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THE MOST important element in business successand the most difficult-

The



have all the facts before you act.

To GET them all, from every possible source, is the first objective in General Motors. The Research Laboratories contribute some. These are nuggets, left in the crucible, after hundreds of ideas that looked good have been burned away. The Proving Ground contributes others. Dealers contribute. The public contributes. Every department contributes. Through the whole organization runs a spirit of inquiry and of rigid insistence on proof.

OUT OF such thinking come the new models announced from time to time by Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle, Cadillac-all with Fisher Bodies. And by Frigidaire. Each new model is a tested step forward. Nothing goes into it as a result of habit or guess or pride of opinion.

Nothing counts but hard-won facts, gathered and used with an open mind.



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