

# The CITROËN NEWS



# The CITROEN NEWS

DEVOTED TO CITROEN  
HAPPENINGS IN AUSTRALIA



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## "THE COVERED WAGGON AND ITS SUCCESSOR"

Many of our readers will have seen that famous modern Motion Picture entitled "THE COVERED WAGGON", which showed us plainly how the courageous pioneers of a hundred years ago helped to build up America by penetrating into unknown countries by means of the "Prairie Ships", or the "Covered Waggon."

A century later CITROEN has taken the place of the "Covered Waggon"—equally courageous Frenchmen

endless band of the "Citroen-Kegresse" type of vehicle.

Nevertheless, the same small and highly efficient Engine has taken the famous Frenchmen Monsieur Louis Andouin-Dubreuil and Monsieur Georges Marie Haardt through darkest Africa, and their scientific investigations and conclusions have been so successful that many attempts at colonisation are to be made along the routes taken.



Travelling in Outback Australia.

are helping to build up a new France by penetrating into almost impenetrable country in France's Africa.

If you refer to the opposite page you will note plans of some pioneering trips in Africa in which the "Citroen" Car has been the first to explore what has practically been considered impassable country for motor traffic. In Africa the difficulties were so insuperable that it was necessary to use the

Reverting to Australia, CITROEN has carried on the good work of exploration in our own country. A 7.5 CITROEN was the first light car to cross Australia from Perth to Sydney across the Great Australian Desert and averaging over 40 miles per gallon of petrol. This trip was accomplished in 13 days.

On top of this we have just received news—details of which appear

in another article of this issue—of a pioneering trip of two young Missionaries, Messrs. Westwood and Davies, who started from Perth, travelled through the north-west of W.A., through the Northern Territory, and down through Brisbane to Sydney; and are now on their way from Sydney to Perth to complete the first round Australia trip ever completed by any motor vehicle.

Certain sections of the journey, such as "Madman's Track," between Perth and Broome, have been considered impassable. The "Baby Citroen" accomplished the whole trip to the astonishment of the residents of the Northern Territory, and in fact the whole of Australia.

This trip is all the more astonishing when it is known that it was not a publicity stunt, not a specially prepared car, but just a visit of inspection by two young Missionaries of the Inland Missions of the Seventh Day Adventists.

Following on this we hear that Mr. J. K. Warner, of Perth, has left that City in a 11.4 Citroen 4-seater, in an attempt at a round Australia trip—again CITROEN is blazing the trail.

What the Frenchmen are doing in Africa these pioneers are doing in Australia, proving that we have wonderful country yet unexplored and commercially unknown.

That light CITROEN Cars can comfortably carry their passengers and luggage, fuel, oil and spares across this country is going to do a lot to open the eyes of Australia to the possibilities of our neglected North.

