

COUNTRY NEWSPAPERMEN VIEW INDUSTRIAL EXPANSION OF DANDENONG

FOR two days last week a number of country newspapermen from all parts of Victoria were the guests of three Dandenong firms — International Harvester Co., General Motors-Holden and H. J. Heinz Co. — during which time they made a tour of inspection of their huge works. What they viewed was most staggering, and all left with a lasting impression of what has been achieved because of decentralisation of industry. The visit was a real object lesson, for Dandenong has shown what tremendous development has taken place with the attraction of new industries to their centre. Being the first of its kind organised for country pressmen, members of the party were delighted with the itinerary planned.

What has been achieved at Dandenong could be an incentive for other rural areas such as Benalla.

The visit was organised on behalf of the firms by Creative Public Relations Pty. Ltd., Melbourne, with Mr Ron Stephens managing director and Mr Geo. Wilson (manager) carrying out the many details associated with the trip.

The press delegation was headed by Mr F. C. Yeates, of Bairnsdale, president of the Country Press Association, with Mr Ken Laurie as secretary. The representatives of the Goulburn Valley and North-East were Messrs S. R. McPherson ("Shepparton News") and J. G. O'Shea ("Benalla Ensign").

During their stay in Melbourne the visitors were the guests of the three firms at the Savoy Plaza Hotel, and on arrival on Monday were welcomed by Mr K. I. E. Wallace-Crabb (public relations officer) and Mr Jock Hore (director), of General Motors-Holden, Mr W. H. Twaddle (merchandising manager of International Harvester Co.) and Mr Kevin Luscombe (advertising manager of H. J. Heinz).

PRESS ITINERARY

Joined by other representatives of the firms, the visitors were tendered a dinner at the Savoy Plaza, after which they were taken to the studio of General Television Corporation Pty. Ltd., Channel 9, where they saw the night's programme being televised. On arrival they were welcomed by Mr Colin Bednall (general manager), Mr Norman Spencer (programme manager) and other personnel. At the termination of the evening's programme they were tendered a buffet supper in the company's board room.

The next morning — Tuesday — the party was driven to Dandenong, where the tour of the three industries was commenced.

The first was to International Harvester Co., where they were welcomed by Mr Twaddle, who gave a brief history of the company's expansion since it commenced operations in 1948, a resume of which appears on this page, and Mr H. Lee (works manager).

