

The BILL PATTERSON

POST

AUGUST 1959

Graham Kennedy HERE for big event Sat.



● GRAHAM KENNEDY, who wants to meet all his Ringwood fans on Saturday.

MELBOURNE'S top TV personality, Graham Kennedy, five leading Australian racing car drivers and a giant hobbies exhibition for children will be features of the official opening on Saturday, August 1, of Bill Patterson Motors Pty. Ltd.'s new Holden showrooms at Maroondah Highway, Ringwood.

Graham Kennedy, star of GTV9's "In Melbourne Tonight," will perform the opening ceremony at 12.30 p.m.

Announcing that Graham had consented to open the showrooms, Mr. Bill Patterson, managing director of the company, said this week that he thought the choice was an ideal one.

"Graham is a young man who has succeeded amazingly in his own field," he said, "and his youth is indicative of the spirit and approach to life of this Ringwood community. It is a young, progressive and hard-working area and we, in this company, are proud to be part of it."

"That is why the first exhibition we are staging at our showrooms is one for the young people. They are coming citizens of Ringwood and we feel that we should think of them in all our community matters."

Hobbies contest

Giving details of the hobbies exhibitions, for which a large number of entries has been received, Mr. Patterson said it was designed to interest all children up to 17 years of age.

"We have divided the contest into four sections," he said, "with appropriate and valuable prizes in each for both girls and boys. The children are at liberty to enter any of their hobbies — photography, painting, nature study, sewing, handcrafts — except birds and animals. We have distributed entry forms to the various schools of the district and the response has been more than satisfactory."

● Hobby contest prizes, Page 3

Managing Director's civic offer A 'showcase' for district affairs

ALTHOUGH the hobbies exhibition is the first such venture with which Bill Patterson Motors Pty. Ltd. has been associated, it will not be the last.

"We are anxious," managing director Mr. Bill Patterson has said, "for the people of Ringwood and surrounding districts to appreciate the fact that, in this showroom, there is a place for potential community use."

"It is our intention, so far as we can, to make it available for future civic projects as a gesture of thanks to the people of the area and as evidence of our faith in their future."

"My company owes much, in these first years of our growth, to the people of Ringwood and neighbouring parts and we want to assure them that we will always be ready to co-operate fully with them in matters that concern us as a community."

"If these showrooms, of which we ourselves are proud, can be used for future, say, art exhibitions, floral displays, photographic exhibitions or any civic function, then we want local residents to feel confident that we will do all we can to make them available."

"As we are young people here, so our interest lies mainly with the young people of the district. It is to them that we direct our offer."

Modern, efficient

★ "TODAY we are able to say — and I do so with pride in the staff who work for me — that we have not only one of the most up-to-date Holden organisations in the State, but one of the most effective."

"We can, within this building, not only sell all types of Holden vehicles, but service them in every possible way."

"There is, in effect, nothing connected with a Holden that cannot be rectified, whether it be mechanical, electrical or related to the body-work."

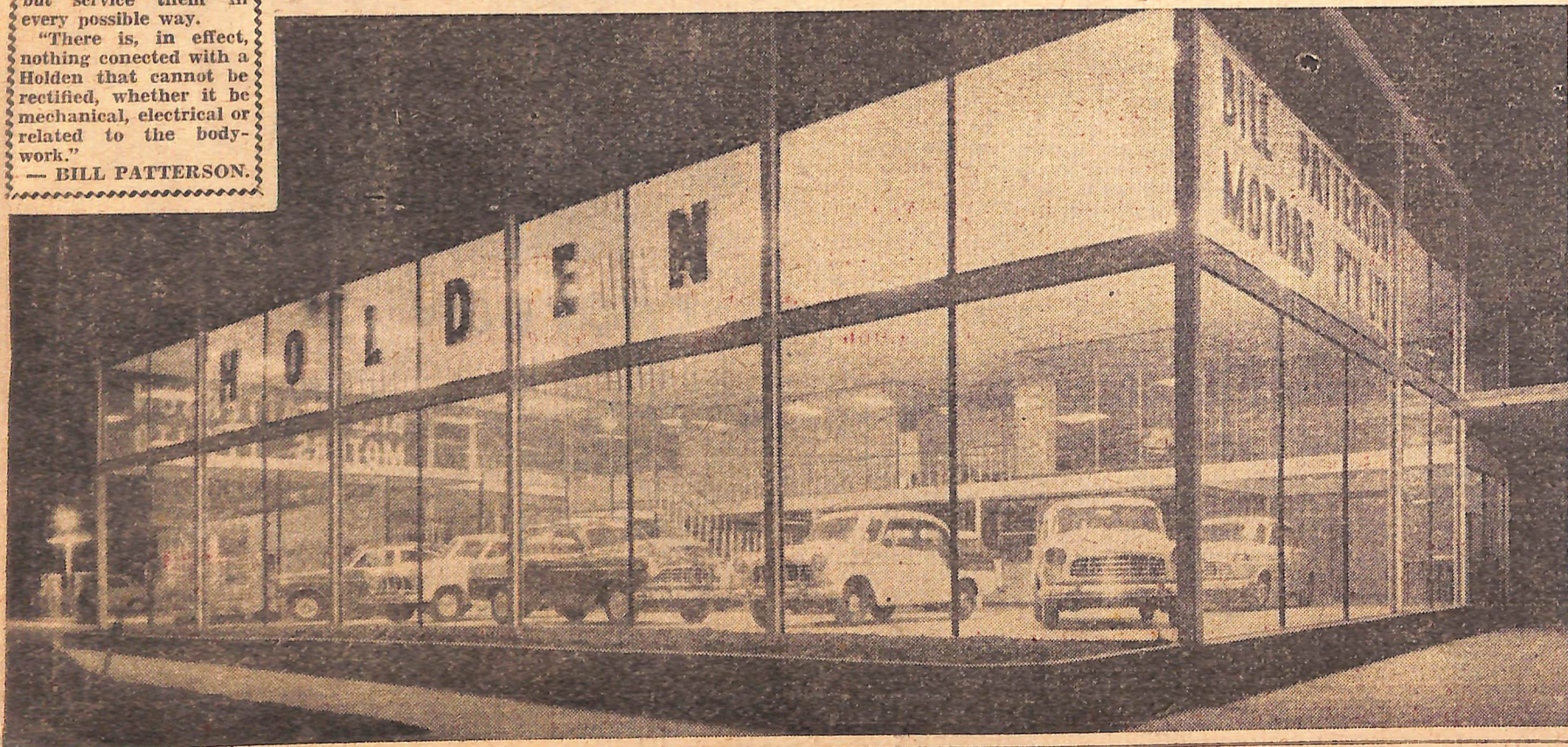
— BILL PATTERSON.



