

GRAND

OF

S. J. MOTORS

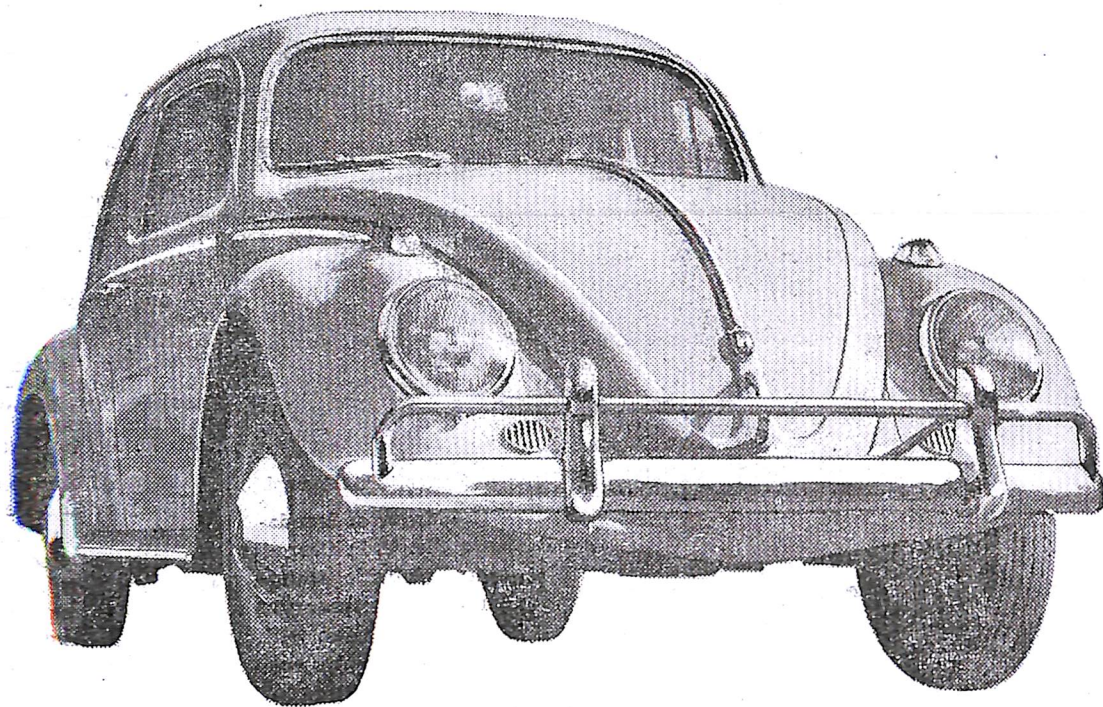
PTY. LTD.



*all new Volkswagen
sales and service facilities
at 36 Lonsdale Street!*



Frontal view of the new S.J. Showroom where a range of colors and models is always on display.

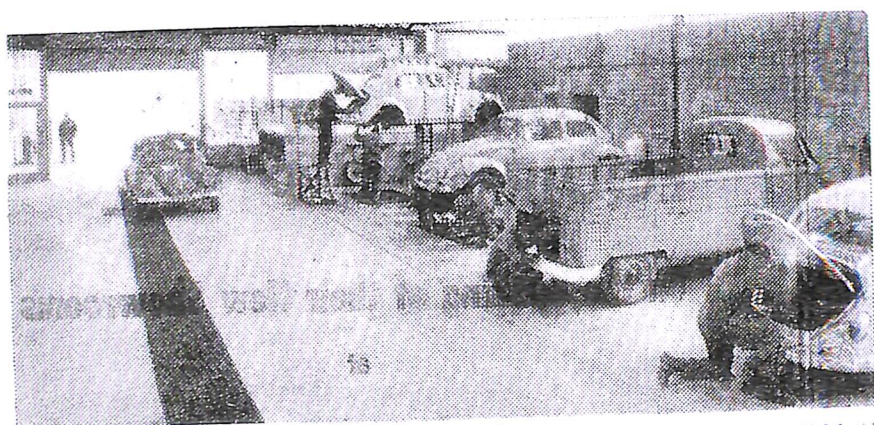


Now, for your convenience! A new, modern, spacious showroom, where you can inspect at your leisure our impressive display of mighty new VW models! A comprehensive range of accessories is also there for you to see, and a helpful, courteous staff is on hand to answer questions and assist you in any way they can.

S.J. MOTORS are also fully equipped to offer VW owners an **After-Sales Service SECOND TO NONE!** A skilful, enthusiastic team of factory-trained mechanics using the latest and best equipment keep your VW running like new at all times. Fast, thorough, dependable service is a promise, at S.J. MOTORS!



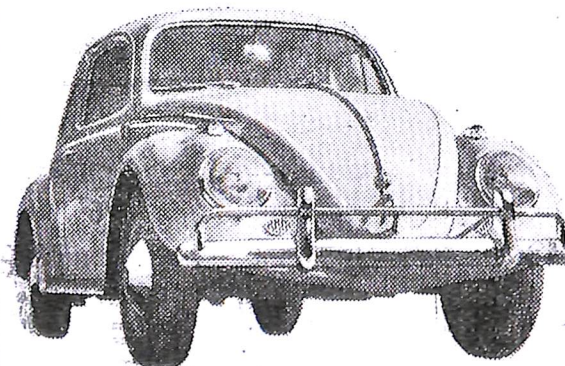
A typical view of one of the busy service hoists at the new S.J. premises, which is clearly visible from the customers' attractive and comfortable lounge, shown on the left.



