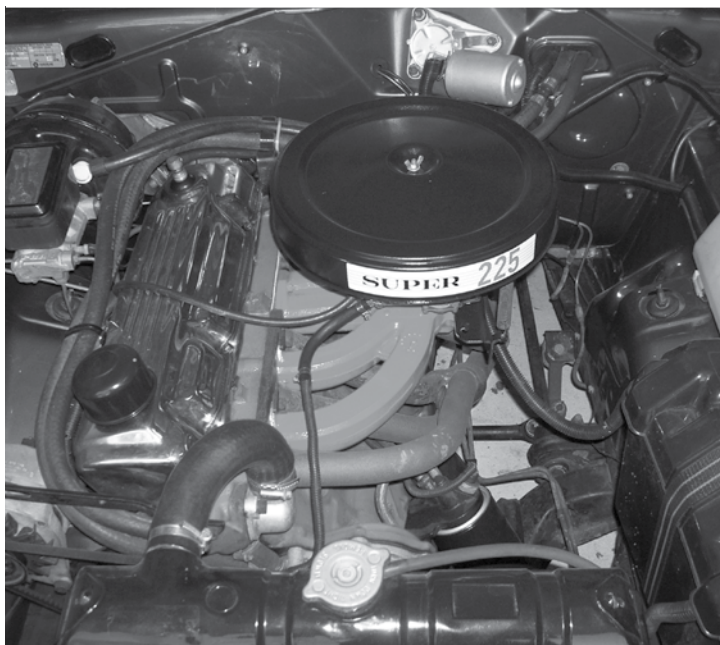
Now there are a few knockers out there that shout out to me that "it's not a real a Dodge Dart!" Well, derr Fred! I could have told them that for free! But in my opinion, this hardtop looks more original than anything that came out of Tonsley Park (save for the right hand drive thing!), as everything from the windscreen back came from the States anyway.

These days, I try and get her out and wring its neck on a cruise whenever time permits (which is not that often, unfortunately). She starts first time, every time, cruises without any fuss or bother, does not overheat and looks cool.

Given that I have very little time to run the weekender I have, there is only one sensible thing to do. Get another one!

So, project **Charger** has started, but more on that another time...

– Steve



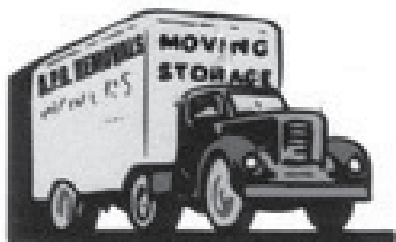


***Steve deWit***

DODGE DART CLONE







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Don't know where this comes from because it was never put on paper – but yes, they reckon the **R/T Charger** was quicker than the **HO Ford** shaker...



Now this is a wedding photo...



Above: Has anyone ever seen – let alone played – this boardgame? We guess (from the illustration of a Christine, anyway) it must be from the late 1950s?

Right: A factory worker famously etched "Last Barstard" into the boot of the last **CM Valiant** to come off Adelaide's production line in 1981. Pity he couldn't spell. This Val now belongs to **Ivan Smith**, who also happens to own the very first Val ever made, designated **RV1-4-001**. In fact, Ivan has collected one of every single model Valiant ever made!



One of the first...  
Busted! Archive photo of a **VH** interceptor on the job circa 1971.



One of the last...A standard SA Police patrol car, a **VK Charger** packing a 360! Highway patrol cars were slightly different; no stickers, no police lights, only a siren and radios, and one whip aerial at the back.

Impossibly hard to find today, but imagine the street machine potential!





Enough to make a grown man (or woman) cry.

Photographs of the trainwreck of the **Southern Aurora** at Violet Town in country Victoria during the summer of 1969. On board was a major shipment of sparkling brand new VGs straight from Tonsley Park on their way to Sydney. The common practice was to secretly bury the cars somewhere alongside the railway, there and then – no matter how damaged they were, as it was simply cheaper than rounding them all up or attempting salvage. Sure makes for an interesting archaeological detour on the way to *COTM*, hey?

Below: Two great South Aussie inventions meet – somewhere on Sheppards Hill Road at Bellevue Heights in the early 70s...ouch!

It takes a lot to really munt a stobie pole. Mind you, the driver walked away fine and three quarters of the VH were still intact – written off back then, but an easy rebuild today. If this Val was a modern car, it wouldn't have stood a chance – it probably would've folded like an umbrella and split in half. Most likely fatalities. They sure don't make 'em like that anymore!