● BILL PATTERSON, well-known in the Ringwood district as the "Holden Man" and internationally recognised as one of the greats behind the wheel of a racing car.

After Graham Kennedy officially opens the new showrooms on Saturday, Mr. Patterson will introduce four of his friends of the race tracks AND their high-powered cars.

Lou Molina, Doug. Whiteford, Stan Jones and Lex Davison will be there.



Buying a new Holden

It's easy the

Patterson way

MR. GUY NEVETT, sales director for Bill Patterson Motors, said: "That's a comfortable chair. Now, what can I do to help?"

"How," we said, "do we go about buying a new Holden car?"

"You mean you want to buy one here and now? That's easily fixed."

"That wasn't exactly what we had in mind," we said, getting a fleeting picture of a puzzled bank manager we know. "But tell us just how we'd go about it if we were buying one."

"I'll do better than that," Mr. Nevett said. "I'll give you a story to illustrate the whole thing. I take it you mean what would we do if you were a prospective buyer and you had the idea that perhaps you couldn't afford a new Holden?"

"That," we said, "is the situation in a nutshell."

"We had a young couple who came in here not long ago," Mr. Nevett said. "Nice young people, the sort who're making this district go ahead so much. The husband was in business in town. They had a home and two children. And they'd decided it was time they had a car."

"The children had to be taken to school, the wife had to do her shopping, and so on. I'd seen them looking through the showroom several times before so I wasn't altogether surprised when the husband said he'd like to make some inquiries about buying a Holden. Standard sedan, he had his eye on."

● Continued on Page 2

YOU JUST NAME IT — THEY'VE GOT IT!

A close-up look
at the Bill
Patterson Company

★ LIKE a spanking new Holden itself, which puts on a shining facade to catch the eye yet covers the mechanism, the Bill Patterson Motors building has more than one component to offer.

The first thing the passer-by sees is the showroom for new cars, the glass walls glittering in their clean splendor. Beside it is the lot where fully reconditioned "O.K." used cars are on display.

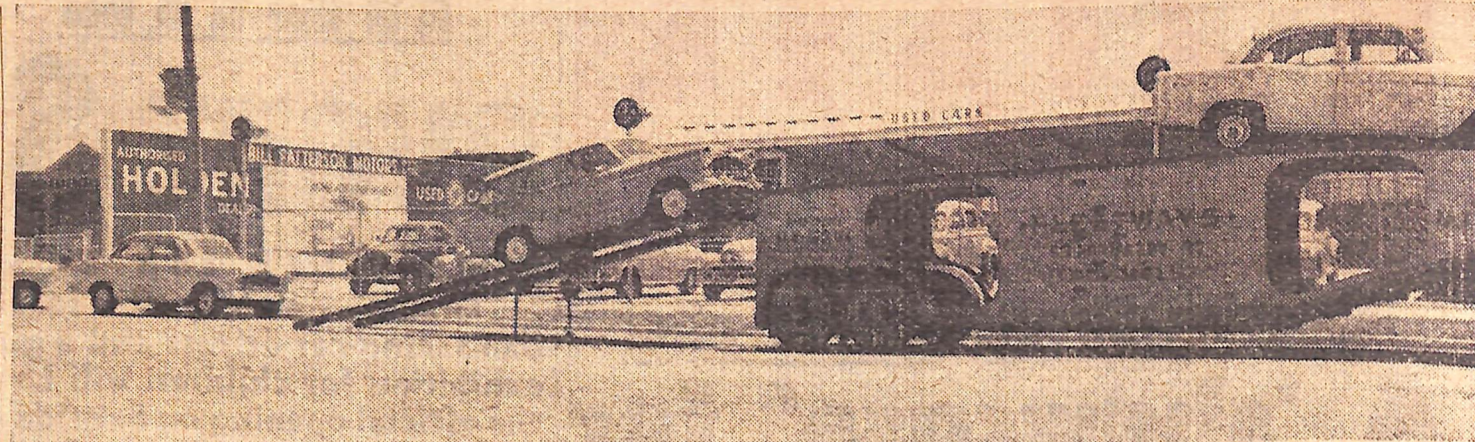
But behind these two attractive fronts are the workshops and the spare parts divisions.