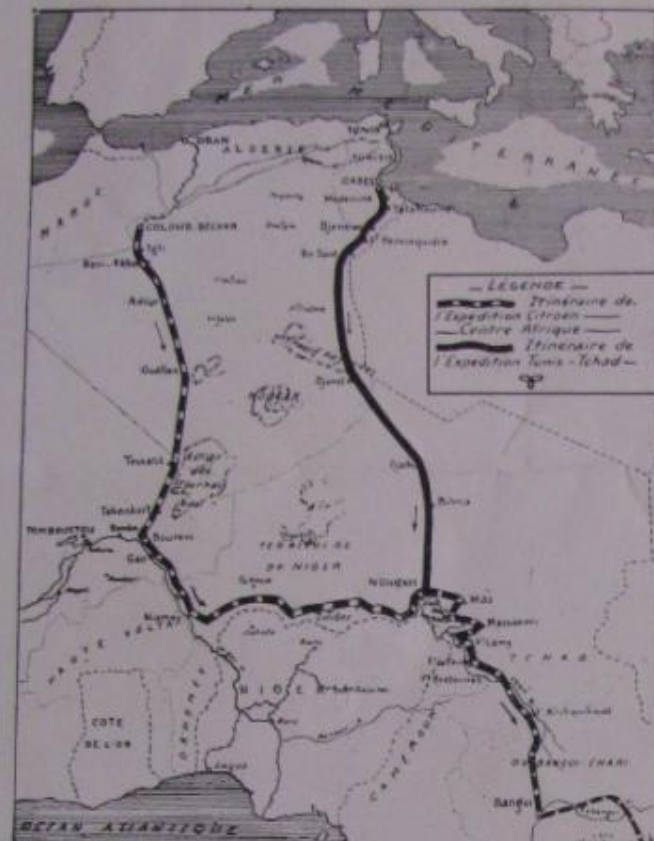
### Citroen Charity Effort

To celebrate the sale of 2000 Citroen cars in New South Wales, Mr. Andre Citroen, through his manager, Mr. A. B. Salmon, has signified his intention of giving a Baby Citroen to be disposed of for the benefit of St. Margaret's Hospital. A meeting at which Dr. W. D. Langton presided, was held in the drawing room of the Hotel Australia recently to discuss the best means of disposing of the car. It was decided to raise the money by a slogan competition, the first prize for which will be the car. Mrs. Jack Jacobson, Mrs. E. L. Rees, and Mrs. Stanley Patrick were appointed as a sub-committee to undertake the arrangements of the competition. It was also decided to hold an automobile ball in December for the same fund.

The following committee was appointed:—Mrs. A. B. Salmon, Mrs. O'Sullivan, Mrs. W. D. Langton, Mrs. Fred. Wood, Mrs. L. W. Lee, Mrs. Ethelbert Parker, Mrs. Aird, Mrs. St. Leger Moss, Mrs. Driscoll, and Miss Lloyd. Sister Kerven, Mrs. James Hughes, Mrs. J. A. Wilson, and Mr. L. W. Lee were also present.

You see them everywhere

# Citroën Cars



You see them everywhere



# Unique Publicity Scheme

## Illumination of the Eiffel Tower

The lighting of the Tower was switched on for the first time on Saturday evening, July 4th, and Paris was suddenly flooded with brilliant light. The Tower appeared like a huge torch with Arabesque designs of startling effect. These Arabesques were then gradually changed into stars and comets, giving the impression of gigantic fireworks.

Suddenly spellbound, Parisians saw the name "Citroen" appear in dazzling letters 90ft. high. This wonderful illumination is the Citroen contribution to the present Paris Exhibition of Decorative Arts and everybody agrees that it constitutes the principal attraction.

This electric sign, which gives the impression of a fairy-like vision from some enchanted land, has aroused enormous interest and immense enthusiasm in and around Paris, as it can be seen as far as 25 miles away.

We think our agents will be greatly interested to know the methods by which this masterpiece was achieved, and we have therefore had unique photographs taken for their benefit, which give an idea of the magnitude



of the effort made to attain such a wonderful result.

The complete installation of the luminous designs necessitated 200,000 electric lamps. The lamps, varying from 25 to 600 c.p. and of six different colours, are fixed to wooden frames, shaped so as to form the various letters and designs. Some of these letters are over 90ft. high, the N at the foot of the name "Citroen" covering over 1,200 square feet, while the panel with the double chevron has a superficial area of 3,500 square feet.

The frames and fittings were assembled on the different storeys of the Tower and had then to be hoisted to their proper positions by workmen, whose daring deserves special praise. The photographs show the fitting up of the Tower with the electricians poised some 500ft. above the ground, risking their lives in the performance of their dangerous task.

Under expert supervision, the skill of different trades was combined to complete the largest electric sign in the world. Masons, carpenters, painters, fitters, electricians and laborers united in a common effort to produce



*You see them everywhere*

this artistic scheme of illumination, the execution of which was exceptionally difficult and distinctly dangerous.

