

You can't have a chain without links . . .

NO SUCCESSFUL BUSINESS is an isolated unit . . . it is a link in a great industrial chain.

For instance, when General Motors-Holden's established their plants in five States of the Commonwealth, they not only widened employment opportunities for skilled craftsmen in their own industry, but they opened up new fields of activity within the industries that supply General Motors-Holden's Ltd.

General Motors-Holden's shop all over Australia to procure the 30,000 different types of products they need. The supply lines are fed by industries engaged in the production of steel, wool, paper, plastics, rubber, cotton, aluminium, glass, timber, etc.

But the chain stretches even further. Today, the ten

thousand employees at General Motors-Holden's are also closely linked with ten thousand people engaged in the distribution and servicing of GMH products in practically every city and town of the Commonwealth.

The successful operation of one industry contributes to the success of others — spreading the field of employment, contributing to the expansion of our economy and industrial techniques, raising the standard of living.

General Motors-Holden's is a link in the chain of Australia's progress . . . a link in the security of thousands of Australian families.



GENERAL MOTORS-HOLDEN'S LTD.

BRISBANE • SYDNEY • MELBOURNE • ADELAIDE • PERTH

...a partner in Australia's future

Passenger Vehicles—HOLDEN • VAUXHALL • CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

Commercial Vehicles—HOLDEN COUPE UTILITY • BEDFORD TRUCKS, UTILITIES & BUSES • CHEVROLET TRUCKS, UTILITIES & BUSES • MAPLE LEAF TRUCKS & BUSES • G.M.C. TRUCKS, UTILITIES & BUSES

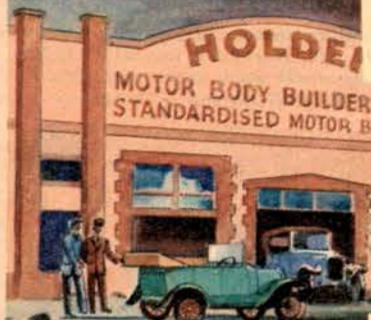
Non-Vehicle Products—NASCO DIVISION: Automotive Parts and Accessories • FRIGIDAIRE DIVISION: Domestic and Commercial Refrigerators • IDEC DIVISION: G.M. Diesels and Industrial Equipment.

5004

Step by step . . .