In the showroom

Stylish in the modern trend and allowing the full benefit from natural sunlight, the showroom features present-day, but not bizarre, decor that blends harmoniously with the range of Holden vehicles for inspection.

Fitted with a comfortable overlooking the whole area, the one from balcony level and the other from the ground floor.

...In the workshop



... Fresh from factory

Large enough to accommodate a complete range of Holden vehicles, it is attended by salesmen who are trained not only to treat the prospective customer with every courtesy and assistance, but also to provide a complete answer to all questions relating to

Holdens and to finance arrangements. Because all vehicles are delivered to the showroom from the GMH plant at Dandenong by Fleetways Transport Coy — that is, they are not driven under their own power from Dandenong to Ringwood — all

have a minimum of miles registered on the "speedo" when shown to a customer.

The only mileage incurred is the few for Bill Patterson servicemen to make their usual exhaustive check before the Holden is placed on the showroom floor.

This company policy — that every vehicle must be in 100 per cent. condition before leaving the premises to avoid unnecessary adjustments later — has ensured that many customers, satisfied with their first dealings with the company, have returned for further purchases.

WORKSHOP AND SPARE PARTS: A production staff of 30 is employed in these two sec-

tions, with a supervisory staff of six.

It is here that, in Mr. Bill Patterson's words, "anything that could possibly happen to a Holden can be rectified." Repair work of any nature — mechanical, electrical, bodywork — is undertaken and must pass thorough examination before the vehicle is declared fit for the road again.

More than 600 vehicles are handled in the 300 ft by 60 ft. workshop each month.

The huge stock of spare parts — all of them genuine GMH parts — is valued at £8,000 and embraces every article used in a car, from a body shell to the smallest screw. A daily delivery service takes these spare parts to garages, service stations and panel shops in the area.

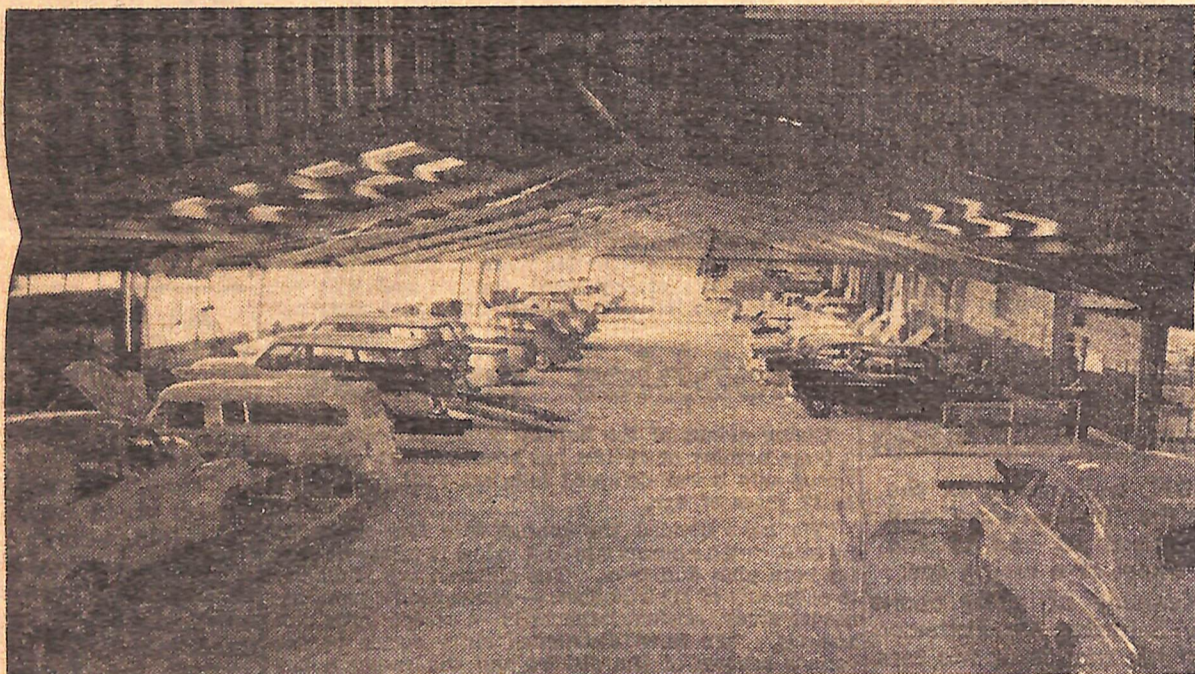
In the body shop is done all the panel beating and painting required.

