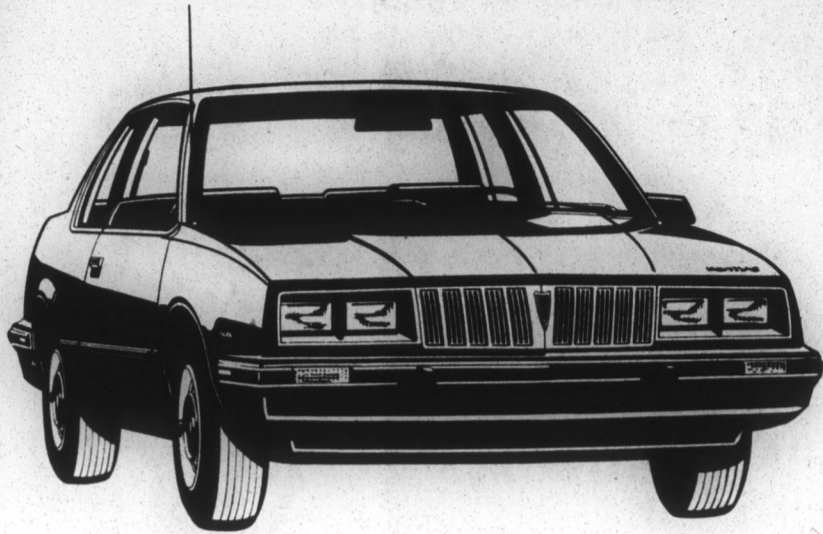


Announcing The General Motors

MATCH AND WIN

Sweepstakes



PONTIAC 6000

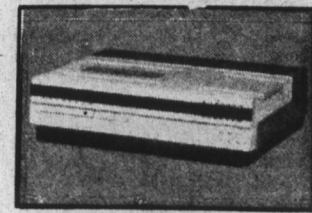
You May Have Already Won One Of
GM'S NEW CARS

