


## FACTS -AND THE OPEN MIND

T secess-and te ma dificul is iness sure that you have all the facts before you act. T $T_{\text {source, is the first objective in General }}$ Motors. The Research Laboratories contribute some. These are nuggets, leff in the crucible, after hundreds of ideas that looked good have been burned away. The Proving Ground contributes others. Dealers contribute. The public contributes. Every department contributes. Through the whole organization runs a spirit of inquiry and of rigid insistence on proof.
$\mathrm{O}_{\text {announced }}^{\text {Ur of sum trom time to the new models }}$ announced from time to time by ChevLaSalle, Cadillac-all with Fisher Bodies. And by Frigidarec. Each new model is a tested step forward. Nothing goes into it as a result of habit or guess or pride of opinion. Nothing counts but hard-won facts, gathered and used with an open mind.


GENERAL MOTORS