One of the features of this section is the latest in front-end lining and electronic wheelbalancing. A pick-up and delivery service is available on request.

USED CARS: Two outlets are available to prospective buyers of used cars — one as part of the main premises on the Maroondah Highway and the second at Croydon.

These units of the organisation specialise in the re-conditioning of used cars and all cars carry the well-known "O.K." used-car warranty.

Many Ringwood and district residents have voiced complete satisfaction with the service they have received from the used-car department, speaking highly of the condition of the vehicles purchased and of the financial arrangements placed at their disposal.



NEW AND USED AT RINGWOOD



CROYDON

• UNRIVALLED help in assisting the customer wanting a new Holden — and unparalleled bargains for the used car buyer have made Bill Patterson's a household word in the district.



HOW TO BUY YOUR NEW HOLDEN

from page one

"Well, the wife rather thought they might be aiming too high for their income but the chap said, 'It won't do any harm asking, dear. We can find out all about it while we're here, anyway.'

"So, after they'd made a thorough inspection of the model they wanted, they came in here and we began to talk about the



• GUY NEVETT, Sales Director, lives at Croydon, with his wife, is keen golfer and fisherman.

financial side of it. By the way, you might like to know that every conversation we have with customers about finance is always in the strictest confidence.

"I told them that the list price, for cash, for a Holden standard sedan was £1,138 — that's 'on the road.'

"The lady's eyebrows shot up a little but she didn't say anything; just looked at her husband. He asked me then, 'What's the deposit on it?' He could, of course, have made any deposit he thought he could afford, but I told him the minimum deposit was £228. He seemed pleased with that and so did his wife.

"So he said, 'How much a week?' and I told him he could pay the sum off for as little as £6. That pleased them, too, and after they'd exchanged glances for a while — you could see that they were weighing it up, even without words — he said, 'That's fine. I'm

pretty sure we could manage that.'

"That afternoon he paid the deposit and drove off happily in a new Holden."

"What," we asked, "if he'd suddenly had a good win at the races or won a couple of hundred in Tatts or something like that and brought it to you?"

"He could pay it to us if he wished and, by doing so, shorten the time of his contract. We would give him a rebate on the interest and insurance for the period that had been cut off."

"Insurance. Tell us about insurance."

"For one thing, there's a free policy that provides for his wife to retain the car, with no further payments, should he have the misfortune to be killed by an accident. For another, a small extra charge will give him a policy providing against sickness keeping him away from his work."

"And if he couldn't keep up his payments?"

"Provided he came and told us of his troubles we'd do everything pos-

sible to help, either by reducing the amount for regular payments or by holding the car for him until he was in a position to reclaim it. The last thing we'd want would be for him to lose the use of the car."

"If he'd brought in a used car as down payment, what then?"

"We'd test it thoroughly, find out what re-conditioning would be necessary for us to re-sell his car under O.K. warranty and then offer him a price for it as his first contribution to a new one. If the car were under hire purchase we'd pay the balance off and make the necessary adjustments as trade-in on a new one. Or, should he require it, we can return him some money in cash if his car were worth more than the minimum deposit."

"In other words . . ."

"In other words, we're here to help a man if he wants to buy a car. The arrangements would be entirely between him and us and we'd do our level best to see that he was happy with the deal."

RINGWOOD - AND PATTERSON'S - LEAD THE WAY

YOUNG and vigorous areas like Ringwood — developing rapidly with new homes, shops and roads need young and vigorous inhabitants and businesses.

Secretary



● IAN GIBSON, Secretary of Bill Patterson Motors Pty. Ltd., joined the company last year after extensive experience with a leading Melbourne firm of chartered accountants. He lives at Box Hill with his wife and son.

On that score, Bill Patterson Motors Pty. Ltd. feels that it qualifies, not only to take its place in a growing community, but to give something to that community in return.

"We're young as a company." Managing Director Bill Patterson claims, "having been founded only in April, 1955.

"And we're vigorous, because in those four years we've expanded from the one small block we had to the impressive site we occupy now."

It was while he was in business at South Melbourne that Mr. Patterson heard of the likelihood of a General Motors-Holden's franchise in the Ringwood area.

He negotiated successfully for it and began business as a proprietary company with his father, Mr. Gerald Patterson, as chairman, and himself as managing director.

As all businesses do, the company began in a small way with only one block of land (where the petrol pumps now stand)

alongside an old home.

Cars to be serviced were driven around the corner of Maroondah Highway and New Street, then down a lane to the workshop.

Then the corner block to New Street was bought, and a lot, to display used cars for sale, was built early in 1957.

