

GENERAL MOTORS SUPPLEMENT GENERAL MOTORS (AUSTRALIA) LTD.

A WONDERFUL ORGANISATION

General Motors (Australia) Pty. Ltd. has been organised in Australia for the purpose of assembling and distributing the motor cars and trucks produced by the General Motors Corporation. Those are the Buick, Chevrolet, Oakland, Oldsmobile, Pontiac, Vauxhall, and Cadillac, and G.M.C. commercial cars and trucks.

The reasons for organising this company in Australia are stated as follows:

First, as a step towards complying with the Commonwealth Government's tariff policy, which is intended to encourage secondary industries in Australia. To do this we are establishing assembly plants at Sydney, Melbourne, Adelaide, Brisbane and Perth. Second, to come in closer contact with the market in Australia, so we can cater for it more efficiently. Third, to come in touch with sellers of our products and co-operate with them directly.

Our coming to Australia will be justified if it will place us in a better position to lend assistance to the motor trade in Australia. The experience we have gained in other countries of the world will be put at the disposal of our distributors and dealers. Whatever we can do to help and forward the interests of the motor trade in general will be gladly undertaken, as we conceive it to be to our best interests that the whole motor trade in Australia should progress and steadily develop. The motor trade is a vast network of interwoven interests, the prosperity of each being dependent on the prosperity of all.

INTERESTS

In addition to the well-known Buick, Cadillac, Chevrolet, Oakland, Pontiac and Oldsmobile passenger cars, and Chevrolet and G.M.C. trucks, the General Motors Corporation manufactures various automotive products of world-wide reputation, such as Fisher Bodies, Delco and Remy ignition starting and lighting sets, Harrison radiators, Klaxon horns, Jaxon rims and wood wheels, and A.C. speedometers, spark plugs and air cleaners.

General Motors also, manufactures products not exclusively used for automotive transportation, but having a wide range of utility, such as Hyatt and New Departure roller bearings and Delco farm lighting and pumping sets. Lately, considerable headway also has been made in the electric refrigeration field, and "Frigidaire", the electric refrigerator, has come to play a very important part in the Corporation's sales. General Motors likewise has a controlling interest in the Yellow Coach and Truck Manufacturing Company, which manufactures Yellow Taxi-Cabs, Motor Buses and Trucks, and has also recently amalgamated with Vauxhall Motors Ltd., of Luton, England, where the well-known Vauxhall car is built.

OWNERS

One of the most interesting facts in connection with the General Motors Corporation is the extremely broad basis upon which this organisation is founded. While the destinies of the

Corporation are governed by a Board of Directors, this Board of Directors itself is elected by over 60,000 shareholders, many of whom are in the British Empire.

In its many plants located in the United States, Canada, England, and other points throughout the world, General Motors gives employment directly to well over 100,000 people, large numbers of whom are shareholders in the Corporation. In addition, the many thousands of distributors, dealers and service stations established in all countries of the world give employment to a far greater number.

In its turn General Motors (Australia) Pty. Ltd. with its plants in every capital city of Australia, will employ large numbers of mechanics, field men and office workers. These will be augmented by the staffs employed by the dealers and metropolitan distributors holding General Motors' franchises.

GENERAL MOTORS' ACTIVITIES IN AUSTRALIA

THREE BRANCHES OPENED

Indicative of the progress made by General Motors (Aust.) Pty. Ltd., since the beginning of their operations in this country, are the first three great plants which now stand where but a few months ago was vacant land or aged buildings.

The unhurried speed at which these plants have been completed and of which the remaining plants are progressing, has evoked much praise of the Australian architects and workmen, from the American heads of this great organisation.

Sydney, Perth and Adelaide are the three centres at which the plants are now operating, and it is interesting and encouraging to see the mutual co-operation between public and commercial bodies, and the personnel of the plants.

OPENING OF SYDNEY BRANCH

On Saturday, 30th October, the Sydney Branch was officially opened by the Premier of New South Wales, the Hon. J. T. Lang. At the ceremony were nearly all the General Motors distributors and dealers in New South Wales, as well as many prominent Sydney citizens.

