

Never before has public interest in every aspect of the automotive business – including, of course, automobile sales – been so keen and so general.

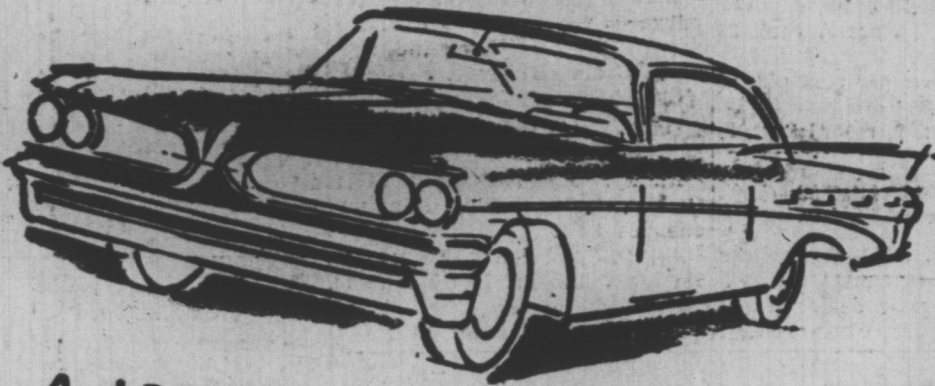
For that reason, we are glad of the opportunity to tell you about the cars and trucks we build and the respective positions they enjoy in the market-place. Naturally, we are most appreciative of your preference for our products – a preference which continues to grow – and, in doing so, endorses even more clearly our recent advertisement "That which deserves to lead – leads!"

We make Chevrolet.



FIRST IN SALES year after year – and again in 1959. This is the true measure of public opinion, and it proves conclusively that there's no value like CHEVROLET value.

We make Pontiac also.



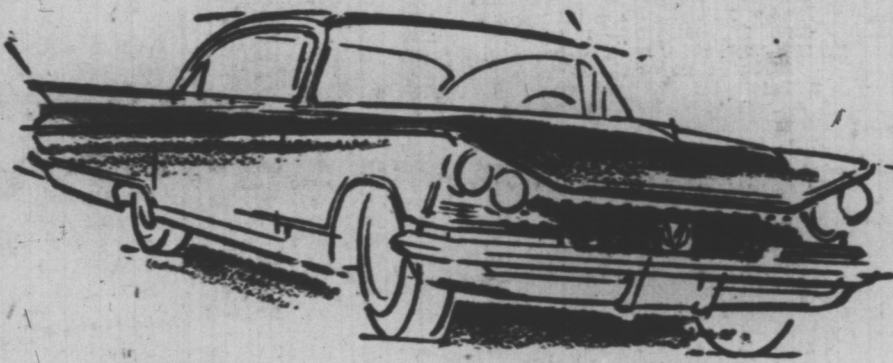
And PONTIAC'S SECOND IN SALES. Its popularity is growing by leaps and bounds, as you can plainly see in every community across the land.

And here's Oldsmobile...



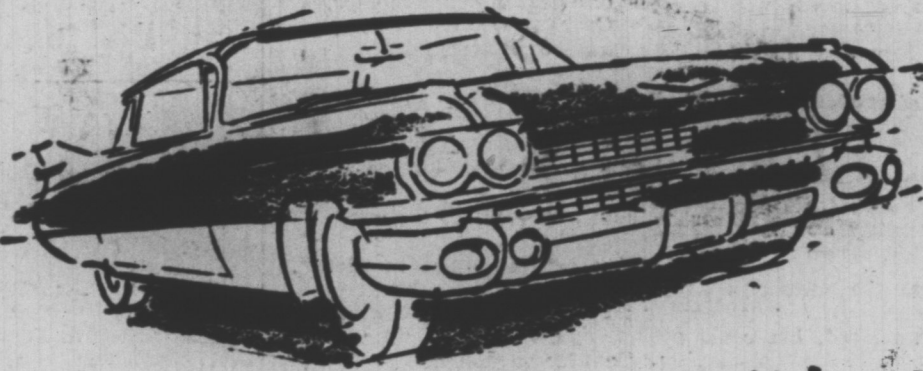
Another best-seller! In fact OLDSMOBILE is a "standout" in the medium price class. Why? Because there's nothing quite like that new OLDS feeling!

Buick...we're proud to make it, too.



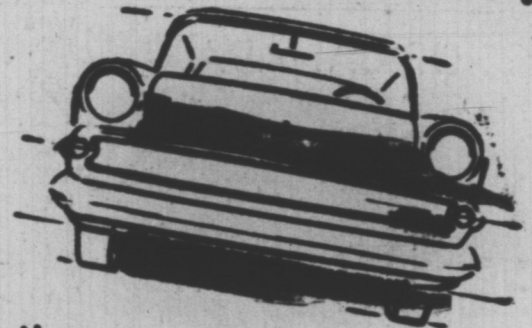
THE CAR which proves that better automobiles are being built and Buick is building them. Beauty? Performance? Riding qualities? Overall excellence? Buick is unbeatable!