Pontiac 6000

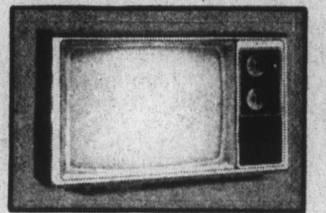
Buick Century

Olds Cutlass Ciera

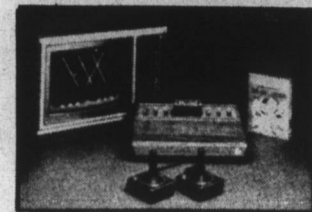
Pontiac Trans Am



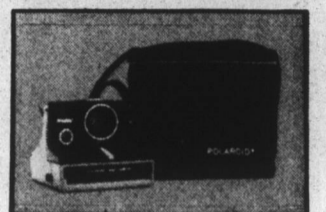
**25 RCA Video
Cassette Recorders**



**100 Zenith 19"
Color Table TV's**



**200 Atari Video
Computer Systems**

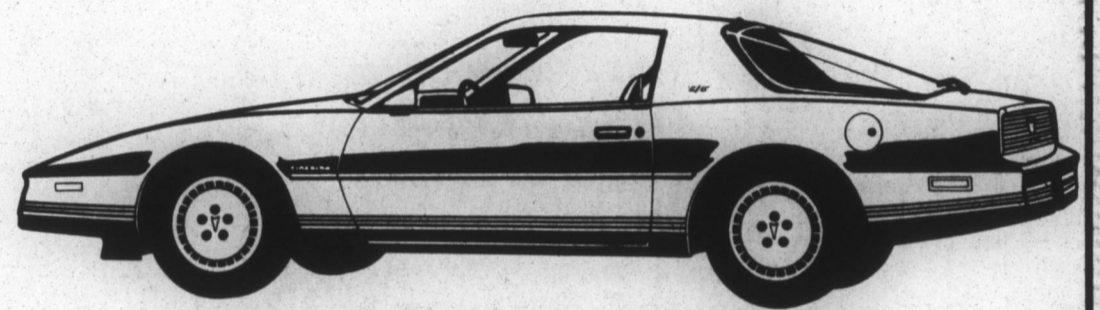


**1000 Polaroid
"Presto"
Camera Kits**

Or One Of Over 1,000 Additional Prizes



CUTLASS CIERA



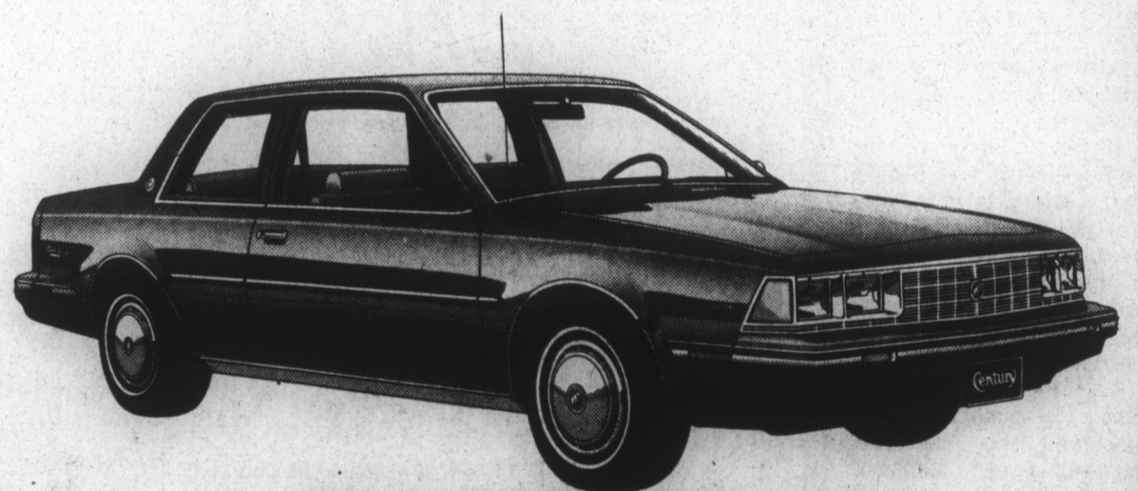
PONTIAC FIREBIRD

Take your "Match & Win" number to
Hoke Motor Co.

If your number matches one of the winning numbers
on display, you win the prize indicated.

If it doesn't match, you can still win in our Second Chance Drawing
for any unclaimed prizes by depositing your entry
in depository provided

★ No Purchase Necessary



Buick Century

DETROIT — General Motors President F. James McDonald announced today that GM is planning its most far-reaching dealer showroom traffic-building activity in history to focus the attention of the nation's car buyers on 1982 GM models.

"GM in 1982 is offering the greatest variety of new cars of any year in its history," he said. "GM will hold a national new car sweepstakes to draw millions of Americans to Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac dealerships to see and test drive our 1982 cars.

"On January 10, GM will offer millions of families in the United States the chance to win 15 new GM cars and hundreds of other prizes. This begins a month-long GM Sweepstakes we hope will rekindle automotive excitement nationally and provide a much-needed fast start toward improved levels of sales in the new year.

"The GM Sweepstakes will coincide with the January 14 public introduction of GM's newest cars — front-wheel-drive midsize Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century models, plus all-new sporty Chevrolet Camaros and Pontiac Firebirds. These are the cars which will be awarded as top sweepstakes prizes plus a 1982 Cimarron by Cadillac."

Mr. McDonald said 41 million four-page color inserts will be placed in over 275 Sunday newspapers in the U.S. and Puerto Rico on January 10 announcing the "GM Match and win Sweepstakes." Inserts will picture the new 1982 GM cars and over 1,300 other free prizes to be awarded plus an offer of a free atlas for test driving a 1982 GM car.

Each insert will have an official entry form and a number selected by computer while it is printed. The winning numbers for new cars and other prizes will be posted in showrooms of nearly 11,000 GM passenger car dealerships on Monday, January 11. By taking the entry form to the dealership, the newspaper reader can determine instantly if he or she is a winner.

Besides the 15 new cars, the 1,325 other prizes will include RCA video cassette recorders, 19-inch Zenith television sets, Atari video computer systems and Polaroid camera kits.

Anyone who is not an instant winner can deposit the entry form at the dealership for a "second chance" drawing to be held after the February 12 end of the GM Sweepstakes in which all unclaimed prizes will be awarded. Dealers will have entry forms similar to those in the newspaper insert so every showroom visitor from January 11 to February 12 can participate in the "second chance" drawing.

Also, every showroom visitor during the dates of the GM Sweepstakes who takes a demonstration drive in any 1982 GM car will receive a free 96-page 1982 Rand McNally Road Atlas whether or not the visitor chooses to enter the sweepstakes. The atlas will be mailed to his or her home.

Get Your **FREE** Rand McNally Road Atlas After You Take A Test Drive



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