Mr. Lang was welcomed by Mr. Innes Randolph, Managing Director of the Company in Australia, and Mr. J. T. Potter, Manager of the Sydney Branch. The Premier was accompanied, by the Chief Secretary, Mr. Lazzarini, and by Messrs. T. Hoskins, G. Arkins and Major Jarvie, members of the State Legislature. Among other prominent citizens present were Mr. Potts, President, and Mr. Bagnall, M.L.A., Secretary, of the Australian-Made Preference League.

A gold key was presented to Mr. Potter by the Sydney employees, with which the door to the new premises was opened. Mr. Potter conducted the assemblage into the building. The efficient lighting and ventilation were particularly noted and commented on by many visitors.

Mr. Lang's speech in officially opening the plant was devoted largely to praising the enterprise of General Motors, and to welcoming them into the ranks of Australian secondary industries.

Factories, said the Premier, were the milestones along the road Australia must travel to become a self-contained nation whose secondary industries would absorb her primary products. As a Labor Premier, Mr Lang said it was extremely gratifying to find American capitalists prepared to sink hundreds of thousands of pounds into establishing Australian industries. Capital was international, and went where it could get the best returns. As Mr. Lang expressed it, "There can be nothing wrong with our reputation for stability when world-famed organisations such as General Motors find it a sound investment to erect factories in our State."

"No nation," he continued, "can be truly great, on primary industries alone, and there is no market like that created by the employment of local labour. This Company has purchased a large area of our land; it will pay our rates and taxes; its buildings and plants are made from Australian material by Australian labour; Australian motor bodies and tyres will be almost exclusively used; the entire operation will all go to stimulate associated industries, and it will be a striking advertisement to the world of this country of ours."

In his final remarks, at the conclusion of which Mr. Lang congratulated General Motors upon coming to Australia, he said, "Australia is confronted with the problem of obtaining cheap and efficient transport, and the motor vehicle will go a long way towards the solution of our transport needs." Mr. Innes Randolph, in returning thanks to Mr. Lang, said that, at the outset, in a new business enterprise, it was best to wait and let actions speak for themselves; it was unwise to make promises to say what General Motors was going to do, as there were so many factors which might interfere.

"What I will say," said the Managing Director, "is that we have a very real sense of our responsibilities to the people of Australia, to our distributors and dealers, and to our staff and factory workers."

"General Motors," he continued, "has a responsibility to the consumers of their product --- the buyers of their cars. As in the past, the endeavour would be to make their cars good value for the purchasing public."

Discussing the responsibility that the company owed to the distributors, Mr. Randolph said: "I am glad to be able to express publicly our deep sense of appreciation for what our distributors have done for us in Australia in carrying out our policies, and establishing the reputation of our products. On behalf of General Motors Corporation, I wish to express our sincere thanks to our distributors for the splendid work which they have done"

Another important responsibility, said the Managing Director, was towards the office staff and factory workers. "We must give employment, and regular employment, to Australian labour. There must be no peaks and valleys in the continuity of our work, and our responsibility is to see that our employees are kept constantly in full employment. We must give them good quarters to work in and good tools with which to work.

"What I have said of our factory workers is true of our office staff. We are employing a very large staff, for our business is a complicated one and requires a large number of personnel to handle it. We are making an earnest effort to provide bright, cheerful, and suitable quarters for them to work in."

SPEEDY ASSEMBLY

Mr. Potter had arranged for a demonstration of the assembly of a Chevrolet. In order that the visitors might see this they were conducted into the main assembly floor, where under the direction of the shop superintendent and his assistants, a Chevrolet was completely assembled and driven off the rails under its own power in 29 minutes.

After the visitors had been conducted through the plant and the many operations had been explained to them, they were entertained at luncheon. In the afternoon there was a dealers' convention, at which the general policies of the company were discussed and the dealers and distributors given an opportunity to ask questions and express opinions.

In the evening the distributors and dealers were entertained at dinner at the Hotel Wentworth, an event which marked a fitting conclusion to an important day in the history of General Motors (Aust.) Pty. Limited.