The electrical installation at the base of the Tower comprises 14 transformers of a power of 12,000 kilowatts, which transform a tension of 12,000 volts into a single phase current of 220/110 volts. This current is transmitted to the second storey by 32 cables which are fastened to the South pillar by means of cross-pieces and insulators.

These cables distribute the necessary current from the switchboard cabin on the 2nd storey, thus ensuring the illumination of the Tower. Each design has its own comprehensive wiring system.

The various designs are lit by means of contact switches, operated from a single keyboard, and are reflected in a mirror placed in front of the operator.

Sudden and considerable variations in the power of the current, caused by the consecutive displays have necessitated special precautionary measures.

The complete installation required 21 miles of heavy-section cable and 36



miles of wire and small cable. These weight of about 25 tons. 57 miles of electric wire have a total

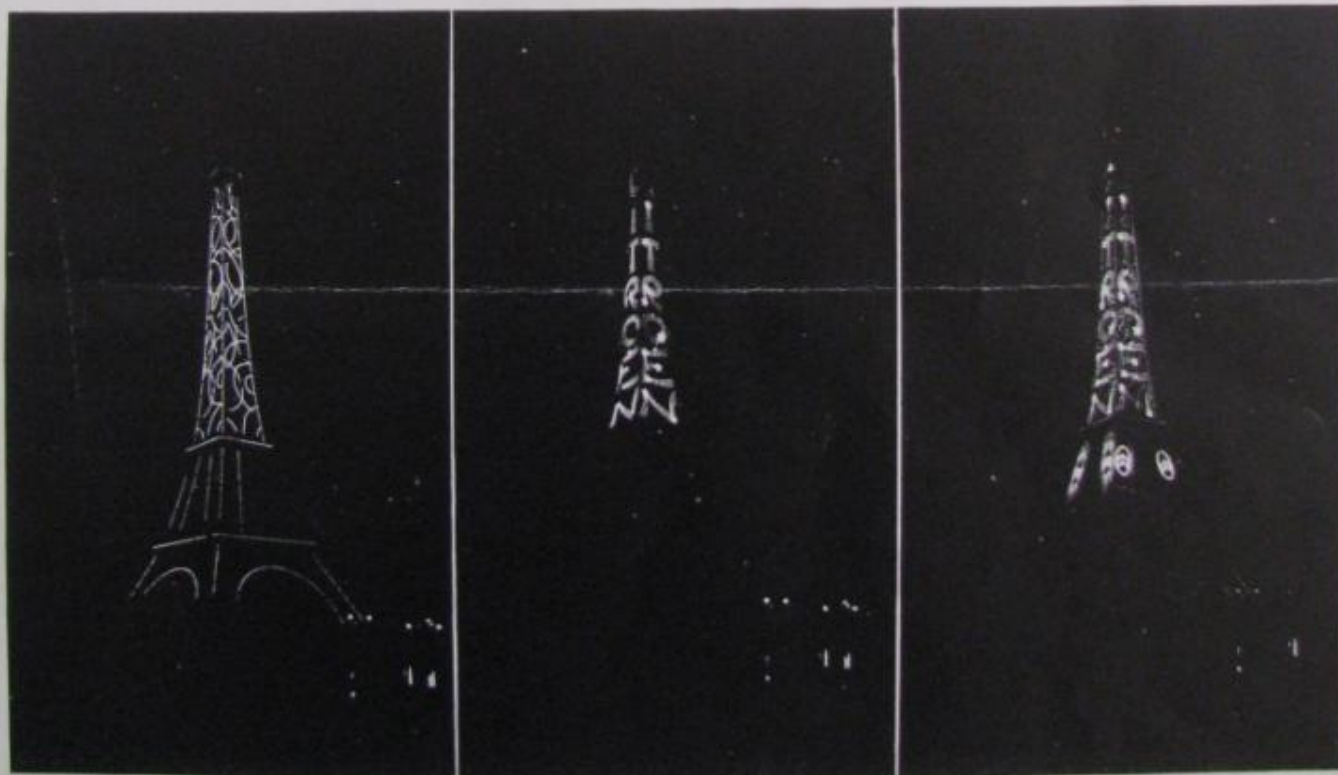
## ILLUMINATION OF THE TOWER.