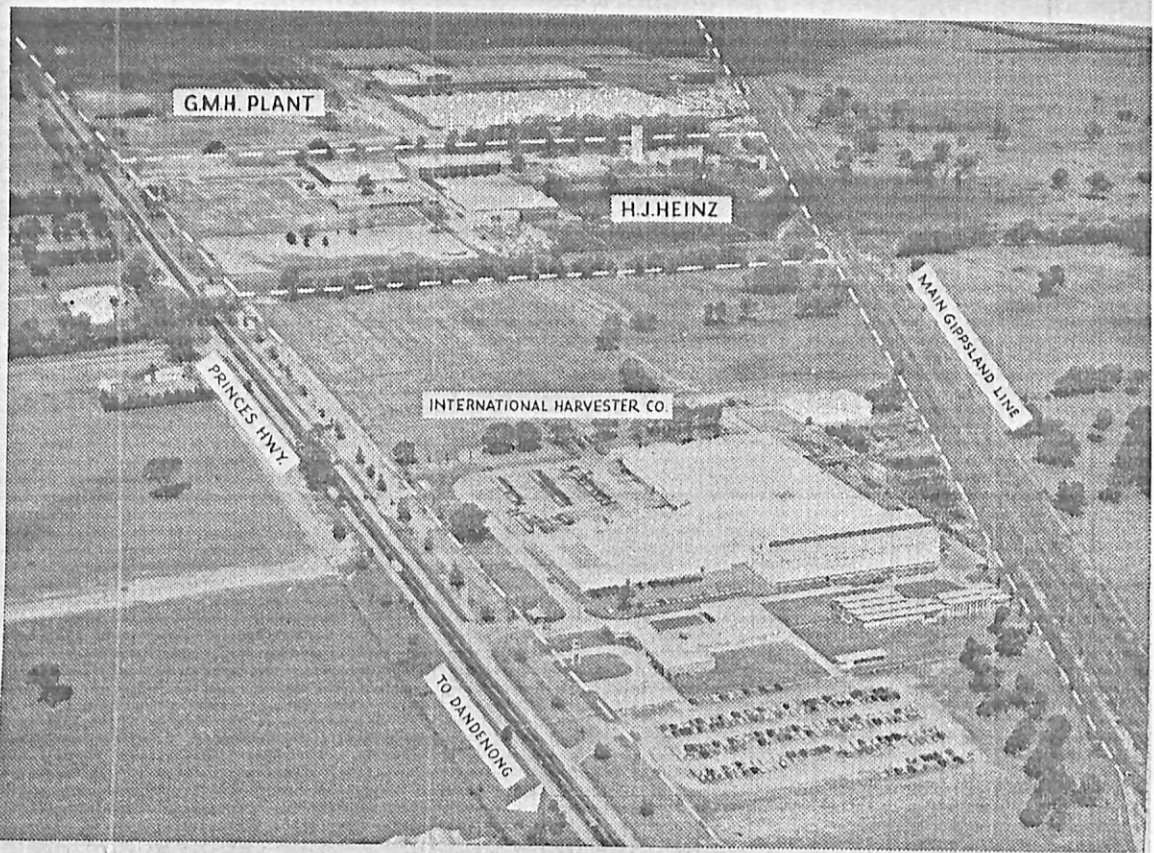
In a four-hour tour, the party saw the start and finish of various trucks manufactured at Dandenong. They were then given a preview of what was described as a "hush hush" model for the Army, details of which were to be released on the 17th inst.

The party was then taken to the Heinz factory, where they were welcomed by Mr H. G. Dennett (acting managing director) and after an inspection of the plant, which won the architectural award for 1955 as the finest industrial building of the year, were entertained at lunch in the beautiful cafeteria.

From there the party travelled in buses a few hundred yards to the tremendous set-up of General Motors-Holden, where they were welcomed by Mr Charles Schwartz (general superintendent), who touched briefly on the operations of the company at Fishermen's Bend, Adelaide and their works at Dandenong. The party split up into groups and saw all phases of the manufacture of the Holden car, with the amazing spectacle of the assembly line, at the end of which a Holden was being turned out at the rate of one every two and a half minutes.

At the end of the tour the party was entertained at a buffet tea in the board room, and from there they were taken to the Windsor at Dandenong and had a dinner by the Dandenong Chamber of Commerce.

Later they were the guests of the R.S.L., which capped off the biggest day the pressmen ever experienced. It was made more pleasurable by the perfect arrangements carried out by two really good organisers in Messrs Ron Stephens and Geo. Wilson, of Creative Public Relations Pty. Ltd.



Heinz Company One Of The World's Most Modern Food Canning Plants

"WHERE THE FARMER AND MANUFACTURER MEET"

ARRIVING at the Heinz £4 million plant, the visiting pressmen were honoured at being taken over what is regarded as one of the world's most modern food canning plants, which was opened by the Prime Minister, the Hon. R. G. Menzies, in 1955, and now employs more than 600 people. By 1970 the company will be capable of producing the whole of Australia's requirements of canned recipe foods, with some left over for export.

The visitors were welcomed by Mr H. G. Dennett (acting managing director), who stressed that none of their famous 57 varieties could be made without the raw materials supplied by Victorian farms.

At Dandenong, he said, there was an example of industrial growth well away from city limits, which must challenge the imagination of champions of the cause of decentralisation of industry. With their two neighbours, General Motors-Holden and International Harvester, they were three of the dozens of industries which had grown up in fields which had grazed cattle only 10 or 15 years ago.

"If Dandenong can do it, why can't many other centres in rural Victoria, with rich potential only awaiting development?" he asked.