A normal busy day at the S.J. Workshop where factory trained mechanics ensure the usual VW personalised servicing and trouble-free running.

REAL MOTORING AT NEW LOW COST!

VOLKSWAGEN STANDARD SEDAN



Only

£849

Tax Paid

Enjoy famous VW reliability, comfort and performance at a budget, baby-car price!

SEE and TEST-DRIVE IT TODAY!

INTERNATIONAL PLASTICS (AUST.) PTY. LTD.

FERNTREE GULLY ROAD, SCORESBY

*Australia's largest
manufacturers of
fibreglass boats
congratulate*

DANDY POWER EQUIPMENT PTY. LTD.

on the opening of their new Showroom at
36 LONSDALE STREET

where a full range of

Caribbean

BOATS may be inspected

HOBBIES BECAME THEIR BUSINESS!

Success usually comes from doing the things you like — and so it was in the case of "Tig" Stevenson and "Ekka" Jones, the two partners in the S. J.-Dandy Power Group. They are both boat owners, and boating, fishing and skiing and outdoor sports are their chief relaxations.

It started with motor bikes.

They gave their first business its biggest kick-along by their own deeds and success on the motor-cycling track.

When they first came to Dandenong in 1946, after selecting this city as the most promising suburb for future development in the whole of the metropolitan area, they were motor-cycle enthusiasts.

They had joined the Army during World War II — Lindsay as a dispatch rider and Eric as a motor mechanic.

That was the background that saw them embark in the business as Dandy Motor Cycles.

They both joined the dormant Dandenong Motor Cycle Club and in 1946 Lindsay was elected president — a position he held for 10 years.

During his presidency, the membership rose from a meagre 15 to over 200, and through his own individual efforts he brought nearly every class of scramble championship to the club — a record that has been carried on by present active members. Eric Jones confined his club activities to road racing and was successful in many Clubman championships during the 1949-1950 period.

Due to their club successes, the business began to flourish and the boys soon got a reputation in and around Dandenong as motor-cycle experts, and agencies flowed to them.

From bikes they graduated to cars.

Sportsmen both, it was only logical that in 1953 the business expanded in another direction and the pair began Dandenong's premier sports store, Dandy Sports Depot. Mr. John Ivey was placed in charge of this new section and today manages the company's complete sporting division.

In 1955 they took their next big step and built modern two-storey showrooms at 13-15 Pultney St., and later bought adjoining property.

Another important decision was to accept the Volkswagen and Rover franchise in 1956.

Late that year the chance to expand even

further presented itself. With the availability of a large showroom area, together with trained mechanics in the small engine field, it was natural that the light power equipment field should be investigated. They commenced with motor mowers and rotary hoes.

(Cont. on Page 21).

W. B. LEED

13 Langhorne Street, Dandenong

Plumbing Division

CONGRATULATE

S.J. MOTORS PTY. LTD.

and

**DANDY POWER
EQUIPMENT PTY. LTD.**

on the opening of their New Showrooms

at

36 LONSDALE STREET, DANDENONG

GLASS — GLASS — GLASS

All glass used in the new premises of

S. J. MOTORS PTY. LTD.

and

DANDY POWER EQUIPMENT PTY. LTD.

was supplied and glazed by

DANDY GLASS WORKS

66 Foster Street, Dandenong — Phone Dand. 2 3075

WHOLESALE and RETAIL

BUY DIRECT FROM DANDENONG

GLASS

GLASS

GLASS

British Paints

MAKERS OF THE WORLD-FAMOUS

"Little Ship" Marine Finishes

congratulate

DANDY POWER EQUIPMENT PTY. LTD.

ON THE OPENING OF THEIR NEW, MODERN SHOWROOMS AT

36 LONSDALE ST., DANDENONG



See Dandy Power Equipment for complete and expert advice on all boat painting.

Stockists of "Little Ship" quality products. Used by leading yachtsmen throughout the world.

FOURTH MOVE

When S. J. Motors (Volkswagen sales and service), and Dandy Power Equipment Pty. Ltd. (marine and agriculture equipment), moved from Pultney St. to the recently completed buildings some eight weeks ago, it was their fourth move since the two managing directors and original partners, Mr. Lindsay ("Tig") Stevenson and Mr. Eric Jones began business in this city some 16 years ago — and each move has been to bigger and better premises.

On this occasion, however, with 2½ acres at their disposal, they have the satisfaction of knowing that here they have room for further expansion.

SPECIAL VW FACILITIES

The S.J. Motors sales and service section is one of the most modern car headquarters in Australia, and will establish S.J. Motors as one of the top three "A" class Volkswagen distributors in Victoria.

Their facilities for service include nine fully-trained mechanics who have attended a comprehensive training course at the Volkswagen factory at Clayton and a full kit of the prescribed service tools laid down by the Volkswagen Factory, for "A" class dealers.

S.J. Motors are permitted to handle every type of service on the Volkswagen — from changing a tyre — to giving a complete vehicle overhaul.

COMPLETE VW MOTOR CHANGE IN ONE HOUR!

S.J. Motors' plan of team service for VW's places the accent on saving the customer from waiting.