Nine consecutive displays appear on the sides of the tower, viz.:

1. The Tower is brilliantly outlined.
2. Big stars extend from the top to the foot of the Tower.
3. Small stars cover the whole surface of the Tower.
4. Comets.
5. Signs of the Zodiac.
6. Moving flame at the top of the Tower.
7. Panels bearing the dates 1839-1925. (The Tower has been in existence for this period.)
9. The name "Citroen" appears between the 2nd and top storeys.

The principal designs can be illuminated at will simultaneously with others. Hundreds of designs are made possible and special photographs have been taken which will give some idea of the beautiful luminous displays.

This luminous sign is most artistically and tastefully designed, and has met with general approval. It is undoubtedly the greatest achievement of French advertising, now famous the world over.



You see them everywhere



# Blazing the Trail Around Australia

"Baby Citroen" 5013 was the first car to climb Monument Hill, Cottesloe. She at once became known to a large number of motorists, and since then her acquaintances have been growing—now they are found in the length and breadth of Australia. In the biggest cities and in the smallest towns and villages of Australia she is so well known because, like many of her baby sisters, she has given such wonderfully consistent running.

This Car, after having travelled over 30,000 miles, was given a slight overhaul, and then off on a very gruel-

thy heart and with all thy soul and with all thy mind and love thy neighbour as thyself."

Mr. Westwood writes as follows:—"Leaving Perth on August 4th, Mr. G. L. Davies and myself set out on one of the biggest trips ever undertaken by motor in the history of Australia. The route led through Day Dawn, Meekatharra, Nullagine, Marble Bar. It was the Madman's Track that Grady dodged last year going from Perth to Derby by boat and thus spoiling his round Australia trip—on to the coast and then up the Madman's Track, which includes the

the car pulled us through, using less than a gallon of petrol, while other cars have averaged as low as 10 miles per gallon.

At last we reached Broome, where a great deal of interest was manifested by the inhabitants at what was even at that early stage considered a remarkable performance. The Broome to Derby run was soon accomplished, and then we set off for Hall's Creek, crossing the Sandy Fitzroy River twice at Luluigul, under our own power and then again at "Fitzroy Crossing." Here the police constable assisted us by sending a company of natives to help put us across. The men kept the rope on the ground and the women pulled, and so the Fitzroy was negotiated for the last time.

But we still had the Louisa and Margaret Rivers to cross, but "Bub-sie" proved herself a little marvel, and we came through in fine style.

Hall's Creek was at last reached, and here we were informed both by the police and residents that ours was the second car overland from Perth. We entered the Northern Territory on the 22nd September, and discovered that we were absolutely the first car from Perth, and we have been the first ever since. We reached Emungalan after a very exciting trip, caused through our tubes giving out. We had to run for over 100 miles on two flat tyres, fitted first with grass, which on account of being dry soon powdered up, then we tried green leaves, and ultimately put in a fresh cow hide. This made a good "solid tyre" until friction caused it to become cooked.

At Victoria River Downs, the world's largest station, both in size and numbers, carrying approximately 170,000 cattle, we were able to patch up tubes sufficiently to continue on, passing on our way the grave of the "Fizzer," one of the characters in the book, "We of the Never Never."

Owing to tube trouble we could not motor in to Darwin, and later when we had obtained some second-hand motor cycle tubes the rain had come, and we found it impossible unless we made a delay of a week or two. This, of course, would be dangerous, as further rains might come at any time.

Leaving Emungalan on the evening of the 18th October, we journeyed to Maranboy. Most of the mining in the Northern Territory is quite dead on account of lack of capital, but given the necessary means there is a great future for the Northern Territory mining.