"KITCHEN IN THE CLOUDS"

Like the family kitchen, the emphasis at Heinz is on home cooking, and the care in preparation of food. The kitchen is staffed by a team of dietitians, food research scientists and highly qualified chefs.

The kitchen colanders hold 1000 tomatoes at a time, the potato peelers peel 20lbs. of potatoes a second, and peas can be shelled at the rate of 100lbs. a minute.

TREMENDOUS DAILY OUTPUT

The plant is capable of handling daily the following:

- 90 tons of tomatoes
- 3 tons of flour
- 2 tons of carrots
- 1 ton of chocolate
- 8 tons of beans
- 3 tons of asparagus
- 1 ton of beef
- 7 tons of peas
- 400 lbs. of cheese
- 2 tons of chickens
- 1 ton of butter
- 1 ton of bacon
- 2 tons of potatoes
- 1 ton of salt
- 3 cwt. of cabbage
- 3 tons of spaghetti
- 1 ton of celery
- 1 ton of ham
- 180 lbs. of yeast extract
- 1 million gallons of water.

MAKERS OF 57 VARIETIES

As makers of 57 varieties for adults, the company has now planned 57 varieties for juniors. The company produces millions of cans of baby foods a year.

There is scarcely a district of Victoria which does not produce foods for the Heinz company, where it is prepared for babies throughout Australia. The company says that its responsibility

to Australian mothers does not end with the filling of a can.

The company maintains a staff of trained baby health sisters, who work with creches and health centres throughout Australia advising on baby feeding problems.

VISITORS SPELLBOUND

Walking through the various departments inspecting the enormous machinery in motion, the visitors were spellbound with the rapidity with which canned products were being turned out, all of which were being manufactured under most hygienic conditions.

A spectacular sight was the various chutes, with different sized tins, passing through at the rate of 700 per minute, which were then carried out to be labelled and packed automatically.

Grading peas by the magic eye at a speed unbelievable, was described as one of the greatest inventions of the modern age.

The only machinery not in motion was the £750,000 plant used exclusively for tomatoes in season.

Before departing, Mr Yeates (Bairnsdale) expressed the thanks of the visitors for the most educational tour.

SOUVENIRS APPRECIATED

Each pressman received a beautiful souvenir of his visit — a big basket containing many of the products of Heinz, which was sent direct to him before his arrival home.

The International Harvester Co. also presented each visitor with a paper weight in the form of a kookaburra with the map of Australia as the base.

MILESTONE IN DANDENONG'S DEVELOPMENT

IN August of 1950 a small group of businessmen drove through the quiet semi-rural township of Dandenong and alighted half a mile from the town near the junction of the Princes and South Gippsland Highways. What has happened since is today history, for many major industries have followed in International Harvester's footsteps, and any resemblance between the area of that day and today is unbelievable.

The surrounding countryside gave little indication of the mission, for as far as the eye could see the area embraced only a mile or two of farmlands dotted with the occasional homestead.

To the casual observer the visitors held little significance, but to the surrounding districts of Dandenong the occasion was a historical one. For this was the beginning of an industry that over the next few years was to usher in a new era of wealth and prosperity for the people of Dandenong.

The group moved to the centre of the field, where a short ceremony followed, and Mr W. W. Killough, managing director of International Harvester Company of Australia Pty. Ltd., with spade in hand, turned the first sod for the construction of Dandenong's first major industry—International Harvester's motor truck manufacturing works.

GROWTH OF COMPANY'S OPERATIONS AT DANDENONG

In 1952 International Harvester's Dandenong works was completed, with a capacity of 3,000 motor trucks a year. Only four models were built in the

early stages, but today the plant has a minimum capacity of 10,000 units, and more than 100 varieties of 15 basic truck models flow continuously from the company's assembly lines. Several large expansion programmes have been carried out since the works was first erected to meet the market demand.