They have it down to such a fine art now that it is their proud boast that they can do a complete new motor

change-over (£127/10/-) in one hour.

And the same technique is applied to other repairs.

When a VW comes in for repairs, unless the job is a very small one, not one mechanic but a team of four sets to work on it.

SMILE A WHILE



"I'd rather they'd put up a traffic light there."

VICTORIAN PLANNING & DESIGN BUREAU

13 Langhorne Street, Dandenong

Designers of the New Premises

CONGRATULATE

S.J. MOTORS PTY. LTD.

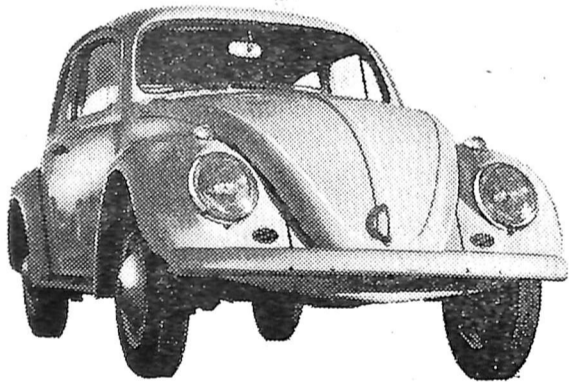
and

DANDY POWER EQUIPMENT PTY. LTD.

on the opening of their New Premises

at

36 LONSDALE STREET, DANDENONG



SPENCER MOTORS PTY. LTD.

congratulate

S. J. MOTORS PTY. LTD.

on the opening of their new showroom at

36 LONSDALE STREET DANDENONG



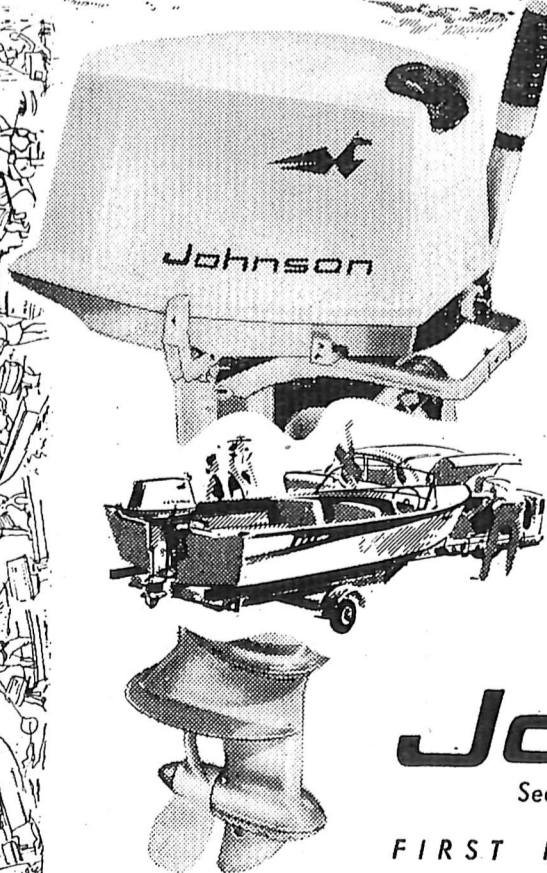
SPENCER MOTORS PTY. LTD.

86 STURT ST., SOUTH MELBOURNE

TELEPHONE 69 3125

4 months' holiday* with play!

*Count your "days off" through the year
52 weekends, 3 weeks' holiday. Total: 119 days!



Spend more time with your family. Cruise. Waterski. Picnic. Swim. Fish or just laze in the sun. No other family activity offers so much!

For £289 the "Johnson" Sea-horse 18 h.p. model is outboarding's best buy for all-round family boating fun. Its husky power will pull an adult skier with ease yet it weighs only 79 lbs. Long famed trouble-free performance; sound-sealed cushioned power; thermo-static temperature control; full gear-shift and 'first pull' starting that any youngster can use.

See these "Sea-horse" powered rigs. They're power-matched for good boating. • THE 14' DE HAVILLAND ALUMINIUM "TEMPEST" RUNABOUT • THE 14' PRIDE FIBREGLASS RUNABOUT • THE 12' SAVAGE FIBREGLASS "BOSUN" • THE 14' WILTSHIRE "SKIFLITE."

Ask your "Johnson" Dealer for his advice — he's your local boating authority.

Johnson

Sea-horse Outboard Motors

9 models: 3-75 h.p.

FIRST IN DEPENDABILITY

AVAILABLE FROM DANDY POWER EQUIPMENT PTY. LTD.
36 LONSDALE STREET, DANDENONG. 'PHONE 20 326

NEW £100,000 BUILDING ACCENTS

S-J—DANDY POWER GROUP'S GROWTH

From a boyhood friendship and a mutual interest in motor bikes and things mechanical, plus plenty of drive, initiative and business acumen, has emerged one of the big "success stories" of this district — the ever-expanding business of S.J. Motors Pty. Ltd. and Dandy Power Equipment Pty. Ltd., twin business enterprises that on Friday night took one of their biggest steps forward with the opening of the group's new modern and attractive £100,000 headquarters and showrooms on a valuable 2½-acre site at 36 Lonsdale Street, Dandenong.



The striking "front windows" the two new divisions present to busy Princes Highway.
—Beaver Photographic, Dandenong.