The Arrival at Sydney.

ling trip, a trip that had never been undertaken by any motor car, although two or three motor bikes had attempted it but had failed—therefore the honour of being the first motor vehicle from Perth to the Northern Territory, Perth to Queensland, Perth to New South Wales, Perth to Victoria, without going through South Australia, falls to the lot of "Baby Citroen" 5013 (W.A.).

Of course she met with many adventures on the way. Her owner, Mr. P. Westwood, is engaged in the good work of helping men to realise that there is something more than simply living for self; that man's duty is to "love the Lord thy God with all

Ninety-Mile Beach, a beautiful stretch of beach practically unbroken for 90 miles.

The road in some parts is very ill defined, and through slight mis-directions we found ourselves on the wrong road. This we followed for 40 miles, having to cross big sand hills and some very rough country, and on inquiry afterwards we were informed by the station people of that district that "Baby" was the first car to negotiate that particular track.

Leaving the Grange Bay, we had 27 miles of Pindan to negotiate, and as a large mob of cattle had been driven over this track a day or two before we found the going very heavy, but

You see them everywhere



## Citroen Cars



We visited the A.I.M. Hospital, and then as it was raining, we took french leave as the police constable was away and camped on the verandah of the police station. Next day we visited Mataranka Station. From there we continued along a few miles until we met a cart with one white man and two black boys. This man had ptomaine poisoning and was now making for the A.I.M. Hospital as quickly as his weakened condition would allow. We offered to run him back in the car, but he said he could pull through, so giving him all the fresh fruit we had we left him.



That afternoon we saw a grave on the roadside. This on investigation proved to be the grave of the Maluka, ownerwise Mr. Aeneas Gunn, of "We of the Never Never," and a couple of miles further on we passed the ruins of the old Elsey Station. Here we found great difficulty in picking up the road, but after searching for a while we found it. Soon after we passed Francis Birtles' burnt motor car, and so we knew that were on the right road. Soon we struck the O.T. track, and from there we had a good road to Daily Waters and Newcastle Waters. Here we branched east to Anthony's Lagoon, thence to Lake Nash.



Leaving Lake Nash on Thursday afternoon we crossed the border 40 minutes later, arrived Urundangle at 6 p.m., Dajarra at 1.30 a.m., Boulia at 8 a.m., and thence to Winton, which we reached that evening despite the fact that we were delayed by rain. In this manner we had negotiated 530 miles in 26 hours, which is very fair travelling for an ordinary touring car heavily loaded.



From Winton our track led down through Longreach to Roma, thence Toowoomba, where we were met by Mr. France, a very fine representative of the Citroen Cars. After a short stay we proceeded on our way to Brisbane. From Brisbane we travelled to Sydney via the Northern Rivers District, a delightful run of just on 800 miles through beautiful scenery. We visited the A.M.C. and the Avondale Industries where the Sanitorium Health Foods are made. This is just a few hours' run from Sydney which we made on Tuesday at 2 p.m.



Pictures Taken on the Route.

Pictures Taken on the Route.

Whilst "Baby" has been receiving treatment her owner has been recuperating in the fine holiday resort of Narrabeen.

## You See them Everywhere



## Citroen Cars



Celebrating the sale of the 2,000th Citroen Car in New South Wales. The picture shows the guests at the dance given by Messrs. Salmons Motors Ltd.

