



So near at hand ... so far ahead

PEOPLE

No matter how big or how small a business may be, its reputation depends on two factors: the products it brings to the market place and the people who are its public representatives.

In your community, for example, General Motors is represented by the cars and trucks we build and by the people who sell and service them. We are very proud of our products - and very proud of our people, too.

They are as near to you as your own Main Street. And they possess in full measure the qualities and skills necessary for taking good care of their customers.

SERVICE

Customer satisfaction is the secret of all business success.

We know that, and our dealers know it, too. That's why they're buying new machines, new tools and new facilities to service the

rapidly growing number of cars they sell each year.

But this is only part of the story.

In addition, we have established Training Centres across the country in which dealers' trained mechanics receive additional instruction on the new engineering advances built into modern cars and trucks.

You, the customer, reap the benefit in the form of quicker, more efficient service at lower cost.

PLACES

We confidently believe in the greatness of Canada's future - and so do our dealers.

We have built the nation's largest and most modern automotive plant; they, on their part, can point with pride to an unrivalled network of up-to-date dealership premises, designed with you, the customer, in mind.

Your General Motors dealer's investment is concrete proof that he, and the people who work with him, have a serious and permanent interest in the welfare of your community.

PROGRESS

Year after year, General Motors has brought you glamorous new products - new engineering and styling advances - new features designed to make motoring safer, easier, more luxurious, more enjoyable.

Year after year, our dealers have kept pace with this dynamic progress.

Near at hand to serve you, far ahead in all ways, great and small, they too, are dedicated to the exciting task of bringing you, in fullest measure, all those things that lead to happier motoring.

GENERAL MOTORS PRODUCTS

OF CANADA LTD

OSHAWA,

ONTARIO

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • VAUXHALE • CHEVROLET AND GMC TRUCKS