With the acquiring, and subsequent demolition, of the old house the way was clear for full expansion.

The magnificent building now facing the highway — with its modern showroom glass-walled, its huge workshop, body shop and used car section — was then begun.

Today, the site is more than 300ft. x 300ft.

A Croydon branch, specialising in the sale of fully reconditioned used cars, was opened earlier this year under the management of Mr. Graham Pollock.



Ex-tennis ace is Chairman

MR. GERALD L. PATTERSON, chairman of directors of Bill Patterson Motors Pty. Ltd., bears one of the most widely-known names in the Australian sporting world.

Twice world champion lawn tennis player, Mr. Patterson won the Wimbledon title in 1919 and 1922, and represented this country on six occasions in the Davis Cup, on the final occasion in 1946 as non-playing captain in the Challenge Round at Melbourne when Australia lost to Jack Kramer and Ted Schroeder of the U.S.

His first Davis Cup venture was in 1920 when he was a member of the victorious side against Great Britain.

In 1922 and 1924 he played in the challenging team against the Americans, Tilden and Johnston, and again in 1925 and 1928. He was captain in the latter year and had two "youngsters", Jack Crawford and Harry Hopman, with him.

It was in 1925 that Mr. Patterson, after interesting himself in the automobile industry during his tours of the United States, secured the Australian agency for the Pierce-Arrow car.

Later he amalgamated with American business interests and founded the Australian sporting goods firm of A. G. Spalding Pty. Ltd., building the first factory in Australia for the manufacture of various pieces of sporting equipment.

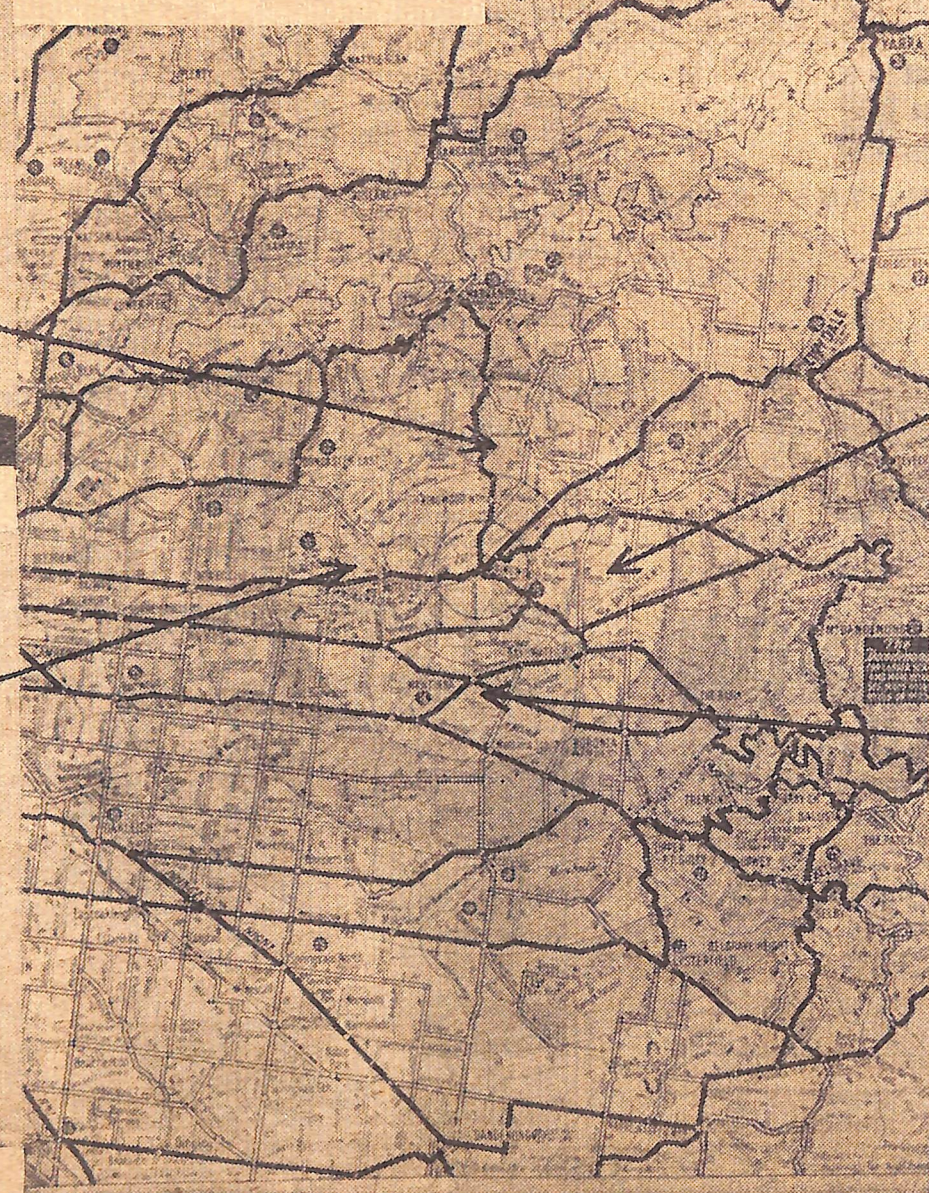
He retired to devote himself to family matters in 1952, but still retains the directorship of several public companies.