### N.S.W. Agents Celebrate 2000th Car

On Monday, 26th October, 1925, Messrs. Salmon's Motors Ltd. held a dance at their spacious show-rooms in Flinders Street, which resulted in a highly successful and most enjoyable evening. There were some 250 guests present, including Monsieur Nettement, Consul-General for France, Mr. J. A. Gilbert, representing Monsieur Andre Citroen, members of the Press and the Company's business associates and friends. The decorations were exquisite, and the service station was turned into an atmosphere of the ball-room of the Wentworth or Ambassadors. The floor being at all times an excellent one, lent itself beautifully to dancing, and music was provided by the Gloom Chasers. The evening's proceedings

were broadcasted by Messrs. Broadcasters Ltd. A handsome presentation was made to Mr. Leo. J. Salmon, the Managing Director of the Company, by his co-directors and members of the staff as a token of their appreciation of his valuable services rendered to the Company. A toast to the Company's prosperity was proposed by Mr. Gilbert and responded to by Mr. Salmon in a manner that was received with much enthusiasm. Monsieur Nettement responded to the toast of "our guests," and his remarks were received with applause. Mr. Salmon announced that the 2001st Citroen had been donated to St. Margaret's Hospital as an act of charity on behalf of Andre Citroen, and announced further that Salmon's Motors

had supplemented this handsome donation with a wireless set valued at £100, and a Baby Citronette valued at £25, which was to form three prizes of a guessing competition for the purpose of raising funds for the babies of the hospital. In making this announcement Mr. Salmon outlined the progress of the Company, and dealt at some length on the diversion made by the Company from the established practice of automobile advertising. He also dealt with the plan of selling Citroens to reputable people on a basis of no deposit, and informed the gathering that already this new plan had been productive of an enormous amount of business, as the plan makes motoring possible to those who do not desire to purchase motor cars out of their capital.

### A "CITROENNETTE" WOULD DELIGHT YOUR KIDDY

Games give children an opportunity of living the life of the grown ups. The little boy with a tin helmet and a miniature rifle imagines he is at war, while the little girl thinks she is really the mother or governess of her dolls, and the five-year-old rider astride a wooden horse feels perfectly convinced that his horsemanship equals the feats performed at the circus.

With their toys, children copy their elders. The nearer the toy is to

reality, the greater interest the child finds in it, as it gives him or her for a short while the illusion of being "somebody."

The success of the Citroennette can thus be gauged.

It is not a scooter or a small vehicle propelled with the hands, which can by no means suggest a real car.

Think of it: here is a "real" car, with a genuine steering wheel, wheels fitted with Comfort tyres and proper electric lighting.

It is an exact reproduction of father's car, on a reduced scale.

With this little car, a drive to the Park is full of interest. Should a few chums drive similar cars, then motor races will be organised.

Indeed, there is nothing missing, not even collisions and heated arguments. In public parks, on country roads, on garden drives, everywhere young drivers are practising in view of their future motoring career.

*You see them everywhere*





## South Australian Citroen Club continues its successful picnic outings

The above group of photographs represents the Members of the CITROEN Club in South Australia at one of their enjoyable Picnic Outings. Great enthusiasm is usually displayed at these Club Meetings, and the Citroen feeling finds expression in a "camaraderie" which holds the continued interest of the club members. The out-of-doors is a feature of Australian life, and South Australian Citroen owners have found an admirable means of acquiring its delights and making firm friendships. It is an instance of praiseworthy sentiment springing from a business enterprise.

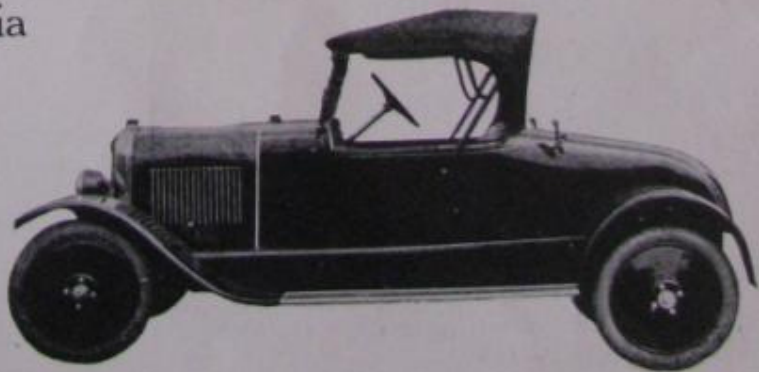
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### M.C.C. of South Australia

In the recent twelve-hour reliability trial run held under the auspices of the Motor Cycle Club of South Australia, the 7.5 H.P. CITROEN completed the course and gained full points.