The growth of International Harvester's operations at Dandenong has enabled the company to seek new markets in the export field. Buyers have been found in over thirty countries and islands throughout the Pacific. The major market is in New Zealand, where 2,500 motor trucks have been sold to private users and government departments.

International Harvester employs 750 people at the Dandenong works on the manufacture of motor trucks. There are 4500 IH employees throughout Australia manufacturing, distributing and servicing the company's wide range of essential products that serve agriculture, commerce, transportation and industry. In addition to Dandenong works, there are also two other manufacturing plants in Victoria—the farm equipment works at Geelong and the construction equipment works at Port Melbourne.

GENERAL MOTORS-HOLDEN AN AMAZING ORGANISATION

THE party of pressmen spent several hours inspecting the various phases of production of the Holden car and its other models. It was an amazing sight, particularly as the party followed the assembly line and saw a Holden car being completed every two and a half minutes.

A brochure supplied to each member gave a most revealing rapid growth of G.M.H. in Australia and its expansion program.

Holden has been equalled by the demand for it.

473 HOLDENS A DAY

Meeting that demand has since been the main demand of G.M.H. and has required an increase in output from 100 cars a day (January, 1949) to the present rate of 483 a day—nearly 115,000 for this year.

The following are a few of the main facts:— Since 1948, when the first Holden was produced, the company has continued to invest in plant, tools and facilities.

An £11 million expansion program announced in 1952—the fourth birthday of the Holden—was begun in 1951 and completed in 1954. Another expansion, costing £7 1/4 million, was announced in 1954, and the completed £21 1/2 million expansion project was commenced in 1955. Now the fifth expansion, to cost £9 million, is in progress.

It stated that no other car has had so enthusiastic reception from Australians and, from the start, the tremendous public interest in the manufacture of

Holden production reached 100 a day in February, 1951, when there was the manufacture of the Holden coupe utility. The 150 a day rate was achieved in October, 1952, and the 200 a day in December, 1953, when a panel van was added to the range of models.

"NEW LOOK" HOLDEN

When the "New Look" Holden was announced in 1953, cumulative production of the original Holden sedan and utility had reached 120,402.

When the "New Look" Holden passenger sedans were announced in 1956, cumulative Holden production had reached 290,352. The two station sedan models were introduced in February 1957, and Holden cumulative production had grown to 445,511 by May 6, 1957, when the "Improved Holden" models were announced.

The half-million Holden was produced on October 22, 1958—9 years and 11 months after the first was built.

PRODUCTION TARGET

The production target is now 125,000 completed Holdens a year. That target should be reached shortly after the current £9 million expansion of G.M.H. plants and facilities is completed.

HOLDEN SALES LEADERSHIP

The growth of Holden sales throughout Australia has been spectacular, and in 1957, for the seventh successive year, Holden was the first choice of Australian buyers, Holden sales (90,126) being more than double those of the next most popular make of car.

Holden passenger cars, including the station sedan, accounted for 42.7 per cent of all 1957 registrations within this category, compared with 33.8 per cent in 1956.

In the utility field, the Holden coupe utility increased its sales leadership in 1957 to 50.8 per cent of the total registrations in this category from 36.3 per cent in the previous year.

The popularity of Holden passenger cars further increased in 1958, registrations for the first half of the year showing that 68.3 per cent of buyers preferred Holdens.

INTERESTING FACTS ABOUT INTERNATIONAL HARVESTER

- 1948 57 acres of land purchased at the junction of Princes and South Gippsland Highways for motor truck works.
- 1952 First International truck rolled from the production line. Capacity, 3000 vehicles a year.
- 1955 Major expansion programme completed to increase production to 10,000 motor trucks a year. Cab manufacturing facilities also constructed.
- 1958 Number of employees 750
- Investment of shareholders' funds in plant and equipment £4,000,000
- Trucks manufactured to date 43,000
- Number of basic models 15
- Number of truck variations over 100
- Number of company suppliers 1500
- Annual bill for wages and salaries £620,000
- Annual amount spent with outside suppliers £5,525,000

(Continued on Page 7)