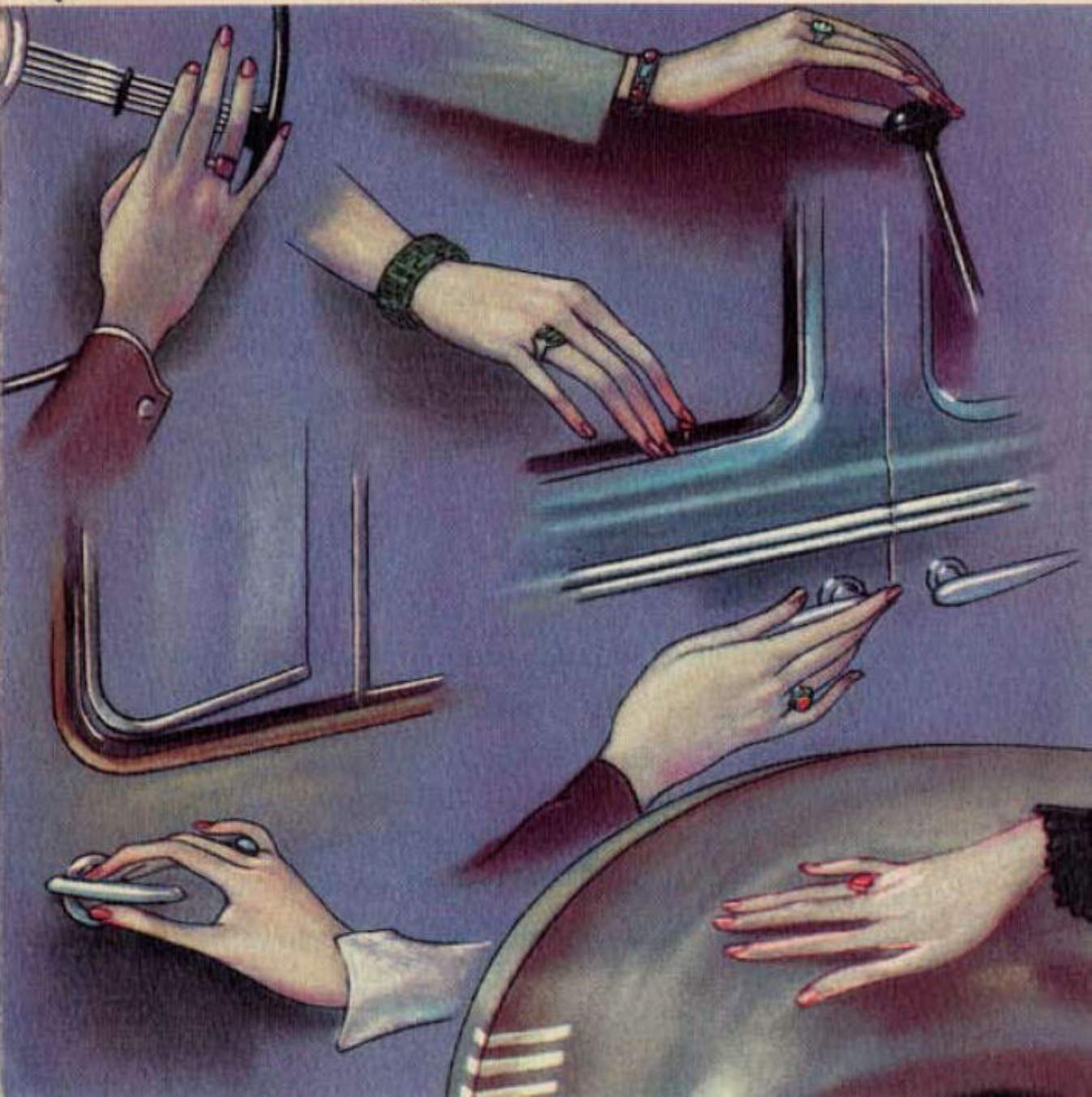




*You can feel the value!*





*Your hands . . . as  
well as your eyes . . . will approve  
General Motors cars*



Beyond the evidence of what your eyes discover . . . strikingly beautiful lines, good taste in every detail, apparent structural soundness and fine workmanship . . . your hands will find in General Motors cars further proof of superiority.

When you grasp the door handle, there is character in the strong, sturdy feel of it.

In the cushioning of seats and the texture of upholstery, there is an unmistakable feeling of the comfort, the richness and the durability they possess.

Operate a door lock, insert the ignition key, move the gear-shift lever, adjust the Fisher No Draft Ventilation, take the wheel, try the arm rest . . . whatever you

do, wherever you turn, there is the feeling that comes only with good design and good workmanship.

For it is a basic General Motors principle that the value of its cars must be far more than mere surface value. It must include fine materials, fine manufacture, fine finish.

So put General Motors cars to the test of your eyes, and the test of your hands. Measure them by your standards, not only on display but on the road . . . for any dealer in General Motors cars will gladly let you drive one.

And put them to the test of your judgment! What is General Motors' record for sound values—for dependability, for operating economy, for safety, for fair prices?


By the decision of your eyes, your hands, your judgment, you will *prove to yourself* that General Motors cars have outstanding value!



## GENERAL MOTORS

CHEVROLET · OLDSMOBILE · PONTIAC · BUICK  
LA SALLE · CADILLAC  
BODIES BY FISHER



An artistic illustration on the left side of the page shows several hands interacting with car interior controls. At the top, a hand with a ring rests on a gear shift. Below, another hand is on a knob, and further down, a hand is on a button. At the bottom, a hand is on a control panel. On the right side, a hand is shown turning a circular dial, and another hand is on a lever. The background is a dark, textured surface.

## PRICE RANGES

### CHEVROLET

Standard Six.....	\$490 to \$520
Master Six.....	575 to 705

*List prices at Flint, Mich.*

### OLDSMOBILE

Six.....	\$675 to \$ 795
Eight.....	910 to 1020

*List prices at Lansing, Mich.*

### PONTIAC

Eight.....	\$715 to \$845
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*List prices at Pontiac, Mich.*

### BUICK

Eight "40".....	\$ 795 to \$ 925
Eight "50".....	1110 to 1230
Eight "60".....	1375 to 1675
Eight "90".....	1875 to 2175

*List prices at Flint, Mich.*

### LA SALLE

Eight.....	\$1595 to \$1695
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*List prices at Detroit, Mich.*

### CADILLAC

V-Eight.....	\$2545 to \$5795
V-Twelve.....	4195 to 6495
V-Sixteen.....	6950 and up*

\*Custom built on order. Production limited to 400 cars yearly.

*List prices at Detroit, Mich.*

**BODIES by FISHER — FLEETWOOD**  
**FISHER NO DRAFT VENTILATION**  
**KNEE-ACTION WHEELS**

All General Motors cars may be bought on the  
G.M.A.C. time payment plan