The two other makes tied with the CITROEN, and on Saturday, the 14th November, a 50-mile elimination test was held in which the "Baby Citroen" gained second prize, there being only one point difference between the "Baby" and the winner, which was a much higher powered car.

"It's achievement that counts."



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*You see them everywhere*

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## Another Petrol Guessing Competition

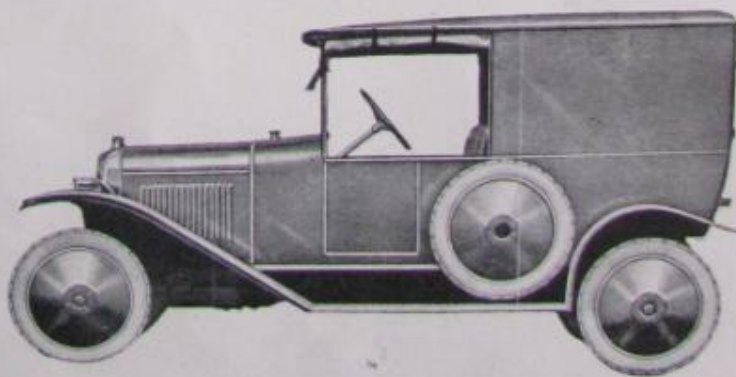
This very unique photograph shows the interest taken in the start of a Petrol Consumption guessing competition which was held in Adelaide recently by Messrs. Maughan Theilm Motor Company. Note the "Citroennette" on the roof of the big Plum Motor Spirit Petrol Waggon.

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### COMMERCIAL USES OF CITROEN ARE WELL EXPLOITED

The application of Citroen cars to delivery problems has proved most successful. The Citroen badge is to be seen daily on dozens of light delivery vehicles, and the well-known note of the Citroen horn is becoming as widely known as the familiar clanging of the tram gongs. Here is a typical Citroen delivery van.



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*You see them everywhere*

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## "TOUT ACIER"

An interesting commentary upon the constructional importance of steel in its application to the motor industry

(By an eminent technical authority)

### "TOUT ACIER."

For those who do not understand the language of the "Citroen" the above phrase means "All Steel" and in another part of this paper there is a report of the "All Steel Citroen Saloon" winning a contest for petrol consumption in Queensland, so we are submitting an illustration of this latest development of the "Citroen" works, and we would like to point out a few of the advantages of "All Steel" construction, as we believe that "All Steel" construction in body work is coming into its own in the future.

We have ships and bridges, locomotives, and all the important Engineering Works in the world are built of steel—why not Motor Cars? However, the under-mentioned advantages of the "All Steel" Car speak for themselves.

### The "All Steel" Car Provides Every Comfort.

A larger body permits of more roomy seats. Detachable fittings can be removed from the car before starting to clean it, and each of them can be put back to its proper place with the greatest ease. The most up-to-date features have been foreseen and given careful attention.

### Better Visibility.

The window and door posts being extremely light, both driver and passengers get maximum visibility, contrary to what occurs in the case of thick and heavy wooden posts. It is, therefore, much easier for the driver to avoid possible obstacles and passengers do not feel like travelling in some dark and stuffy vehicle.

### A Noiseless Car.

In the case of the wooden coachwork, even of the best finish, panels are sooner or later dislocated and disjoined by vibrations. It begins with tiny, insignificant cracks, but, as the car is subjected to a more severe strain, it soon produces a rattling and nerve-racking sound and makes passengers feel far from being in safety. In the case of steel cars, there is a complete absence of rattle.

### More Safety.

In the event of a motor smash, the body of the car can prevent driver and passengers from being severely injured. It is now possible to make cars capable of withstanding shocks which would cause wooden coachwork to splinter. It is a well known fact that since wooden railway coaches have been replaced by steel coaches,

the number of casualties and accidents have been, on the whole, considerably reduced.