BIG PRIZES IN HOBBY CONTEST

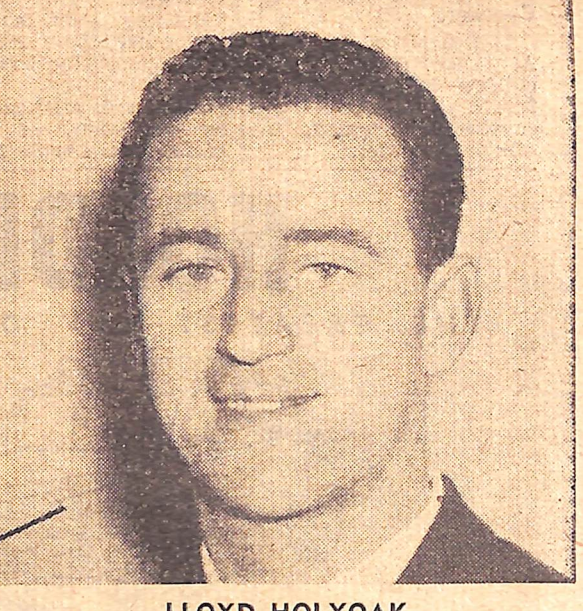
★ THE FIRST section of the Hobbies Exhibition (see Page 1) is open to boys and girls up to eight years of age, with prizes including:

- A full football kit, including boots, socks, guernsey and shorts in the winner's favorite team colors, and an autographed bat for the boys, and
 - A girl's cycle and Coronet camera for girls.
 - Children in the third section (from 11 to 14 years) will compete for:
 - A German 35 mm Regulo camera, which takes pictures in both color and black and white, and a tennis racquet, selected to best suit the individual child who wins it.
 - Prizes in the fourth section, open to children from 14 to 17, are:
 - An Astor playgram, a pocket size transistor radio and six footballs and six basketballs as consolation prizes.
- The second section reserved for children between eight and 11 years of age, offers:
- A Bill Patterson Special cycle and a Coronet camera with flash gun, for boys, and

