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## Of interest to every carorouner:

## Astatement of

 General Motors' Policyby Alfred P. Sloan, Jr., President

THE public has been visiting the A automobile shows in the larger
cities of the country to see new models.
Suppose you could drop a curtain over the 1929 automobile shows and raise it immediately upon the shows of ten years ago. How vividly the changes would then appear!
Go back five years, or even three, and the contrasts are amazing. So fast have the improvements followed fered you more for your automobile fored you more for your automobile in safety, in beauty and in style in safety, in beauty and in style. pressive as in the cars now on dis pressive
play.
This is real progress, and inevi tably General Motors has been a leader in it. You cannot have hundreds of engineers, in one organiza-
tion, thinking and working day and tion, thinking and working day and night without knowing more about making automobiles than was known the year before. You cannot have great Research Laboratories, the Proving Ground and the unmatched resources and skill of Fisher body
without developing constantly better processes and new ideas. The patron age of the public makes possible al
this machinery of betterment; so the public is entitled to each improve ment as promptly as it has been proved.
In this way came the self-starter the closed body, durable Duco finish, four wheel brakes. By the same process one of the remarkable feat in industrial history has just been effected: Chevrolet has been transformed into a six-cylinder car within the price range of the four-almost overnight. Similarly, the new brakes and transmissions of Cadillac and LaSalle are a fundamental improve ment; while the new models of Buick Oldsmobile, Oakland and Pontiac all represent values that could not have been offered before.
Such progress, born of the inherent ambition of an organization of active minds to do better and to give more, is of benefit to all. It offers you more for your money with each succeeding year. It gives you more value for your present car when you trade it in.
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acplestraup

AN INVITATION
General Motors woold like you to see the progress whichit has made during the puat yar and which in repreeented
by its new models, More than that, it invites you to peep behind the ceenes the methods employed to usure further progrew. Simply check on the coupon below the produces in which you are most intereted. Fall information will progress. simply check on the coupon below the producss in which you are most interested. Full information wil
be ent without obligation plur a valuable little book which rells the inide story of the General Motorn instiution. This book-"The Open Mind"- has real value to every one owning or planning to buy a car.
Gencral Motors (Dept. A), Detroit, Mich. 口 CHEVROLET $\quad$ OAKLAND

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## "Step on It Stan"

A THREE-ACT COMEDY
to be presented by the Tygh Valley High School at Tygh Valley, Oregon, on the evening of
Saturday March 23

A play replete with humorius situations, laughable dialogue and witty repartee. Coached and rehearsed to a point where its production will be acceptable ta all. .Laughs guaranteed in every line, and a pleasure seldom experienced.

CURTAIN RISES AT 8:00 SHARP
Admission Prices................ 50 cents and 25 cents



[^0]:    Frigidaire Autematic Refrigerator DDelo-Likt Electr ic Powur and Light Plants पe Water Sytum

