

● IN 1949 THERE WERE 33 ON THE STAFF

THE GARAGE

Twenty - five years ago Dandenong was not much more than a little country town.

Like most little towns it had a garage—small, too, but big enough to do the job.

Occasionally this little garage sold a Chevrolet, sometimes even a Buick.

Just after the war big things started happening to Dandenong — it began to grow and so did the garage.

In 1946 Preston Motors came to Market Motors and it was jointly acquired years later they had acquired full ownership.

Now that garage has an annual turnover of more than £1½ million.

The year before Motors fully took over, Market Motor's staff totalled 33. Total sales for the year were 240 new cars and 320 used cars.

NOW MARKET MOTORS HAVE 130 ON THEIR STAFF AND SELL 600 NEW CARS AND 1000 USED CARS A YEAR. AND THIS FIGURE IS STEADILY GROWING EACH YEAR.

This growth reflects two factors. ● The amazing expansion of Dandenong and

● The amazing success of the Holden.

But Market Motors, under the general managership of Phillip Wortham has kept pace with all this. Ever since General Motors Holdens decided

to build an Australian car, Market Motors have been busy, because Holden dealership went to the people who had proved themselves as dealers before the Second World War.

2½ ACRES

By 1956 MM had bought 2½ acres on Princes Hwy., Doveton. In 1958 the front of the 1920-styled Dandenong garage was knocked down and a new showroom took its place. A comprehensive spare parts department was also built.

In 1959 a house — just two doors from the

showroom — was bought for further expansion.

But still it wasn't enough. In December that year, just six months after MM were appointed distributors by Nasco covering the whole of Gippsland, there was even more building.

This time it was a new bodyworks division at Doveton and it was one of the best equipped of its kind in Australia.

Market Motors were on the move again in 1962. The two in

Dandenong was bought giving the company a 310ft. frontage on Princes Hwy.

A used car yard was established on the new site and there were further alterations to the showroom, spare parts department and offices.

GROWING

Later in 1962 another car yard was created at the other end of Dandenong.

All these improvements have given Market Motors a second — none But outfit. They're not sitting back.

● BY CHRISTMAS THERE WILL BE 159 ON THE STAFF

15 years ago Market Motors sold 560 cars in a year. Last year they sold 1600.

THAT GREW



● This is how Market Motors began.

Now they have built this huge combined service and parts building at Doveton, which puts on Dandenong's doorstep one of Australia's most modern, efficient and fastest Holden service.

This building is 312ft. long and 60ft. wide. It will also house a unit for both retail and for both and the customers' trade.

Around this building will be parking space for 220 cars.

This further expansion means that by this Christmas Market Motors will be employing 156 people.

And the company is aware of the value of its staff.

For instance, manager Phil Wortham is proud to point out that during the 1961 credit restrictions and general hardship in the many industries including the motor industry, there were no retrenchments.

IN FACT, DURING 1961 THE STAFF INCREASED!

So there's the story of the garage that is still growing.

Proof of this is this forecast: In 1970 new car sales are expected to total 460,000. In 1960, 305,000 were sold.



● Market Motors, at the gateway to Dandenong, today.

EDITORIAL:

MARKET MOTORS AND DANDENONG

£100,000 . . . that's what Market Motors meant to people in Dandenong in the past financial year. That was the company's payroll.

In these days of £million spending this may not seem a great deal. But its size can be gauged from this — in 1962-63 the TOTAL RATES, the largest single income for public works was £285,000 — not even three times Market Motor's payroll.

Money is important, but Market Motors gives more than that to this nearly 30,000-strong community.

Of the 124 people on the staff, 112 live in the Dandenong area.

General manager, Mr. Phillip Wortham knows his company and Dandenong grow hand-in-hand.

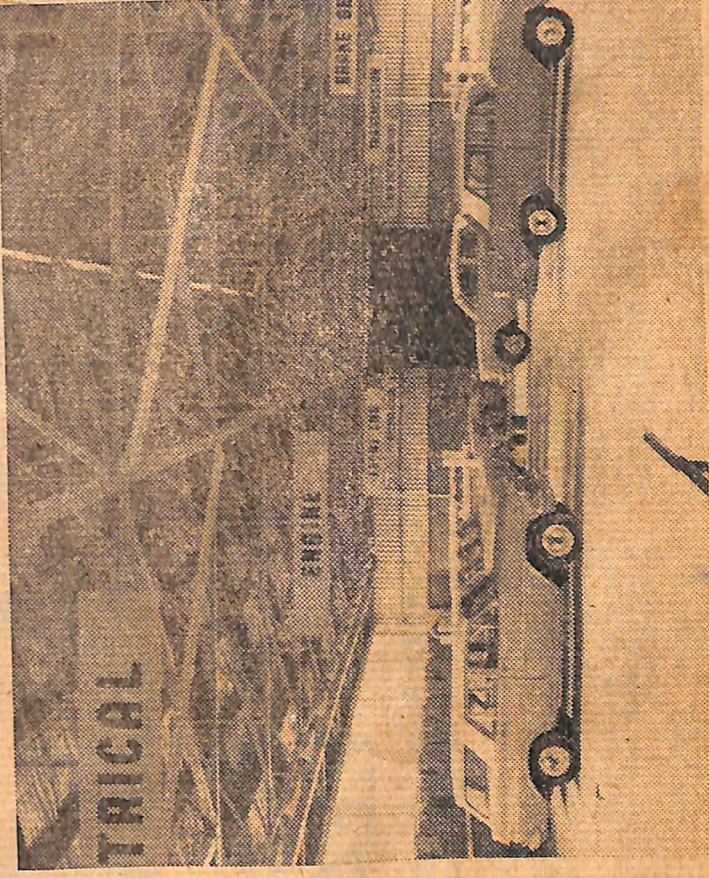
For this reason one of his big concerns is the boys of this city.

These are the lads who will become SKILLED tradesmen — IF they can get the proper training in their teenage years.

Well, Market Motors is more than doing its job in this respect: They have 16 lads doing a QUALIFIED APPRENTICESHIP with the company.

Some of the other big advantages that a large, progressive company brings to any city are obvious — efficiency, speed, reliability, etc.

But many others are hidden: For instance when Market Motors decided to build their massive new quick-service division at Doveton, this immediately meant a contract for local men — plumbers, carpenters and so on.



This picture gives some idea of the vast new Doveton building. But it only tells half the story — this section houses the electrical, engine, front end, reconditioning, brake service, transmission and new car pre-delivery departments.