# club thankyou dinner

## SALUTING OUR ACD VOLUNTEERS

### GOOD JOB, FOLKS...

On May the 4th, the CCCSA, the SA Chrysler Restorers Club and Dodge Brothers Car Club of Australasia, plus sponsors, met at the Tonsley Hotel for the annual volunteer's lunch which is a "thankyou" for all who the folks who helped make the *All Chrysler Day 2014* such a great success. An enormous event that for the first time was held over four days to celebrate 100 years of the Dodge brand. So we met at around 11.30am for pre drinks in the **Chrysler Bar** then moved onto the dining room for a great lunch and delicious desert. It was a great social event with people catching up and comparing notes about the ACD weekend which was the first ever combined event held by all three clubs. **Jason** thanked everyone for their commitment and contribution – and a good afternoon was had by all!

– Di





## TAKING CARE OF BUSINESS

Unlike most previous years, on later weekends, the weather was sunny and great for this year's *Historic Registration Day*. Approximately 176 log books were stamped and memberships renewed on the day, with around 150 Statutory Declarations also signed on the day. So many members took the risk that this would be a service available on the day – so please remember it's not guaranteed, but big thanks to **John Koznedev** for being there when we needed him. Many people drove their vehicles with expired log books – you'll need to check the date on the front cover during the year and have them renewed in advance since there will be a delay at this time of the year.

Big thanks to all the helpers, especially all the Inspectors (**Jason Rowley, John Eckermann, Rob McBride, Chris Hastwell, Andy Kloot, Charles Lee**) plus **Di Hastwell, Greg Helbig, Karen Hothouse** (Mrs Rowley) – and **John Leach** for organising the meat. Extra special thanks to all the BBQ chefs and those who brought salads.

– Stuart





### NOT QUITE ANTARCTICA...

Sunday the 25th May had it all. A beautiful sunny day; 14 **Chryslers** ready to roll from the Victoria Hotel; 27 happy smiling CCCSA members and family eager for a cruise into the 'Deep South'!

As we were on a tight schedule, we took the direct route down South Road to Goolwa, to **Michael Finnis'** private motor museum. His collection of around 40 cars covers every era from the 1940s to the 1970s. Great example of some Chryslers for us to look at including a *Drifter* and a rare *Kingsway* station wagon.

There's also some great pieces of memorabilia from Michael's career. He has some great stories to tell about some of them (a copy of a speeding fine in Arizona is a good example). Well worth the small admission charge if you are in the area.

After a couple of hours there we jumped back into the Chryslers and headed over to Clayton Bay to the **Sails Café**. We enjoyed a fantastic lunch while sitting in the alfresco dining area soaking up the sun's rays, chatting and downing a bevvie or two.

The portions were huge and everyone agreed that a repeat visit at some stage would be in order.

Around 3pm, to keep **Jason** happy, we took the more scenic route back through Strathalbyn and Meadows along Paris Creek Road back to the **Vic**, where a handful of us stopped to rinse the petrol fumes from our parched throats before heading home.

Awesome day!

— Iain





## RARE FINDS

You might recall the huge interest in **Patrick McGrath's** most unusual South African **Chrysler Sigma** (basically a *CL* with a Slant Six) a few *ACDs* ago?

Well, we recently received these snaps of a couple of odd **Valiants** in Thailand on our Facebook page. The first one, a green *VH* with whitewalls, was spotted on the island of Koh Samui. Apparently a former taxi, she still wore Valiant badging and looked as if she could've come straight from Oz.

The second yellow Val was spotted at the rear of a restaurant on a Saturday night. Essentially a *VJ* Valiant sedan, she sported a vinyl roof, rear bumper overriders, a *Regal* dash with a Charger steering wheel, a floor-shift, disc brakes and was powered by a 245. Obviously undergoing a resto, it carried unusual badging though – marked as a **Dodge** and 'by Chrysler'. Please tell the club if you know anything more about such unusual cars.

Now we all know that Valiants were once exported to South East Asia via HongKong, during their heyday – typically as police cars, taxis and limousines. Well apparently Aussie Valiants are still getting around Thailand today, and many are being kept by enthusiasts there – and thankfully are getting restored.

Would've loved a photo of the compliance plate of either of theses cars!





### THE FALL OF DETROIT

I recently saw an astounding TV documentary called *Requiem for Detroit*. A really sad look at what has happened to Detroit since the arse fell out of the car industry there.

I have since found some incredible photos by a number of different photographers from several articles covering the disintegration phenomena of Detroit, which you can now see here.

Nearly half a century ago, Detroit was the jewel of US industry and technology, and the unofficial capital of the American labour movement – but sadly, in 2013 the city was declared bankrupt.

Since its heyday in the 1950s, Detroit has seen the departure of most of the auto plants, first to surrounding suburbs, then further afield, and a downward spiral of the city's economy. The loss of population – fueled by suburbanisation, an exodus of the upper/middle class socio-economic strata (the so-called "white flight"), the loss of jobs, and the deterioration of city services – followed. From

a high of over 1.8 million people in 1950, the city's population had declined to about 700,000 by 2010.