### Economy.

Owing to its light weight, the "All Steel" car means a low petrol consumption and an economy of tyres, whilst it is much easier to clean than ordinary cars. As already stated, the stove enamelled coat of paint is unalterable, even in the case of violent shocks. Moreover, the inside fittings being easily removed from the car, repairs are easy and inexpensive.

### Elegant Appearance.

The light and strong materials used in its manufacture have made it possible to provide the car with large plate glass windows, which make it bright and pleasant. The harmony of the lines is further enhanced by the bright finish of the stove enamelled paint, which has been unequalled up to now.

### Durability.

The strain on the motor does not tell so much in the long run, the weight of the car having been kept down as low as possible.

In a car, it is always the coachwork which first becomes worn out and useless, and it is perfectly obvious that steel coachwork cannot wear. Its lines are clearly cut and graceful. Under normal conditions, such a car lasts more than a lifetime and can be re-sold at a profit. An ordinary car, however well repaired it may have been, will necessarily show the disrupting of certain joints, which cannot be hidden by the paint work and the poor condition of a second-hand car cannot escape the notice of prospective buyers.

There is no body jointing, no veneer or mouldings in a steel body, and a simple coat of varnish gives it the bright appearance of a brand new car. This is quite a common occurrence in America, where second-hand cars of this type are sold by firms especially engaged in this kind of business.

Such are the arguments in favour of the "All Steel" CITROEN; its manufacture is a logical development in keeping with modern mechanical practise.

Besides, there is no danger of the construction of this type of car being hampered or suspended for any reason whatsoever. This car is absolutely faultless and can be considered as a

master creation of modern workmanship.

It is comfortable, reliable, beautifully designed, of easy maintenance, economical, and can be kept running for any length of time.

Such advantages ought to be borne in mind by our Agents, who will have personal reasons to appreciate the new "All Steel" car and to draw their customers' attention to its remarkable qualities. Moreover, such obvious advantages will provide them with the best sales arguments.

### ROYAL AUTOMOBILE CLUB OF QUEENSLAND.

#### Petrol Consumption Test.

We have just received a telegram from the Brisbane Agents for CITROEN cars to the effect that in a recent Automobile Club Petrol Consumption contest the CITROEN was first in private owners class with 78 ton miles per gallon—second in actual mileage with 58.7 miles per gallon. This is a wonderful achievement considering that the "All Steel Citroen Saloon" of 11.4 H.P. was used fully loaded with passengers. The CITROEN was also first in the ton and actual mileage in the under 1250 c.c., the "BABY CITROEN" completing 54 miles per gallon.

### In Cherry Blossom Land

Taxi-cabs are becoming increasingly popular in Tokyo.

This is not only due to the elegant appearance of Citroen cars and the great comfort they provide, but also to the fact that the use of Citroen taxi-cabs is much cheaper than that of any other make. Besides, they are driven by experienced and competent drivers, a detail which ought to be taken into account in such a city as Tokyo.

No wonder, therefore, that Citroen 3-seater cars, a great number of which can already be seen everywhere, have met, hitherto, with considerable success.

However, in order to make these cars still more popular, the Nichi-Futsu Citroen Company has lowered the fares, and will put into service the 7.5 H.P. 2-seater Citroen.

We understand that the above company has already received a very large number of chassis, for which an average of 30 bodies a month is being manufactured.

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## You See them Everywhere

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# What's missing in your Home Garage



**Tyres**

**Tubes**

**Accessories**

**A 4-gallon Tin of  
Gargoyle Mobiloil**

*When buying your Gargoyle Mobiloil  
don't forget Tools and Accessories  
to equip your HOME GARAGE*

*Ask your local reseller*



**Mobiloil**

*Make the chart your guide*

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**VACUUM OIL COMPANY, PTY LTD**

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