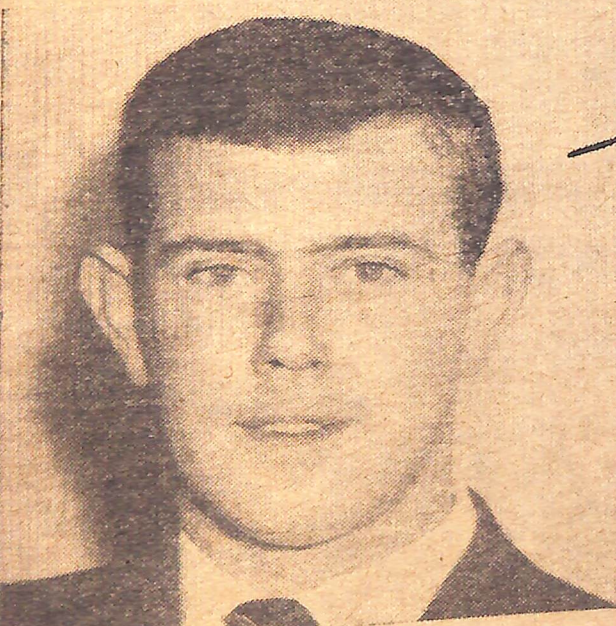
BILL PATTERSON'S SALESMEN



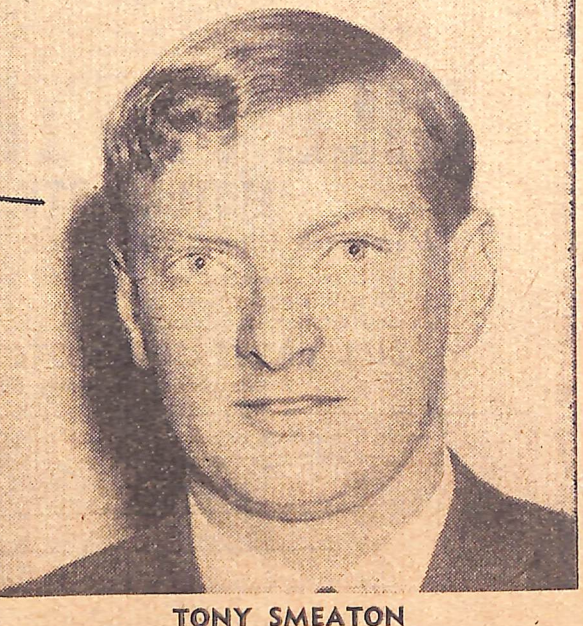
GRAEME POLLOCK



LLOYD HOLYOAK

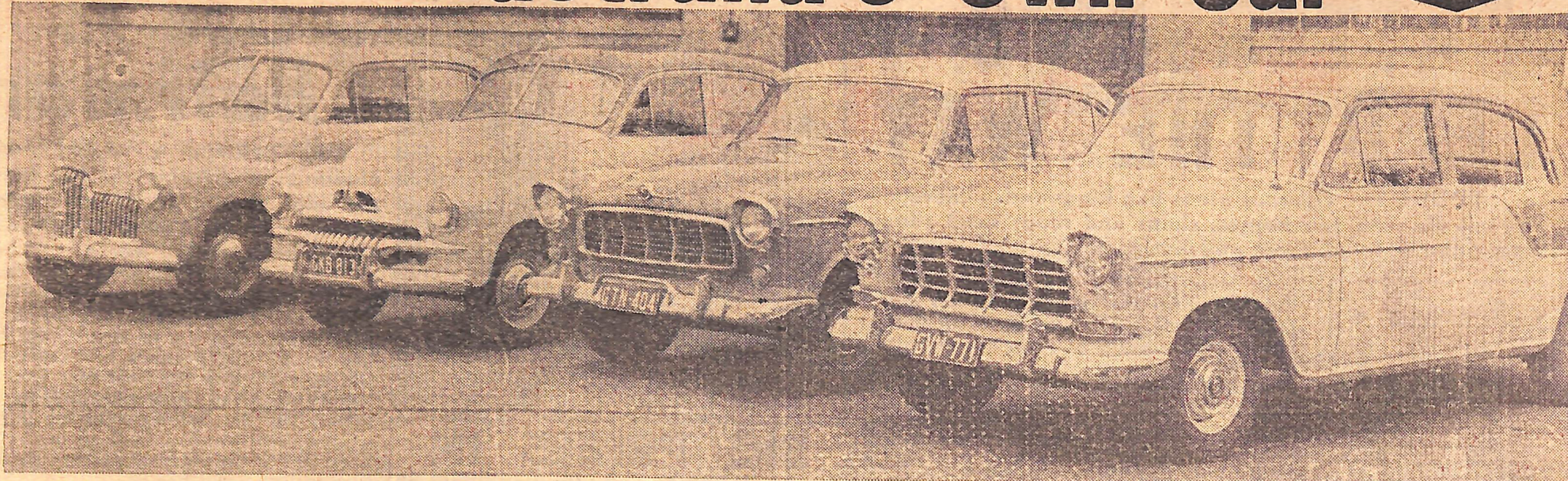


BILL OWBRIDGE



TONY SMEATON

Holden — Australia's Own Car And here they are



It's as widely known as our kangaroo

★ THE sharp eyes of young Australian children quickly spotted that the Holden car predominates to an enormous degree above all others on Australian roads.

They had no need for statistics, or figures showing production increases, registration or ratio.

With the inventive genius that all children seem to have, they developed a new game. It may never have had an official name, so let's call it Highway Cricket.

It was played like this: As parents took their children for a motor outing, one youngster was chosen as batsman, the others as bowler.

The score mounted for the batsman this way: one run for an English car, two for an American, three for a Continental, four for an interstate car and six (at the discretion of the parent-driver!) for a "bomb".

But as soon as the bowler had three Holdens to his credit, the batsman was out!

No records exist, so far as we know, of the highest score made in a

day's run, but your own observations should be enough to tell you that a score of 10 was Bradmanesque.

The Holden is by far the most popular choice among Australian motorists. Figures prove what our children discovered for themselves. Registration figures show that 46.8 per cent. of us prefer Holden.

It was in January, 1945, that the first effective steps were taken towards

the establishment of car manufacture in this country.

By 1946, the first three Australian cars had been built in America and given initial testing at Milford.

Later that year, a fourth test car was built at the G.M.H. plant at Fisherman's Bend, and then a fifth, which incorporated every modification proved necessary by Australian roads and by G.M.H. engineering tests on the four predecessors.

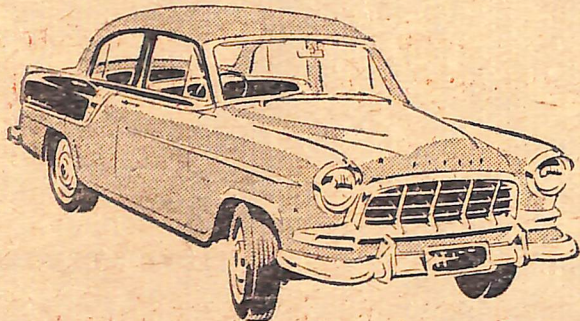
The 500,000th Holden was produced in October last year — less than 10 years after the first was built.

But, apart from production and registration statistics, there are other figures which point to the gigantic influence the Holden has had on Australian employment:

- More than 18,000 people are directly employed by G.M.H.
- Another 35,000 are employed by firms supplying raw materials, semi-finished components and services towards Holden manufacture.

HOLDEN

THE GREATEST BUY ON THE ROAD



For your Holden Sedan, Station Sedan, Utility or Panel Van, call your own Holden Dealer.

BILL PATTERSON MOTORS PTY. LTD.