In the 1950s and '60s, Detroit was one of the richest cities – if not the richest – not only in the US, but in the entire world. The city had the most powerful industry in the world – the auto industry. General Motors itself was so huge that its total annual revenue in the mid-1950s was larger than the gross domestic product of Belgium! That made it the 18th largest country in the world – not just a company. Ford and Chrysler were also powerful. American Motors, although it had no production sites in Detroit, had its headquarters there. And there was Packard and Hudson along with other car makers.

The auto industry was so powerful and so rich, and the auto workers union was able to win such great benefits for the workers, that few other industries were willing to come into the city and compete for that labor pool.

Unlike other cities, Detroit inadvertently (and perhaps quite foolishly) basically became a one-industry town.

When that industry was doing well, the city prospered. But when the industry faced global competition and initially was unable to compete, the fortunes of Detroit plummeted rather quickly, beginning in the 1970s and continuing into the 1980s and thereafter, right up to the bankruptcy of GM and Chrysler (as we know) in 2009.

Today, much of this famous city where our cars originally came from, has simply been abandoned and left to rot. Powerful symbols of modern culture lay in ruin on every single block. Giant sports stadiums, epic cathedrals, vast car factories and even white picket fenced homes, now sit collapsed, vandalised and burnt to the ground. Thousands upon thousands of buildings are destroyed, as if the city has been bombed.

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2



3



4

Left to right, clockwise:

1: One of an estimated 80,000 homes abandoned in Detroit. What once was an upper middle class neighbourhood is now being reclaimed by native bush. One positive to all the poverty in this derelict suburbia however, is a return to farming this land by those who have stayed behind. House lots are now being set up with vegetable groves and crops to help all the poor folks get by. 2: The once magnificent **United Artists Theatre** downtown, now looks like a ruin out of World War Two. 3: This enormous cathedral in the heart of the CBD now lays in tatters. The scourge of arson haunts the motor city today. 4: Arguably the world's most ornate parking garage, Detroit's former **Michigan Theatre** must surely be the only Italian Renaissance style car lot in the world.



Above, left and right;

5: This was **Michigan Central Station**, which once served millions of commuters everyday. It ground to a complete halt in 1993. 6: And inside. Imagine our own **Adelaide Railway Station** and the **Adelaide Casino**, completely empty, gutted and abandoned. Then times that by ten.

Below, left to right, clockwise;

7: Then and now. *Then* – the once celebrated **Packard** plant in 1954. Before the company was absorbed by **American Motors**, Packard (who also made the **Hudson**) was bigger than **GM**, rivalling **Ford** as the biggest carmaker in the world. 8: *Today* – same view from East Grand Boulevard, the plant lies derelict. A Peruvian developer bought the 40 acre site to redevelop but that's now held up indefinitely as the sale and plans continue to be disputed in the courts for several years. 9: Meanwhile, looting only compounds all the issues with safety concerns – as the old factory collapses in on itself, such as here in the northern plant. 10: The entire plant on Detroit's east side as photographed in 2006. The plant produced the most renown luxury cars from 1903 through 1958. Today it looks like Hiroshima after the atomic bomb.



It's quite disturbing to see all the great car-making plants in ruins. The grand staircase Henry Ford once walked up to his office everyday is now crumbling and covered in graffiti. The very first lines where the Model T was assembled are now looted by scavengers for scrap metal.

Throughout the city, great art-deco skyscrapers lay eerily silent – empty shells in tatters. Majestic

theatres where **Kiss** and **Alice Cooper** last played in the 1990s are now abandoned demolition sites. Beautiful ornate hotels once made famous by celebrities such as **Louis Armstrong** today look like some apocalyptic scene.

And the society of the city has followed suit with this devolution. Entire suburbs are now empty ghost towns where only drug crime thrives.

Unbelievable sociological cataclysm, especially if you're a lover of the automobile and auto culture.

Bloody sobering stuff.

Especially when you reflect upon recent events here in Oz, with the demise of Holden's and Ford...

– Dave H



11



12



13



14



Left to right, clockwise;

11: Vandals somehow managed to push this dumptruck out of an opening on the fourth floor of the Packard plant. 12: This empty skyscraper in the CBD of the city is Detroit's famous old Book Tower. Apparently, it is supposed to be renovated one day. 13: The Ford River Rouge plant is a haunting and dramatic reminder of how fortunes can change. 14: This place was once the mighty capital of **Henry Ford**'s enormous empire, where the **Model T** was first created to change the world. Today, it is slowly being stripped of any valuable salvage by looters or desecrated by vandals.