1854
James Holden opens coach and saddlery equipment business in Adelaide.



1917
Automobile bodies are built in Australia for the first time by Holden Motor Body Builders.



1926
General Motors open in Australia with assembly plants in five States.



1931
General Motors merge with Holden Motor Body Builders to form General Motors-Holden's Ltd.

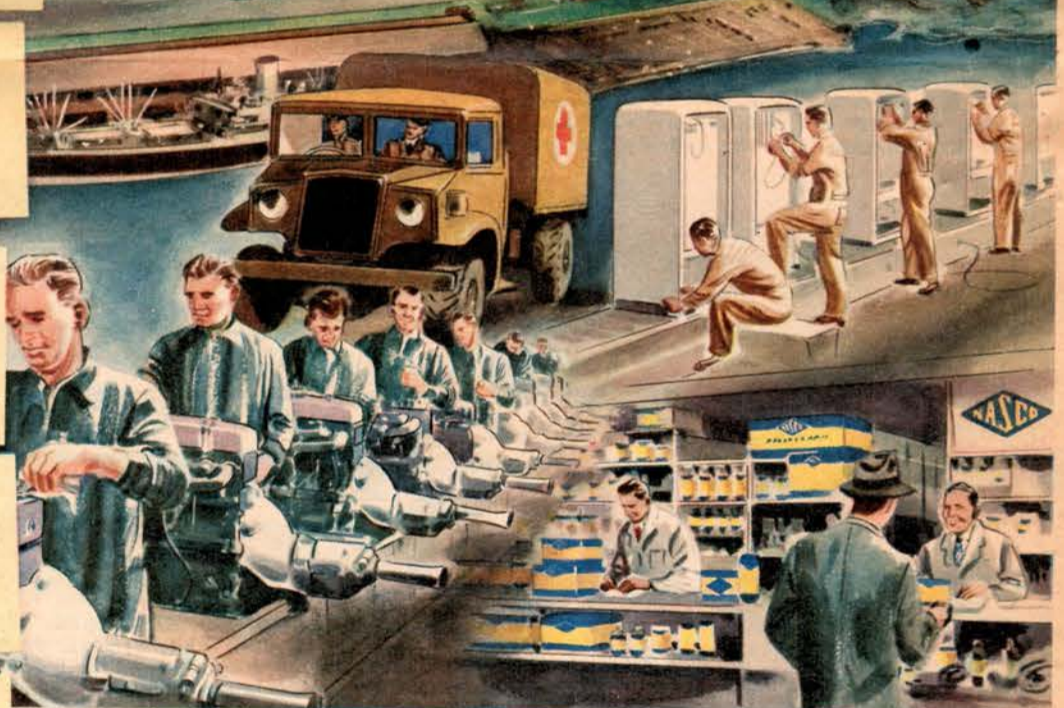
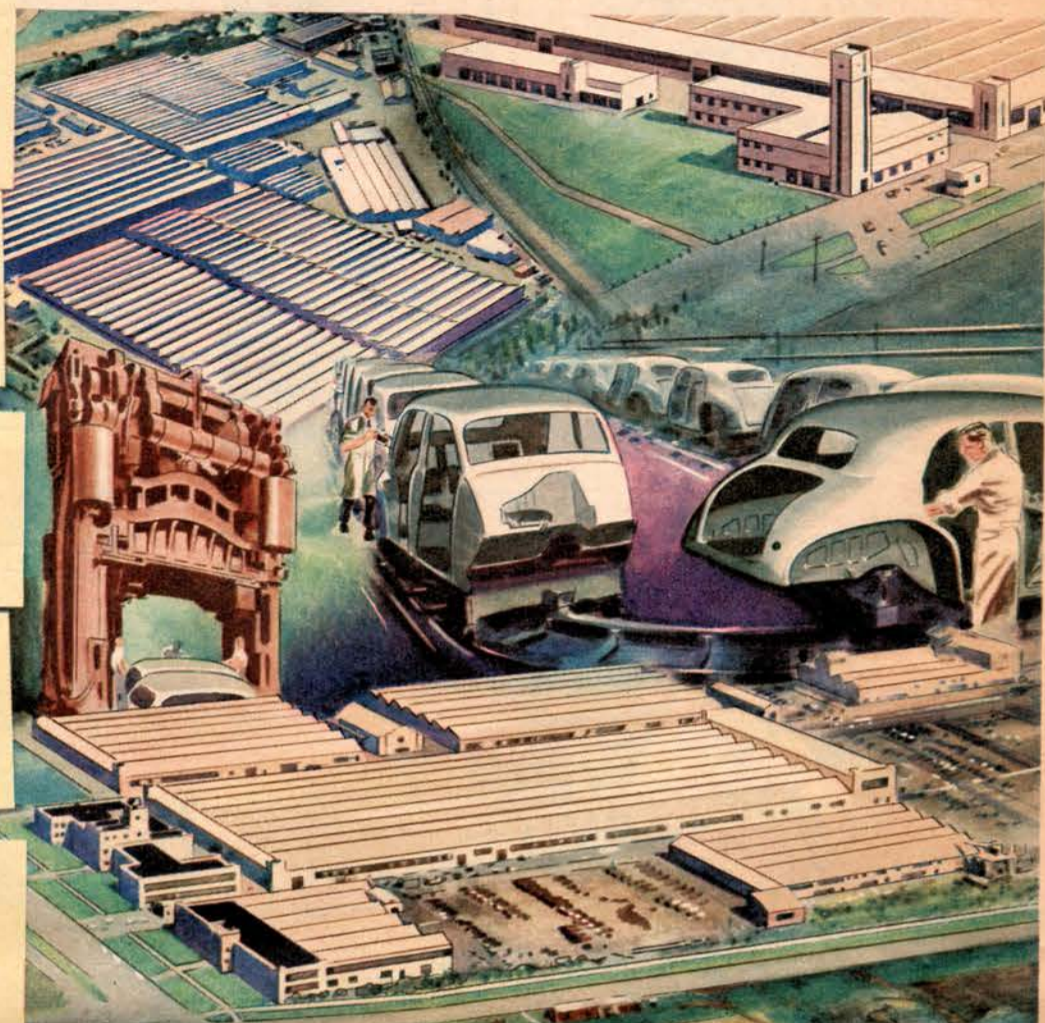
1936
New 50-acre plant at Fishermen's Bend, Victoria, introduces modern assembly-line production. NASCO — Australia's biggest parts and accessories organisation — formed.



1939
GM-H extend production with 34-acre plant at Pagewood, N.S.W. Today, part of this plant is used to produce Frigidaire refrigerators.

1940-5
GM-H devotes its entire production facilities and 10,000 skilled workers to the job of helping provide our forces with essential defence equipment.

1948
History is made by the introduction of Holden—Australia's Own Car. Holden represented the culmination of years of planning and the outlay of millions of pounds.



1951
The 50,000th Holden rolls off the production line.

1952
152-acre site secured at Dandenong, near Melbourne, for future expansion of General Motors-Holden's Ltd.

. . . by forward planning, efficient management at all levels, and the ploughing back of profits into plant and equipment General Motors-Holden's Ltd. have contributed to the progress and development of Australia. Through their policy of "more and better things for more people" General Motors-Holden's have added to the ever-improving standard of living of the Australian people.



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