

BIG BILL - ATLANTICS MAN IN THE WAIRARAPA

Bill Hargreaves, transport operator, footballer, managing director, host and friend, was among those to receive a long service presentation at the 1973 Atlantic Dealer Forum.

Bill, is managing director of the Hargreaves Group of Companies who have been associated with Atlantic for over forty years.

This association was originally begun by Bill's father, W. Hargreaves, and dates back to 1928 when the first agreement was signed making Mr Hargreaves the Atlantic Agent in Dannevirke.

Today the activities of this group of companies encompass the Wairarapa and Southern Hawkes Bay.

In 1951 Bill gave up his studies at Canterbury University to take over the management of his father's companies which then had a staff of six; today he employs over 150.

In 1965 he succeeded in obtaining the Atlantic Agency for the Masterton area following the purchase of Transport Wairarapa. Thus his area of operation extended from the Rimutakas up the Wairarapa to Castlepoint and north to Woodville and Norsewood. Throughout



A Thornycroft — the first truck owned by Bill's father W. Hargreaves — 1921

ingly successful for Road transport as the total cost of transporting a line of 213 lambs at one shilling per head was five pounds thirteen shillings, while the total cost for droving an identical line was three pounds two shillings and sixpence.



Bill and his wife Bernice are pictured after receiving their long service presentation from Mrs Aileen Blackmore wife of the General Manager (at left) at last year's Dealer Forum held at Wairakei.

this area he runs a complete Atlantic service making deliveries to dealers as well as farmers and commercial accounts.

An interesting sideline with regard to Transport Wairarapa is that its stock cartage rates today are still comparable to those of fifty years ago. In 1923 the rate charged was one shilling per head and today it is 17.5 cents per head.

Road transport of stock was a relatively new innovation fifty years ago, so in order to prove it was cheaper than droving, an experiment was mounted by the owner of Glendonald Station, one of the larger sheepstations in the Wairarapa.

The experiment proved overwhelm-

The higher carcass weight of those animals carted by road vehicles produced a saving which at the then current rates amounted to eleven pounds one shilling and threepence. The net saving of carting by road was three pounds ten shillings and ninepence.

In comparison with today's vehicles which carry 650 lambs in three deck trucks and trailer rigs, those of 1923 carried an average load of 45 head.

Not only does Bill Hargreaves operate a complete carrying service holding 114 different transport licences including operation of the NAC passenger and freight service between Wellington and Masterton, he also owns a separate repair and maintenance firm to service

his 300 vehicles, as well as a truck wrecking firm in Palmerston North which provides extra parts for transport vehicles. Thus he has built his companies into a completely self sufficient unit. In addition he has the bulk distribution rights for fertiliser throughout the Wairarapa and Manawatu.

Bill's fleet of vehicles was the first to be converted over to the Atlantic Fleet programme. This computerised cost and control system gives very quick accurate returns of figures covering repairs and maintenance costs, revenue return, running costs and customer returns, giving the operator fingertip control over his vast fleet.

However, there's more to Bill

mote industry within the region. He is also a member of the New Zealand Road Transport Council.

Each year during the summer, staff and families from Atlantic in Wellington and from the Hargreaves Group of Companies travel either to Masterton or Wellington to get together for a picnic and cricket match. In the winter the men get together for an evening of snooker. Generally the final score of matches played on these days always seems to get lost in the spirit in which they are played.

Perhaps the characteristic Bill Hargreaves is most known for is his tremendous hospitality. Many Atlantic people throughout the country have spent a memorable few hours at his



This modern three deck stock transporter can carry between 650 and 700 fat lambs or 33 to 36 bullocks.

Hargreaves than running his businesses.

Bill played representative rugby for Hawkes Bay between 1951 and 1956 and during this time he played against the Springboks, Australia, and Fiji. In 1955 he competed in the All Black trials.

He is active in the community as a member of Rotary and was recently appointed to the Wairarapa Regional Development Committee which has been set up by the government to investigate decentralisation and pro-

beach house at Castlepoint, while attending the picnic races, or at his beautiful home in Masterton, when just passing through the district.

He is a person whose relaxed and friendly manner, together with a tremendous sense of humour momentarily makes one forget he is a very successful businessman.

ATLANTIC ROUNDAABOUT

Mr J.R. Dunn, at present Area Manager, Auckland moves to Administration Manager, Head Office on a rotational assignment.

Mr K.J. Parker, Retail Development Officer in Auckland is to replace Mr Dunn as Area Manager.

Mr B.C. Bartram, Real Estate Officer in Auckland will transfer to Head Office as Retail Training Officer.

Mr R.J. Ternent has been appointed to the position of Sales Engineer Head Office.

Mr W.B. Smith, formerly General Manager, Auckland moves to Administration Manager, Head Office on a rotational assignment.

Mr P. Robinson, formerly an oil company salesman in New South Wales, Australia has been appointed to the position of Salesman, Wellington Branch, upon the resignation of Mr Peter Clemmett.

Congratulations are due to Ritchie Millar, Salesman, Wellington Branch, who achieved 45 years service in February.



Bill's fleet of modern, well kept Atlantic tankers transport fuel throughout the Wairarapa and Southern Hawkes Bay.