Then there's Cadillac...The indisputable Standard of the World.



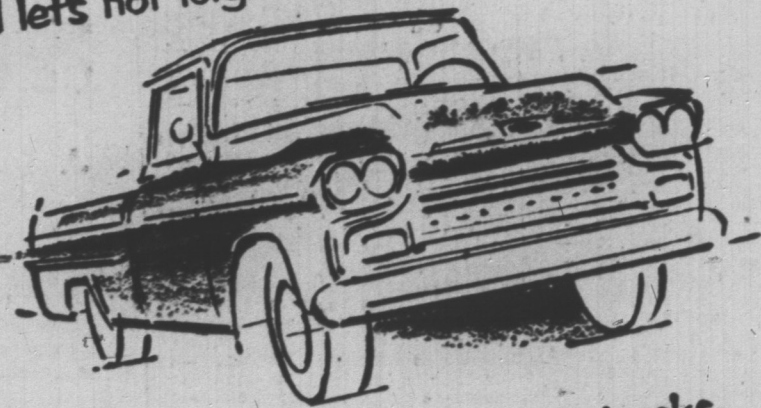
"World's best synonym for Quality."
"Known for the company it keeps."
"The decision that needs no explanation."

Now, let's introduce our pride and joy from Britain – the famous Vauxhall!



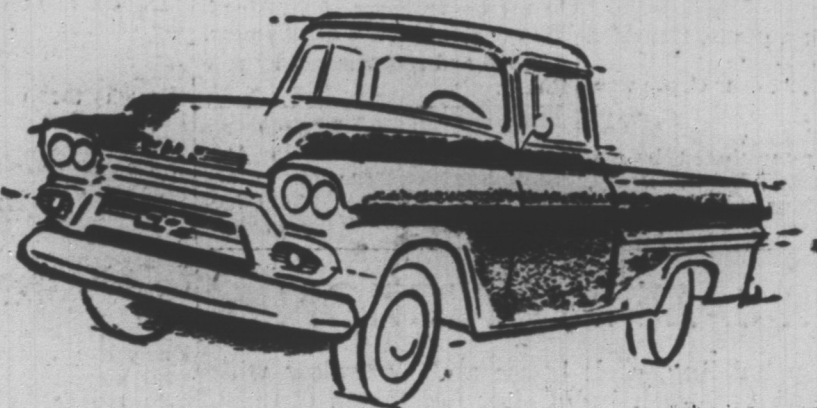
Here's the car that's breaking records every day. No question about it, VAUXHALL is the choice of the people who prefer a car of this class. We're sorry it hasn't been possible to meet the demand. We sincerely appreciate your patience!

And let's not forget trucks!



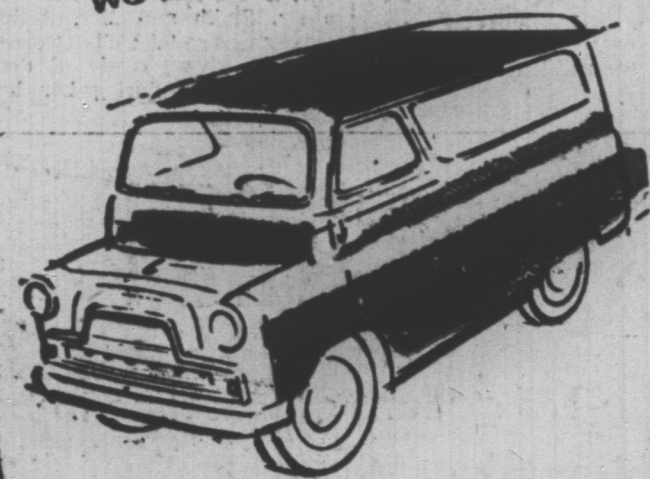
As you'd expect, Chevrolet trucks, TOO, are first in sales. Whatever the load, whatever the road, CHEVROLET does the job better, quicker and more economically.

GMC – from half tons to 45 tons



From frisky pickups to the big brutes. And, for your information, second place in sales is solidly clinched by GMC.

To complete the parade of trucks, we have the new British BEDFORD.



Tried and proven around the world and now fast becoming Canada's favorite, too!

What does all this mean? We like to think it reflects a special kind of confidence in General Motors and its vast dealer organization. It is recognition, as it were, of a philosophy which has been dedicated always to superior quality, craftsmanship and value.

GENERAL MOTORS PRODUCTS OF CANADA LIMITED

OSHAWA

ONTARIO