Since the early days of their business association back in 1946, when they bought a small 20 ft. block in Foster St., Dandenong,

to launch out into the motor-cycle business, they have come a long way. "Tig" and "Ekka" — as they are known to their friends — had to battle hard to get a footing in those days, but with their capacity for hard work, their drive and initiative, they have built up their big business step by step,

always progressing, always developing. Their motor bike days have been left behind them but from the mechanical world that bikes opened up to them has come the "know-how" and experience to develop one of the most successful group enterprises of its kind in the State, with the

accent on VW's, boats, out-board motors, mechanical farm equipment, cultivators and lawnmowers.

Opening of the attractive new building with its 290 ft. of window space to the busy Princes Highway, just east of the Frankston Rd. turn-off, has consolidated the group's many branches into a compact unit for easier management and has provided the firms with a spacious and eye-catching "show window" for its big range of products.

FRANKSTON EXPANSION, TOO

The group recently successfully developed another major division of Dandy Power Equipment — "Powercraft," Frankston — and Frankston Sports Depot on the Nepean Highway in this fast-developing seaside city. This up-to-the-minute centre — has its own boat launching ramp as a valuable aid to boatmen.

And only this year the group purchased for £25,000 the valuable Lonsdale St. freehold on which manager Jack Ivey has helped develop the successful Dandy Sports Depot as another unit of the widespread Stevenson-Jones organisation.

In 16 years the staff has grown from two to 80, and the S. J. Motors division alone has disposed of over 800 VW's since taking over this valuable franchise in 1956.

No wonder, then that on Friday night, Lindsay

50,000 MILES ON ORIGINAL TYRES

Among the many sparkling new vehicles on display at S. J. Motors showroom opening last Friday night was a grey Volkswagen originally purchased by Mr. Jack Forrest, of 4 Golf Rd., Oakleigh, in July, 1956, which had totted up 50,000 miles on the one set of tyres.

Mr. Forrest, who is an employee of the State Electricity Commission at Dandenong, now has a new VW, and he said that the only repairs needed during his ownership of the first car was one carburettor gasket plus clutch return spring, front wheel shim, and one rubber boot for the back axle.

Stevenson and Eric Jones were the recipients of many congratulations and good wishes, as they greeted 350 guests who had come along to share their pleasure at another big step up the ladder of success.

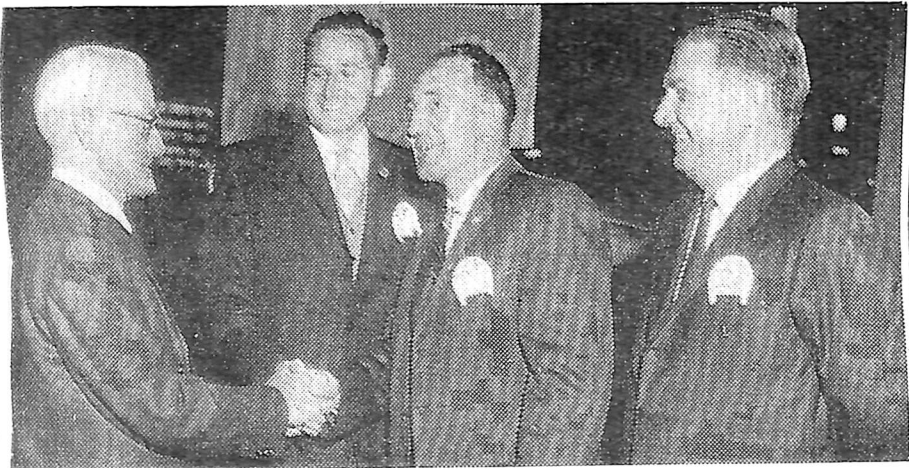
Congratulations
to
S. J. MOTORS PTY. LTD.
and
DANDY POWER EQUIPMENT PTY. LTD.

STURGESS REAL ESTATE

Corner Thomas and Walker Streets
Dandenong, Phone 2-9334

AS SELLING AGENTS FOR YOUR MAGNIFICENT SITE

The Mayor's Congratulations



— Beaver Photographic

The Mayor of Dandenong (Cr. T. P. Carroll) congratulates Messrs. Jones and Stevenson on their achievement, with Mr. Stewart, representing Spencer Motors, of VW fame, standing by.

KINGMAN SIGNS
GREAVES STREET, DANDENONG
PHONE 2 3039

designed and painted all the signs on the new premises at

36 LONSDALE STREET
CONGRATULATE

S. J. MOTORS PTY. LTD.

and

DANDY POWER EQUIPMENT PTY. LTD.

SMILE A WHILE

1908

1962

W. B. LEED
13 LANGHORNE STREET, DANDENONG

Builder of the New Premises

CONGRATULATE

S. J. MOTORS PTY. LTD.
and
DANDY POWER EQUIPMENT PTY. LTD.

on the opening of their New Showrooms
at
36 LONSDALE STREET, DANDENONG

Mayor of Dandenong performs official opening

HOBBIES THEIR BUSINESS

Cont. from Page 20.

From that step emerged the very successful division of Dandy Power Equipment Pty. Ltd. which expanded the big range of products handled — many on a State-wide sales basis.

— AND THEN BOATS
1959 was the year that saw the important expansion into the marine business — a move that proved to be one of immense possibilities in the next few years, with boat and trailer construction as a logical development — and so began the Burgenmaster link.

