


## A STATEMENT by

GENERAL MOTORS



T is the policy of Gen-
cral Motors to maintain continuous improvement, tiou in production.

This means that you enjoy the benefits of new engincering developments promptly - just as sonn as they have been thoroughly tested on the 1245 -acre Proving Ground.
It means that you can non order the new Cherrolet, Pontiac. Oldstmobile, Oakiand, Buich, laballe, Cadillac, or G.MC Truck, and reccive mmediste delivery
Behind this policy of continuous improvement is an organization so widespread and resourcefal that it can make and sell quality uutomobile more cconomically than any antomobile manufacturer in the world.
In the north and south it logs and mills its osnn lumber. In the ease it makes its own hall bearings and radiators. In the middle west it prodinces its own plate class. Its plants are husy ins 33 important American cities.
From almost 5,000 suppliers, its materials are obtained-steel by the handreds of thousands of tons - wire by the tens of thousands of milesupholstery by the acre-muts, holts and washers hy the millions. Its sales and service take place throurh 33,000 deaters. More than 275,000 families look directly to fieneral Motor- for their fiveti-hood-almost a million and a half men, womed nd children in every conmmunity in the land Meaning so minch to so many, General Motors has telt a supreme obligation to look ahead.
Are there methods by which General Motors ars ran be better buil: to hetter serve?
tility tre there new inaterials which can add to Sues are the cucstions that all 6 cheral Motory matie it possinde. year alter yo He anow have Frasing meatlot wi beinity in de-iose, morzom
 General Motors policy of jrogress.

GZNDIRAH, MOTORSS



Werrenrath, Concert Star, Finds Lucky Strikes Kindly To His Precious Voice
'In my concert avork, I must, of course, give first consideration to my voice. Naturally, I am very careful about my choice of cigarettes as I must have the blend which is kindly to my throat. I smoke Lucky Strikes, finding that they meet my mos
critical requirements.?

## "It's toasted"

No Throat Irritation-No Cough.


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C. S. STEVENSON
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OF COURSE YOU WANT A NEW CAR!
$\underset{\substack{\text { BuT } \\ \text { in wou }}}{\substack{\text { n } \\ \hline}}$
Just a little ex
some future date.
Our repairmen
W.R.WINKLER \& COMPANY
Leoding Tite Dealerm
BOONE, NORTH CAROUNA

