

BEAUTY *and* PROGRESS

GENERAL MOTORS 1934

WHAT DO Canadian motorists think is beautiful . . . what do they consider progressive? The public itself has told us.

Months before production, we checked our new car designs against *what the people want*. And through the answers of more than 60,000 Canadians to our Customer Questionnaire, we got the story.

The advice and guidance thus received — from the motorist himself—was invaluable in shaping into mature and beautiful form the lessons we have learned over a period of more than 25 years.

And as triumphs *three-in-a-row*—approved in advance by Canadians—we can cite Knee-Action Wheels, No-Draft Ventilation and Streamline Designs.

“An eye to the future and an ear to the ground”—this describes General Motors’ policy; a policy by which the public is given what it wants in better cars year after year, yet is safely protected against ill-timed or dubious experiments.

CHEVROLET



OLDSMOBILE



PONTIAC



McLAUGHLIN-
BUICK



LA SALLE and
CADILLAC



CHEVROLET and
G.M.C. TRUCKS



GENERAL MOTORS PRODUCTS
OF CANADA LIMITED, OSHAWA