Before a large and representative gathering of over 350, the Mayor of Dandenong, (Cr. Tom Carroll) performed the opening on Friday night — his first official ceremony as Mayor.

And in doing so he warmly congratulated two of the city's progressive young ratepayers on the large business empire that they have established over the past 16 years from a very modest beginning.

The show-rooms presented a festive setting for the occasion, gay with bright bunting, fairy lights and floral decorations, while the official dais, had as a backdrop, drapings of the pale blue and white (VW colors and VW symbols).

Visitors were entertained to a cocktail hour before the official opening, and wandered at will viewing the vehicles on display in the S. J. Motors section, and the various pleasure

craft, outboard and inboard motors, cruisers, etc., and agricultural equipment, so interestingly arranged in the marine (D.P.E.) section.

WIDE REPRESENTATION

Among the representatives welcomed were: The Mayor and Councillors of the City of Dandenong, the Police Dept., Volkswagen Australia Pty. Ltd., P.M.G., S.E.C., Fire Brigade, Dandenong Chamber of Commerce (Mr. Merv. McLennan, president), V.A.C.C., V.A.G.C. Insurance, Shell Company of Aust., city and country Press, Industrial Acceptance Corporation Ltd., Outboard Marine Aust. Pty. Ltd., General Credit Ltd., Australia Water Sportsman, International Plastics (Aust.) Pty. Ltd., Spencer Motors, Regent Motors Pty. Ltd., and 3UL Warragul.

PROCEEDINGS BROADCAST

The speeches were taped by 3UL technicians and were broadcast on Saturday morning, as well as a special "on the spot" segment following the Country Hour.

Apologies were received from the Royal Swedish Consul of Australia, Mr. H. S. Lambour, the Vice Consul Mr. A. Frisk, Mr. A. Spooner, managing director of International Plastic, Mr. Gray, managing director of VW (Asia) Pty. Ltd., Mr. Cal Elliott, town clerk, Mr. G. Wright, city engineer, and Mr. W. Leed, the builder.

Bright success story

On behalf of the management, the chairman, Mr. Bruce Hatchell, well-known Dandenong businessman and past president of the Chamber of Commerce, welcomed the guests and introduced members of the official party.

The Mayor, Cr. Tom Carroll, Cr. Arch Stuart, Cr. Peter Wagstaff, who was in the audience, Mr. Morrison, general manager Spencer Motors, Mr. Stewart, general manager marketing Volkswagen (Asia) Pty. Ltd., Mr. Abbott, editor of Australian Water Sportsman, Mr. Paul O'Toole, manager Commercial Banking Co., Dandenong, Mr. Eric Jones, managing director S. J. Motors, Mr. Lindsay ("Tig") Stevenson, managing director Dandy Power Equipment, and Mr. Jack Stork, sales manager D.P.E.

Mr. Patchell said Eric and Tig's progress in Dandenong could really be termed "a success story". He likened their business on a smaller scale, to a world-wide company which

had a humble beginning cooking vegetables in a home kitchen, a chocolate factory with a similar "back yard" start.

S. J. Motors and D.P.E.'s two principals had commenced in Dandenong in 1946 in the motor cycle business in a shed at the rear of a block in Foster St.

First job

One of their first jobs had been on a two-stroke motor cycle for well-known businessman, Mr. Angus Facey — and he added laughingly, you couldn't imagine Angus riding round on a cycle today!

Made own bricks

As their business progressed the two partners mixed and made their own cement bricks and started to build forward to street level, later called in bricklayers. They had worked from the bottom to the top and were two "local boys who made good".

Mr. John Morrison, general manager of Spencer Motors, also warmly congratulated Messrs. Jones and Stevenson, and expressed pleasure at being present at the opening of such a lovely building. He had personally watched these young men build up; they had worked solidly and hard, and with business in Dandenong generally, had expanded to outgrow their previous premises. Victoria in the past 18 months had struck an economic crisis, particularly in the motor industry and their decision to expand at such a time was courageous and was to be warmly commended. Since 1956 they had sold 800 Volkswagens and had built up a most efficient service department.

Mr. Merrill Stewart, marketing manager for Volkswagen (A/Asia) Pty. Ltd., said it was an honor to be associated with the company representing VW in this area.

Volkswagen, too, began with a small work force, now they employed 1600 at their Westall works "just up the road." S. J. Motors had kept pace with

Dandenong's phenomenal growth. "We hope that we, Spencer Motors, Volkswagen (A/Asia), and 'S. J.' can contribute as industrial citizens to the benefit of all in this district," he concluded, in voicing his good wishes.

In expressing gratifica-

tion that their plans and building over two years had at least reached fruition, Mr. Eric Jones, managing director of S. J. Motors, said they had moved "out of town" mainly to give better parking facilities.

(Cont. on Page 22).

SOUTH EASTERN TIMBER CO. PTY. LTD.

(A Subsidiary of G. N. Raymond Ltd.)

McCRAE STREET, DANDENONG

SUPPLIERS OF

HARDWOOD SCANTLINGS
HARDWARE & JOINERY TIMBERS.

TO THE CONTRACTORS FOR THE NEW PREMISES AT

36 LONSDALE STREET

congratulate

S.J. MOTORS PTY. LTD. and
DANDY POWER EQUIPMENT PTY. LTD.

