RUGGED strength in construction, combined with Beauty in line and finish, characterize the product of Holden's.

Special attention given to new features in perfected Closed Bodies so widely favored in every State of the Commonwealth.

CAREFUL selection of timbers expertly manipulated—irreproachable "Duco" finish, and careful assembling have set a standard that has established the name "HOLDENS" as Motor Body Builders the World over.

HOLDEN'S MOTOR BODY BUILDERS LTD.

Head Office—Adelaide, S.A. Branches at Woodville (S.A.), Melbourne, Sydney and Brisbane
Holden's contribution to Australian Enterprise

ETTING NEW STANDARDS in charm of design, as well as in excellence of interior and exterior finish, Holden's Australian Motor Bodies offer unequalled factors of safety, which add considerably to the comfort and confidence of thousands of Australian Motorists.

The remarkable rate of progress since 1921 can best be realized by these extracts from the Balance Sheets:

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>£</th>
<th>Wages and Salaries</th>
<th>£</th>
<th>Number of Bodies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1921-2</td>
<td>357,643</td>
<td>75,869</td>
<td>4,190</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1925-6</td>
<td>2,251,281</td>
<td>652,566</td>
<td>32,398</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AND NOW—TO-DAY

by virtue of their supremacy the number of Holden Motor Bodies Manufactured at the Works in Adelaide—One of the Largest in the World—is

1,200 A WEEK!

Such facts as these cannot but offer incontestible proof of this fine product's infinite superiority

HOLDEN'S MOTOR BODY BUILDERS LTD

ADELAIDE. WOODVILLE (S.A.) MELBOURNE. SYDNEY. BRISBANE
An Expression of Confidence in Australia

GENERAL MOTORS (Australia) PTY. LTD. commences operations in Australia to-day. This company has been organised for the purpose of assembling and distributing at wholesale the motor cars and trucks produced by the General Motors Corporation.

Our aims are to aid in the development of motor transportation in Australia; to come in closer contact with the market so as better to satisfy its requirements; and to co-operate with and lend such assistance as lies in our power to the sellers of our products in order to enable them to render still more efficient service to the motoring public, and thereby further increase their value to the community and ensure their success.

We believe the activities of General Motors (Australia) Pty. Ltd. will contribute to the well-being of this country by the service which is our purpose to render to the public at large by providing and maintaining, through the many hundreds of motor dealers who are distributing our products, reliable transportation units in useful service, and by purchasing Australian-made bodies, tyres and other equipment items for use on our cars and trucks.

In purchasing land and erecting buildings, or acquiring extensive premises on lease, in Brisbane, Sydney, Melbourne, Adelaide and Perth, and by the large investment necessary for equipping these premises with the required tools and appliances, we indicate and emphasise the confidence that General Motors has in the brilliant future of this great Country.

We have confidence in our products—in our workmen and in our staff—in our distributors and dealers and confidence in Australia and Australians.

GENERAL MOTORS (AUSTRALIA) PTY LTD
HEAD OFFICE: CITY ROAD, SOUTH MELBOURNE, VICTORIA
MELBOURNE BRANCH, City Road, SOUTH MELBOURNE
SYDNEY BRANCH: Carrington Rd, Marrickville
BRISBANE BRANCH: Wickham St, Fortitude Valley
ADELAIDE BRANCH: Birkenhead St, Birkenhead
PERTH BRANCH: Cottesloe Beach