



**CHEVROLET**  
**PONTIAC**  
**OLDSMOBILE**  
**OAKLAND**  
**BUICK**  
**LA SALLE**  
**CADILLAC**  
**BODIES BY FISHER**

**CONSIDER**  
**GENERAL MOTORS**  
**VALUES**



## SOURCES OF GENERAL MOTORS VALUES

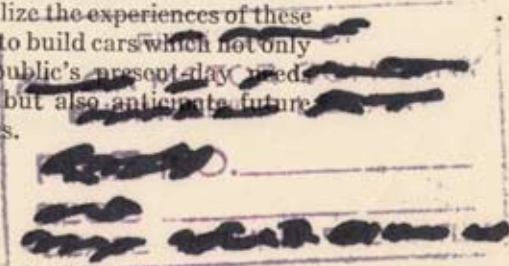
When you think of the wide experience, the splendid facilities and the tremendous resources employed in their design and manufacture, it is easy to understand why General Motors cars have outstanding value.

For almost a quarter-century General Motors cars have been owned and driven throughout the world, under every conceivable road and climatic condition.

### EXPERIENCE

The widely varied experiences of millions of owners have thus been made available to the General Motors Corporation and its divisions in designing and developing General Motors cars.

It has always been General Motors' policy to utilize the experiences of these owners and to build cars which not only fulfill the public's present-day needs and wishes but also anticipate future requirements.



## RESEARCH

To this end, General Motors carries on research activities which are unique in the industrial world. Eminent engineers, both in General Motors and in its various divisions, are engaged in this work.

Day in and day out, these engineers are carrying on their experiments—this group seeking to develop further or refine the process of carburetion; that group studying and testing various new types of combustion chambers; still another group analyzing metals or developing crankshafts or brakes.

During the past decade many of the industry's most valuable developments have come out of General Motors' research laboratories. But the engineers and scientists engaged in this work do not rest upon their past accomplishments. Their work goes steadily forward all the time.

Because of its prominence in the industry, General Motors is frequently approached by independent inventors

with new ideas. While a large majority of these ideas prove to be impractical, the Corporation has a standing New Devices Committee which carefully investigates the merits of each.

Occasionally something useful is obtained. These developments are used as cheerfully as those born in General Motors' own laboratories to increase the value of General Motors cars.

However, neither General Motors nor the engineers themselves are willing to "try out" their new developments on the public. That is the reason for the existence of the General Motors Proving Ground. On this picturesque 1268-acre tract of land, the world's highways and byways are reproduced in miniature.

If you were to visit the Proving Ground you might wish to spend all your time at the concrete speedway where cars are driven hour-after-hour, day-after-day at merciless high speeds. But that is only one feature of this fascinating outdoor laboratory. There are paved

## PROVING GROUND

## MANUFACTURING

and unpaved hills with steep and long grades. There are gravel roads, sand roads, deep-rutted roads—cobblestone, brick and asphalt pavements.

On the Proving Ground, cars are driven through water, floor-board deep. Then their brakes are examined and their ignition systems are studied to see how well they are protected to resist water. Here, too, steering effort is measured, gasoline consumption is recorded, piston wear is determined.

In fact, on the Proving Ground, new cars and new developments for cars are subjected to every kind of service which they might encounter in the hands of owners.

The next step in endowing General Motors cars with outstanding value comes in production. General Motors manufacturing methods are being constantly studied and improved. In actual practice, no compromise with accuracy is tolerated. If a part fails in dimension by a very small fraction

of an inch, it is rejected. This painstaking care accounts for smoothness in performance, and for quietness and long life.

In the finished product, fine craftsmanship and high quality of materials are both very important. General Motors, because of the volume and variety of its purchases, is a valued customer among producers of raw and finished materials. It naturally follows that such a customer receives choice selections of materials at the favorable prices which extensive buying earns.

Experienced business men direct General Motors' purchasing activities. And suppliers have learned to assure acceptance of their products by shipping only materials which fulfill in every way the General Motors standards of quality.

The advantages of large and closely supervised purchasing are clearly apparent in the quality and low price of General Motors products.

## PURCHASING ECONOMY

**FISHER  
BODIES**

The value of General Motors cars is further enhanced by the bodies which the Fisher Body Corporation, a division of General Motors, designs and builds to grace each chassis. For the highest priced cars or the lowest, these bodies by Fisher are smartly beautiful and attractively appointed and upholstered.

They are sturdily constructed of wood and steel, scientifically combined to insure comfort, safety and long life. And they are insulated, as a fine home is insulated, against heat, cold and noise, with the result that their interiors are luxurious, comfortable and unusually quiet.

**ART AND  
COLOR  
SECTION**

A staff of artists and designers is maintained by General Motors in what is known as the Art and Color Section. The function of this staff is to study trends in style and colors, and to cooperate with the various divisions in the style development of their cars.

The members of this staff are expert in creating beauty of lines, proportions and colors. And their knowledge of style trends enables them to keep the appearance of General Motors cars always pleasing and always abreast of current modes.

Each purchaser of a new General Motors car receives an unusual Owner Service Policy. So generous are its terms that none but the manufacturers of truly dependable motor cars could afford to issue such a policy and assume the responsibility which it implies.

Every prospective buyer of an automobile of any price should investigate General Motors' Owner Service Policy, for it represents tangible dollars-and-cents savings during the car's life. There are 20,000 service stations operated by General Motors dealers in the United States and Canada, and service on each of the General Motors cars is readily available in almost any locality.

**OWNER  
SERVICE  
POLICY**

**G. M. A. C.  
TIME  
PAYMENT  
PLAN**

General Motors cars may be economically purchased under the G. M. A. C. low-cost payment plan. This is an exclusive General Motors time payment service which also applies to all other General Motors products sold to the public. The General Motors Acceptance Corporation maintains 80 branches throughout the United States and Canada for the convenience of General Motors dealers and to serve the public.

General Motors goes to unparalleled lengths to offer cars of superior excellence, both in their investment value and in the motoring enjoyment which they provide. You can buy a General Motors car with full confidence in the wisdom of your selection, for General Motors cars have outstanding value.

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GENERAL MOTORS CORPORATION