W. B. LEED

13 Langhorne Street, Dandenong

Painting Division

CONGRATULATE

S.J. MOTORS PTY. LTD.

and

DANDY POWER
EQUIPMENT PTY. LTD.

on the opening of their New Showrooms

at

36 LONSDALE STREET, DANDENONG

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CONGRATULATES the

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"S.J." AND

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"DANDY POWER"

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GROUP

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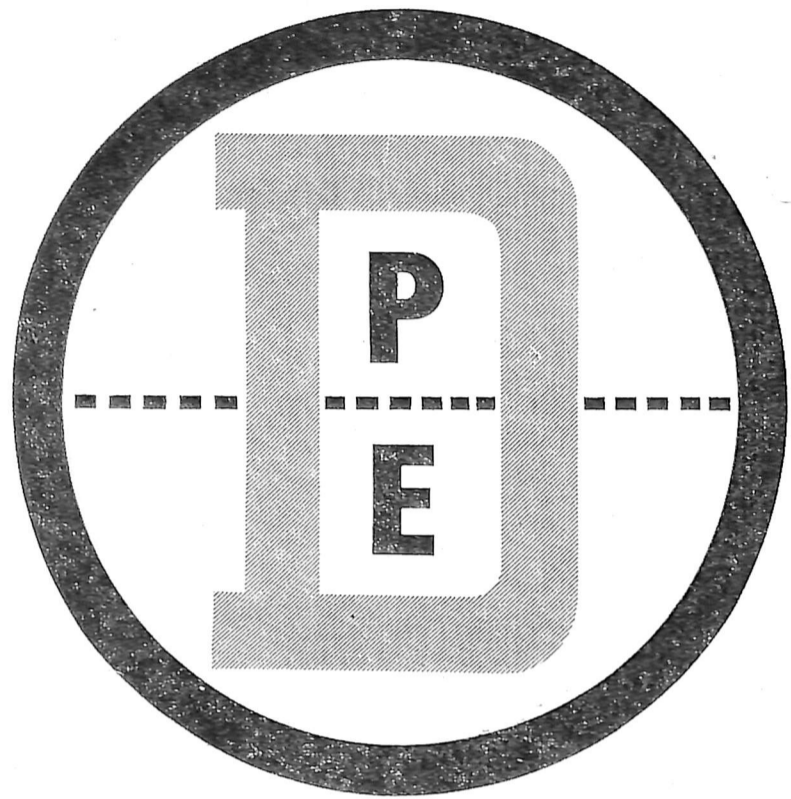
OPENING of their

magnificent new
showrooms

R

"Built better with Besser"

OPENING!

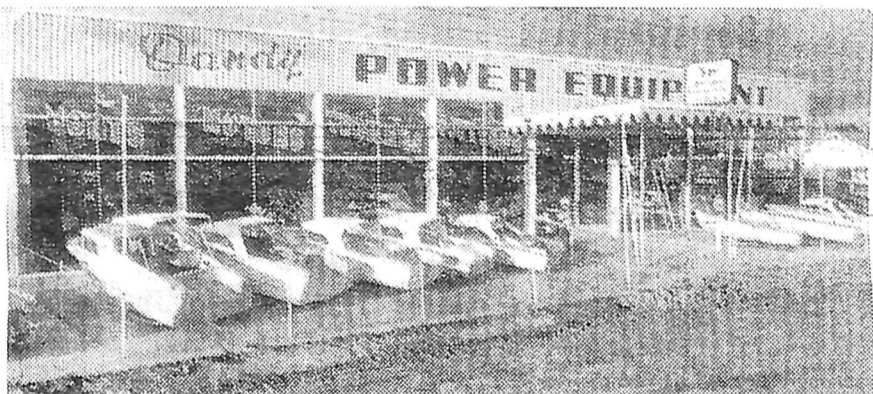


OF

DANDY POWER EQUIPMENT PTY. LTD.

VICTORIA'S LARGEST MARINE AND POWER EQUIPMENT CENTRE

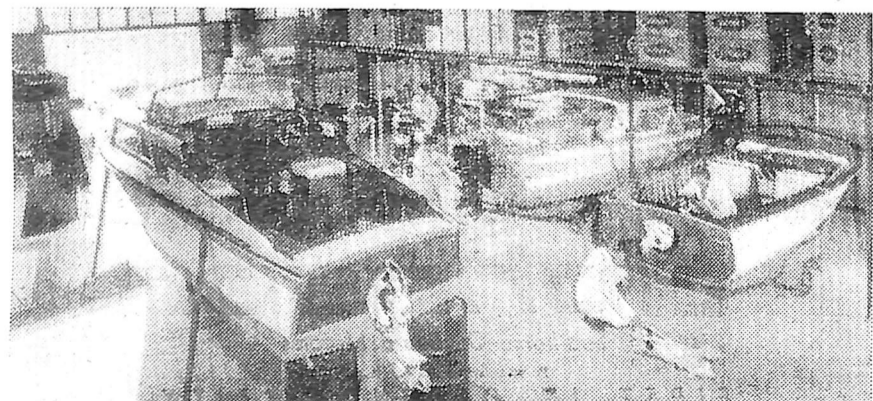
36 LONSDALE ST. (PRINCES HIGHWAY)



Front view of Dandy Power's new marine showroom where 50 boats can be seen at the one time.



