

## **Business Booms in Australia**

Assembly Plant in Perth Re-opened in March

National Newspaper Devotes Lengthy Article to Holden's

Further evidence of General Motors-Holden's growing prosperity and the return to the natural order of things in Australia, is contained in the announcement of the re-opening of the Perth Branch. The assembly plant in Western Australia, closed since 1930, swung into CKD production on March 27, according to a cable from headquarters in Melbourne.

General Motors-Holden's, which had an exceptional sales year in 1934 and scored the best financial results in its history, is carrying on into 1935 with a substantial increase over last year's business. With the total automotive market up 69% for the first quarter of 1935, General Motors sales are 178% above the same period of last year. American source products predominate heavily in this total market increase and General Motors American products for the first quarter are up by the amazing figure of 953% over the same period of 1934.

The full year of 1934 showed a General Motors sales increase of 138% over 1933, with an increase of 157% in passenger car sales and 103% in commercials. General Motors ratio to the total market in 1934 was 34.1%, the American ratio having been 31.3% and the foreign 41.2%. This year for the first three months, General Motors' ratio was 41.3% with its American ratio up to 41.7% and its foreign ratio 40.3%.

Today, more than 5,000 Australians are on the payrolls of the Holden's organization and 2,000 others are engaged in the production of material and parts which go into the assembly of General Motors cars and trucks. Salaries and wages paid by Holden's to the Australians on its payroll in Brisbane, Melbourne, Sydney and Adelaide, prior to the re-opening of Perth, were running at the rate of £ 1,000,000 per year.

In a recent issue of the Sydney BULLETIN, one of Australia's leading national newspapers, a fifteen-column illustrated article was devoted to the story of General Motors-Holden's, a complete description of its activities, products and scope and comments on the value of its contribution to the economic welfare of the Commonwealth.

## Business Booms in Australia (cont.)

Following a resume of the vast expenditures which Holden's is making in Australia on Australian products and raw materials, the BULLETIN comments,

"Were it not for the considerable orders received from General Motors-Holden's Ltd., many Australian manufacturers would not be able to supply other companies with similar goods at prices so low. . . . One of the biggest industrial organizations in the Commonwealth, Holden's provides a splendid example of how industry is helping to build industry in a country where successful industry is of vital importance. You may think of it as a big brother, hard working and generous, upon whom many younger brothers lean.

"There can be no doubt that, besides employing Australians itself, using a large amount of Australian capital, distributing dividends to Australian shareholders, lowering Australian production costs and meeting Australia's transport needs, the company is aiding in every way possible the development of secondary industry, thereby winning for our nation ever-increasing prosperity. . . ." "Today," says the Bulletin article, "Woodville has an industry developed on a national basis and unapproached in any other State. The Holden plants are unequalled in Australia; in fact, they are surpassed by none in England and by few in America, the home of huge motor corporations and giant assembly plants.

"Skilled supervision and labor allied to modern machinery enable Holden's to conduct body-building in Australia on lines which compare most favorably with those of automobile centers overseas. Of the machinery and equipment, 50 percent is of Australian manufacture.

Holden's naturally takes considerable satisfaction in the BULLETIN'S lengthy article. The company's prosperity, gratifying enough in itself, is made all the more desirable by appreciation of its contribution to the over-all prosperity, as reflected through a national newspaper, which seldom accords such a flattering publicity to a specific business concern.