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**TOM DAVIES – 22/2/42-17/7/14**

Sadly, I have to inform everyone that **Tom**, one of our long standing members, lost his battle with cancer. Mercifully, he didn't suffer long; barely two weeks from being diagnosed. Tom became a club member in 1997 and was a regular at many club events with his white 'S' Series **Valiant** and, more recently, his 1948 **Dodge Challenger**. He became one of our Historic Inspectors – a position he held for many years. In fact, I remember him in this position when I joined the club in 2000.

My personal memories of him were that of a plain talking, straight-to-the-point type of person who to the best of his knowledge, never said anything untoward about anyone, club member or other. He loved his family, loved his darts, loved his **Chryslers** and contributed greatly to the efficient operation of our club's Historic scheme.

On behalf of our members, I extend our condolences to Tom's partner, children and grandchildren. He will be missed. Vale. – **Hugh**



**MOSES "VADER" KOMINOLOU  
– 13/5/72-15/6/14**

Former CCCSA member **Moses** passed away suddenly on a June morning earlier this year. Moses owned the deep blue **CL** that was featured in **Torqueback** in June 2007 as a member profile. A genuine bloke and gentle giant who loved his car and the CCCSA, but unfortunately his health circumstances started to prevent him from attending club events. Gone far too soon. Vale.  
– **Bill Anagnou**

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– Steve Tabaka 0412 802 948

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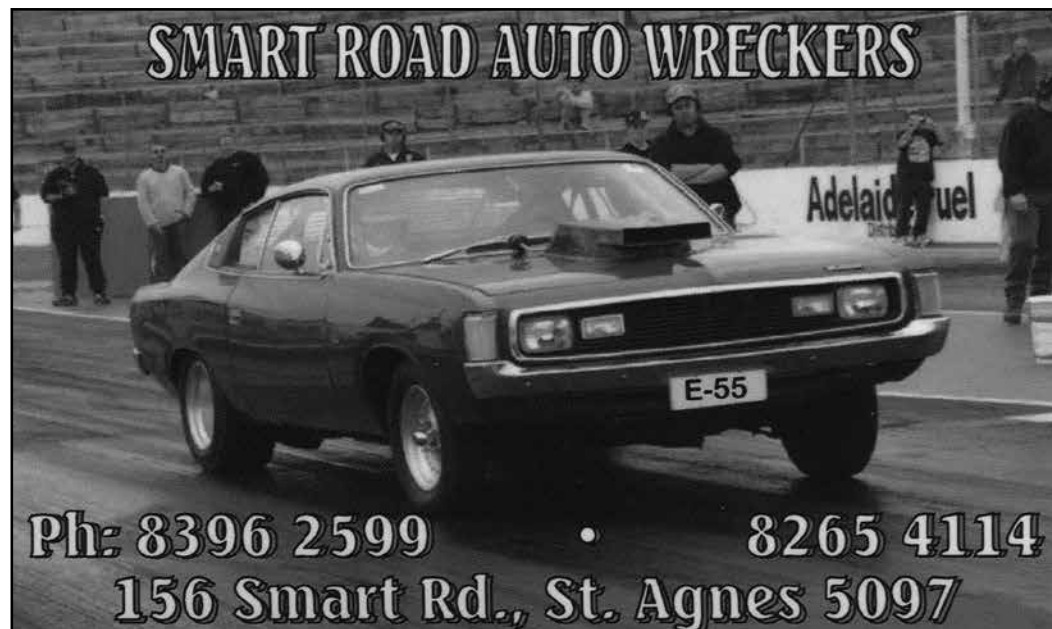


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Event	Date/Time	Location
CCCSA August Monthly Meeting and Annual General Meeting <i>Monthly Meeting - come and join and chat to fellow Chrysler enthusiasts. Visitors welcome. Meetings are informal and friendly. AGM straight after the Monthly Meeting</i>	Tuesday August 12th 7:30pm	Model-T Club rooms, centre of Port Road, Croydon
River City Rumble	Saturday September 13th 5.30pm	Sturt Reserve, Murray Bridge
Spring Nationals	October Long weekend 4th & 5th	Adelaide International Raceway
Kapunda Show N' Shine <i>\$10 per car contact Jase or Scott on 8566 2435</i>	Saturday October 18 4pm-11pm (evening event)	Kapunda, main street
2014 Australian & American Car & Bike Charity Show <i>contact ARTHUR on 0447 400 034 or astaikopoulos@ahrens.com.au</i>	Sunday October 26 10am-4pm	Immanuel Primary School Oval Novar Gardens
Adelaide Extreme Auto Expo	November 28 (at 5:00pm) to 29 (at 9:30pm)	Wayville Showgrounds

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