Interior display of boats, motors, machinery and all boating accessories at the new premises, Princes Highway.



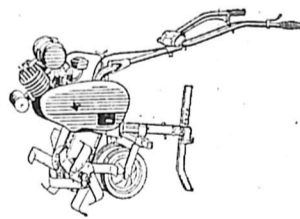
A small section of Dandy Power's Service Division, which caters for installing and servicing of all outboard and inboard motors with factory trained experts.

Why go further . . . when right at your door is Victoria's largest Marine and Power Equipment Centre! At Dandy Power Equipment, the boating enthusiast can choose from over 100 new and used boats of all descriptions in ply, clinker, fibre-glass and aluminium. Boat trailers, too, from 10-20 feet, and a wide selection of outboard and inboard, and inboard/outboard motors by the world's leading manufacturers are available.

"DANDY POWER" are well equipped to carry out all maintenance, servicing and repair work necessary on these units with the utmost skill and efficiency.

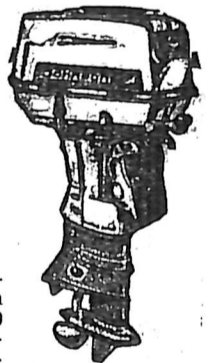
D.P.E. have an excellent power equipment division, also, where you'll find a large range of Chain and Swing Saws, Rotary Hoes, Motor Mowers, etc., all by famous makers, with "on the spot" service and spare parts.

DEMONSTRATIONS GIVEN; TRADE-INS ACCEPTED; TERMS ARRANGED to suit YOU!



LANDMASTER/ GARDENMASTER

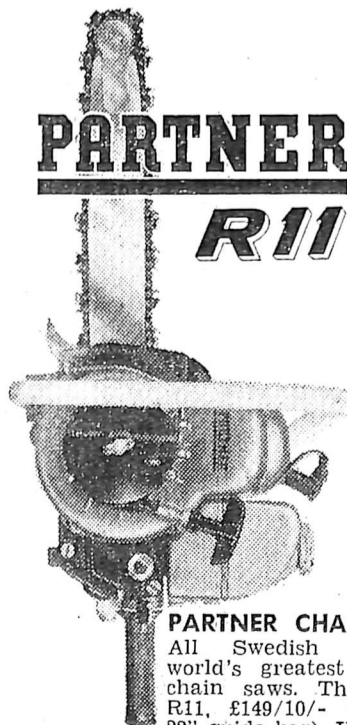
The ideal agricultural implement for the home or market gardener. Landmaster L150 at £164/10/- or Gardenmaster S80 at £79/10/-.



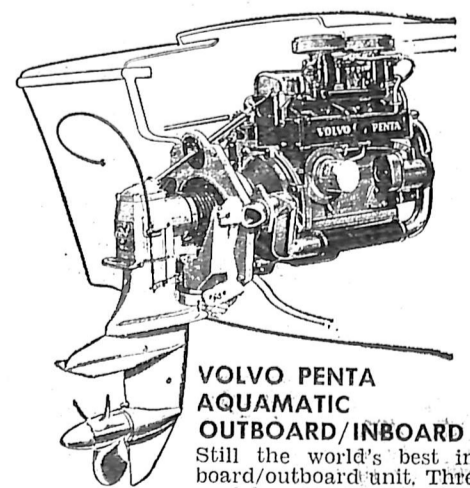
JOHNSON OUTBOARDS

Full range of Johnson outboards from the 3 h.p. twin at £99 to the 75 h.p. Electramatic with electric single lever gear shift and generator at £599.

PARTNER R11



PARTNER CHAIN SAWS
All Swedish and the world's greatest name in chain saws. The Partner R11, £149/10/- (with full 22" guide bar). Heavy duty geared model £169/10/-.



**VOLVO PENTA
AQUAMATIC
OUTBOARD/INBOARD**
Still the world's best inboard/outboard unit. Three models 80 - 88 - 100 h.p. Priced from £698/10/-.

for partners



—Beaver Photographic.

ERIC JONES AND LINDSAY STEVENSON were naturally a pleased pair on the night of the opening —it's so nice to see dreams materialise.

Hayhow & McCleery

Pty. Ltd.

46 Lonsdale Street, Dandenong

supplied all structural steelwork for the new premises at

36 LONSDALE STREET

CONGRATULATE

S.J. MOTORS PTY. LTD.

and

DANDY POWER EQUIPMENT PTY. LTD.

