

HERE'S WHERE WE STAND ON NEW-CAR SELLING

**General Motors Dealers' "Foursquare Selling Policy" assures you
a Fair Deal when you buy a new car**

Let's bring this subject right out in the open.
Many conditions still exist which encourage the "gray marketing" of automobiles.
You don't like this — and neither do we.
There's no law against "under the counter" deals — demanding a bonus for early delivery.

There's no law against loading cars with accessories the customer doesn't want or need.
There's no law against selling to buyers who make it their business to resell new cars at inflated prices.
But we don't do it because it's not good business.
All dealers buy cars at clearly established factory

prices which with the exception of transportation, are the same, model for model, all over the country. All start on a fair and equal basis — and should therefore sell at these fair and reasonable delivered prices.
So we're making public announcement of our code of fair dealing.
Our foursquare selling policy, simply stated, is this:

1 NO PADDING OF PRICES
We guarantee our delivered prices to conform with the manufacturer's recommendation and to contain nothing but standard charges which, of course, include Sales and Excise Taxes. You receive an itemized bill of sale. All prices are an "Open Book" — they are available to you and we sell at these listed figures.

2 NO LOADING OF UNWANTED ACCESSORIES
All cars are offered with factory-installed accessories only and prices are figured to cover these. We pledge ourselves to add no "extras" except those each customer orders — and to avoid using "extras" to increase the delivered price.

We wish to express our sincere appreciation to our loyal customers and friends for their patience in awaiting their turn for delivery of new General Motors cars.
Although the popularity of General Motors cars is unprecedented, and the supply is lagging far behind the demand, we are doing our utmost to be fair and equitable in their distribution.

3 TRADE-INS DESIRED— BUT NOT COMPULSORY
We will take your order for future delivery, without requiring a trade-in. However, we have many valued used-car customers who also depend upon us to supply them with automobiles. For this reason we would like to have your trade-in, and we'll give you a fair and reasonable allowance for it.

4 NO COLLUSION
While we cannot prevent our customers from reselling new cars, we will not knowingly be a party to such transactions. Our only interest is to deliver new cars to bona fide customers.

We present this platform because we believe it's good business to keep our customers informed.
It's a platform that gives you a fair deal when you buy a new car — exactly the same kind of a deal and treatment you got before the war.
If you wish additional information, it will gladly be supplied by any dealer whose name is signed to this announcement.

LOCAL DELIVERED PRICES
of Canadian produced General Motors Cars including Standard Factory Equipment, five new type low-pressure Tires and Dominion Sales and Excise Taxes, but not including License Fee or Provincial and Municipal Taxes where these apply.

	Retail Price Less Taxes	Dominion Sales and Excise Taxes	Total Delivered Price
CHEVROLET			
STYLMASTER — 118" Wheelbase			
Business Coupe	\$1414.57	\$188.43	\$1603.00
5 Passenger Coupe	1489.21	198.79	1688.00
Town Sedan	1498.88	200.14	1699.00
Sport Sedan	1584.00	212.00	1796.00
FLEETMASTER — 116" Wheelbase			
5 Passenger Coupe	1572.68	210.34	1783.00
Town Sedan	1586.70	212.30	1799.00
Sport Sedan	1665.74	223.26	1889.00
FLEETLINE — 118" Wheelbase			
Aerosedan	1618.50	218.50	1835.00
Sportmaster Sedan	1697.74	226.26	1924.00
PONTIAC			
FLEETLEADER — 118" Wheelbase			
Business Coupe	\$1462.92	\$185.08	\$1648.00
Sport Coupe	1538.41	205.59	1744.00
2 Door Sedan	1548.91	207.09	1756.00
4 Door Sedan	1635.89	219.11	1855.00
FLEETLEADER SPECIAL — 116" Wheelbase			
Sport Coupe	1636.78	219.25	1856.00
Sedan Coupe	1682.44	225.56	1908.00
2 Door Sedan	1652.64	221.36	1874.00
4 Door Sedan	1727.23	231.71	1959.00
4 Door Sport Sedan	1751.83	235.17	1987.00
TORPEDO SIX — 118" Wheelbase			
Sport Coupe	1808.10	242.90	2051.00
Sedan Coupe	1926.55	245.45	2172.00
2 Door Sedan	1908.95	243.05	2152.00
4 Door Sedan	1882.74	253.26	2136.00
TORPEDO EIGHT — 119" Wheelbase			
Sport Coupe	1977.28	251.72	2229.00
Sedan Coupe	1896.58	254.42	2151.00
2 Door Sedan	1878.13	251.87	2130.00
4 Door Sedan	1951.93	262.07	2214.00
OLDSMOBILE			
SPECIAL SIX — 119" Wheelbase			
Club Coupe	\$1855.30	\$246.70	\$2102.00
Club Sedan	1885.81	250.19	2136.00
4 Door Sedan	1922.00	258.00	2180.00

Hydramatic Drive is optional with Oldsmobile and certain models of Pontiac, at extra cost.
Prices subject to change without notice and, outside of Charlottetown, vary according to transportation charges.

ALLISON MACLEOD
208 GREAT GEORGE STREET

HORNE MOTORS
168 KENT STREET