Maroondah Highway, Ringwood. Phone: WU 8231

Here is all you need to have Holden demonstrated — Simply place a tick against one of the two questions, fill in your name and address and phone number, cut out and post to —

BILL PATTERSON MOTORS PTY. LTD.
Maroondah Highway, Ringwood

I would like a free valuation of my present car.

I would like a Holden demonstrated at home.

NAME

ADDRESS

PHONE

POST YOUR COUPON TODAY.

THE HOLDENS, as they have rolled off the production lines. From left: The initial 1948 model, the "New Look" 1953 model, the "New Model" 1956, and the "Improved Holden" of 1958.

Cars, not tennis for Bill

★ It wasn't that we were scared. Don't get that idea. We knew we were in safe hands.

After all, the man had been driving high-powered racing cars for quite a few years—and there he was, as hale and hearty as any man you'd meet in a day's driving. It was reassuring.

It was just that the day was cold and wet; the roads were slippery and, every few seconds, we had a mental flashback to that sleek, smooth Cooper Climax that he drove on other occasions . . . that whizzed by before you could say, "That's Bill Patterson".

But, as he slid easily into the driver's seat of the spotlessly clean Holden Station Sedan, he said: "We'll take it easy. The roads are a bit wet this morning."

We breathed more easily.

"Don't you get the urge," we asked, as casually as we could, "to put your foot down hard when you're driving?"

"No, I don't. As a matter of fact, it's pretty much the re-

verse. I drive cautiously. At least, I flatter myself that I do.

"When I'm in a Holden I know that I'm just one of thousands of other blokes on the road, and I value my skin as much as they do.

"Then I notice that when I get into the Cooper, I've got to change my way of thinking.

Good—but safe

"It's not that I have to take my foot consciously off the accelerator when I'm in this car — it's that I have to consciously put it down in the Cooper. Understand?"

We understood. It all amounted to one thing: Bill Patterson's a good driver, taking each situation as it arises . . . and no unnecessary risks.

Bill Patterson's a chunky 35-year-old, built something on the lines of a half-back flanker. Sometimes you

Older ones among you would recall the name a little more readily if we gave him his full name—Gerald William Patterson.

His father is, of course, the famous Australian tennis player, Gerald Patterson.

Strangely enough,

with such a tennis heritage, Bill Patterson played little tennis as a young man and has rarely had a coaching lesson from his father.

While he was at Geelong Grammar School he concentrated, in the sporting line, more on boxing and cricket . . . but always, at the back of his mind, was a love for motor cars.

Bill did a term with the Royal Australian Navy in the war, serving in destroyers and Fairmiles in the New Guinea, Darwin and Timor theatres.

Cutting his sports car teeth with a succession of M.G.s, he toured England and the Continent in 1951, winning two races and being placed in several others with a Cooper 500.

Returning to Australia through the United States, he fitted a J.A.P. 1000 engine to the Cooper and won the Australian hill-climb championship in South Australia in 1954. "The Albert Park Trophy" at Albert Park the same year, and collected various "fastest time" awards at other meetings.

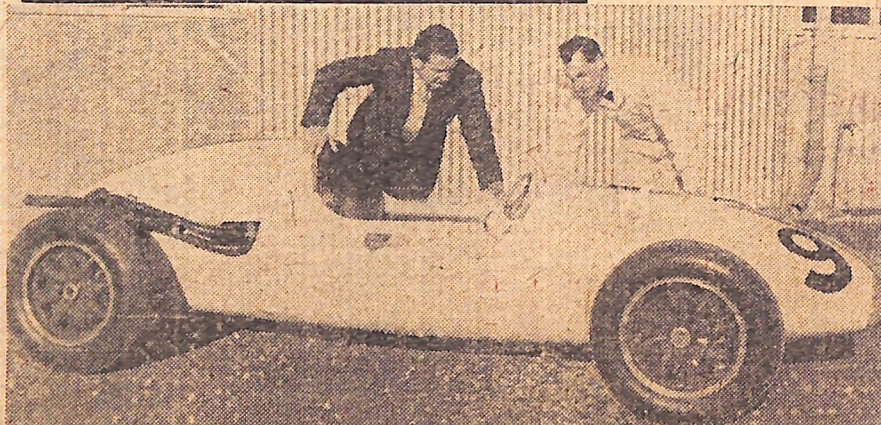
In his Cooper Climax sports car, he holds every outright sports car hill climb record in Victoria.

In his present model, he finished second at Albert Park last November to Jack Brabham—now racing successfully in Europe—in the 25-mile scratch event

Bill Patterson has competed in three Round-Australia trials and, in 1953, was a member of the winning Holden team. The following year he was placed second to Jack ("Gelignite") Murray, and won his class.

A married man, living at Mooroolbark, Bill is in his second year as president of Ringwood Chamber of Commerce.

Let's go . . .



HERE'S Bill Patterson and mechanic Trevor Hill going over some of the finer points of Bill's latest Cooper Climax. It was in this car that Bill finished second to Jack Brabham at Albert Park last November.

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