THE
LANDMASTER DIVISION
of
FIRTH CLEVELAND
PTY. LTD.
BALLARAT

manufacturers of

LANDMASTER

and

GARDENMASTER

AGRICULTURAL EQUIPMENT

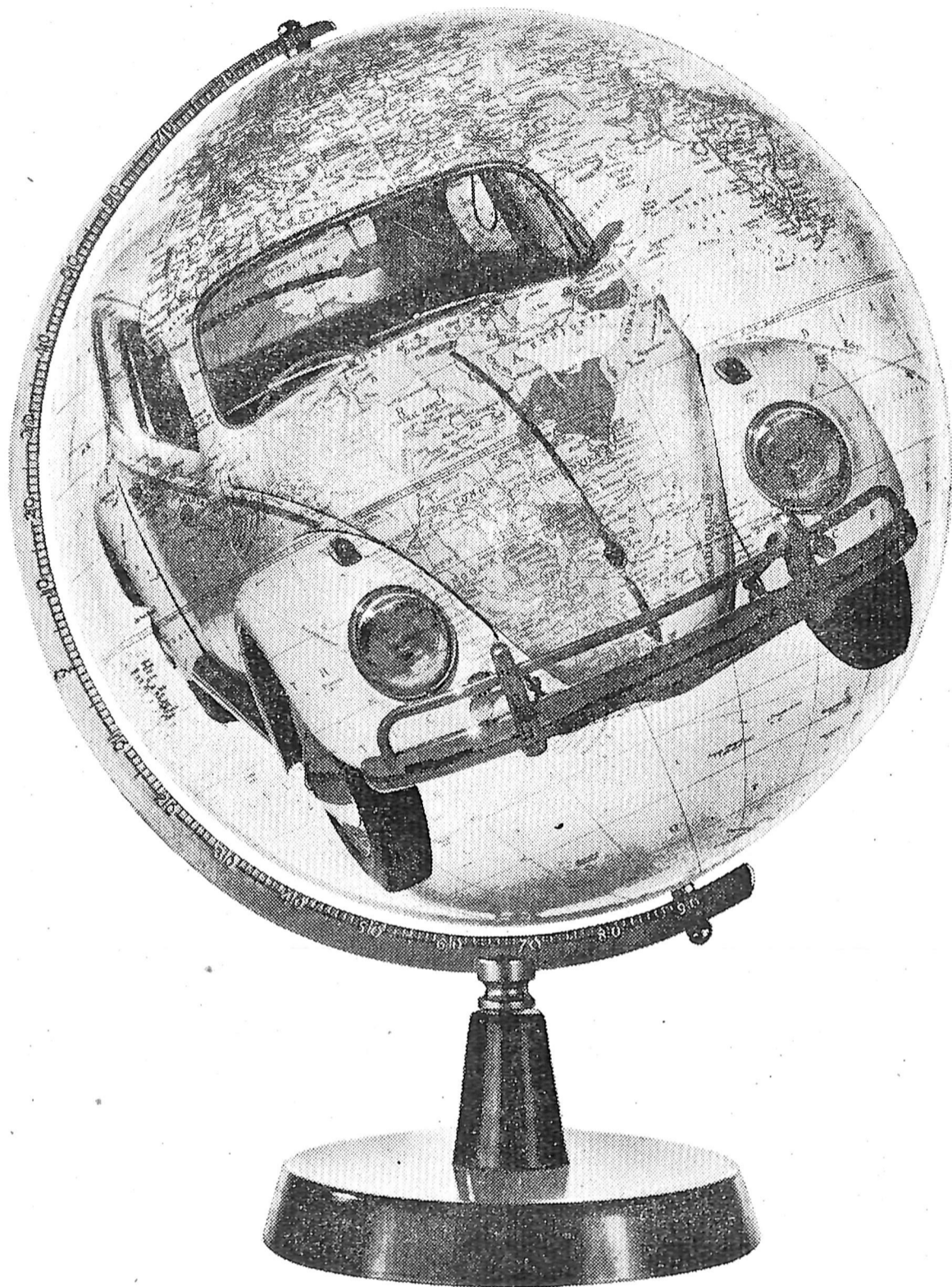
join in CONGRATULATING

DANDY POWER EQUIPMENT Pty. Ltd.

on the opening of their new Showrooms at

36 LONSDALE STREET, DANDENONG

AT THE NEW PREMISES of S.J. MOTORS Pty. Ltd.



It's a Volkswagen World

Lapps. Japs. Yanks. Manx. Everybody wants a Volkswagen.

In America, while unsold European cars were piling up in the New York docks (two shiploads were turned back in mid-Atlantic) Volkswagen sales were going up.

When U.S. auto men said that 'compacts' would stop the Volkswagen, VW sales soared 31.8 per cent! There are nearly 800,000 Volkswagens on U.S. roads.

And so goes the unique continuing success story of the Volkswagen.

In France the number of VW agencies has more than doubled in the last three years.

Here in Australia, there are more than 110,000 VW's. 250,400 in Sweden; 164,200 in the Netherlands; more than 2¼ million in Germany . . .

Yes, here is a great car. The motoring editor of the Brisbane Courier Mail summed up hundreds of press comments when he described the VW as 'a magnificent design, a triumph of engineering, a miracle of economy'.

And in South Africa in the last Total Rally, Volkswagens took five out of the first ten places.

Volkswagens won the rough, rugged

10,000-mile round-Australia rally so many times that many renamed it 'The Volkswagen Walk-over'.

In 1961 the VW claimed an even bigger share of the light car market and was still way out in front — undisputed leader in its class.

It's the same story everywhere. Everybody wants longer mileage, greater comfort, better finish, freedom from repair bills. Yes, everybody wants a Volkswagen.

No wonder there are over 5,000,000 Volkswagen owners. No wonder 1,000,000 VW's a year aren't nearly enough.

See the 1962½ Volkswagen with new improvements at no extra cost



S.J. MOTORS Pty. Ltd.

36 Lonsdale Street, Dandenong. 792 3300

For VW Sales and Service, Spare Parts and Accessories

A product of Volkswagen (Australasia) Pty. Ltd.

VW6590