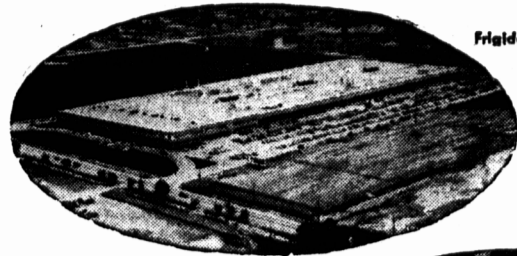


The More Canada GROWS

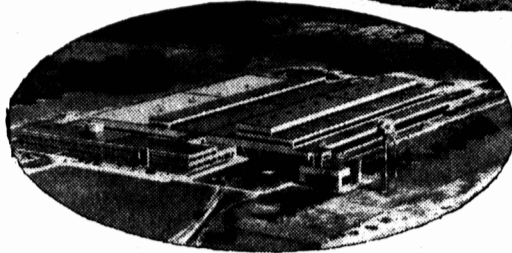
General Motors of Canada Limited
New assembly plant, Oshawa



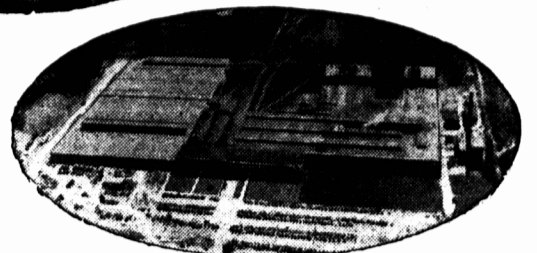
Frigidaire Products of Canada Limited,
Scarborough



General Motors Diesel Limited
London

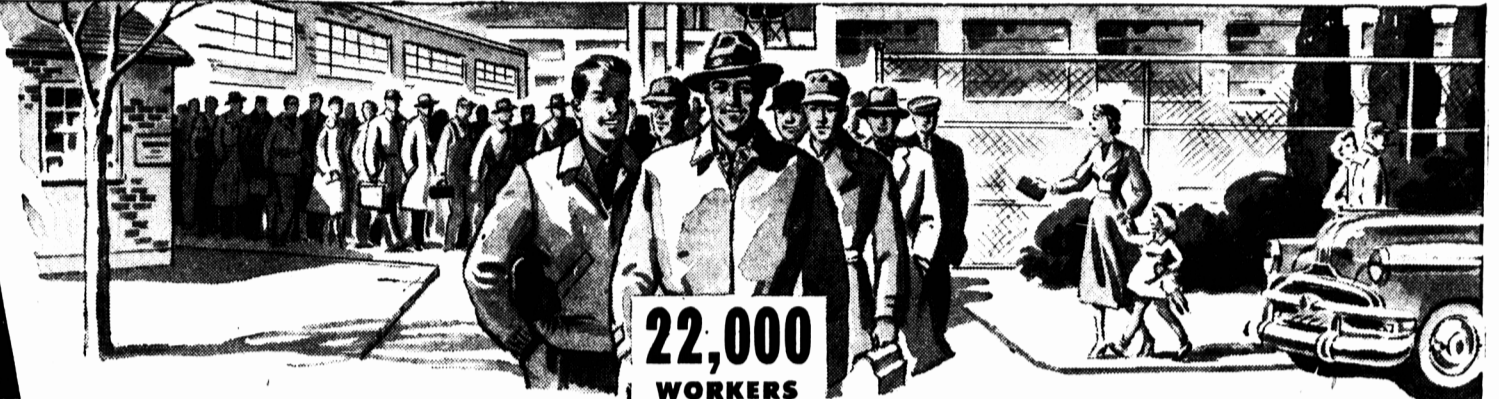


The McKinnon Industries Limited
Grantham Twp.



Symbolic of the growth of our country is the record of expansion at General Motors' eight great plants in Canada. Every division has new buildings or large additions either recently completed or now under way—and soon the total of our plant area in Canada will exceed 190 acres under roof.

The More People we Employ...



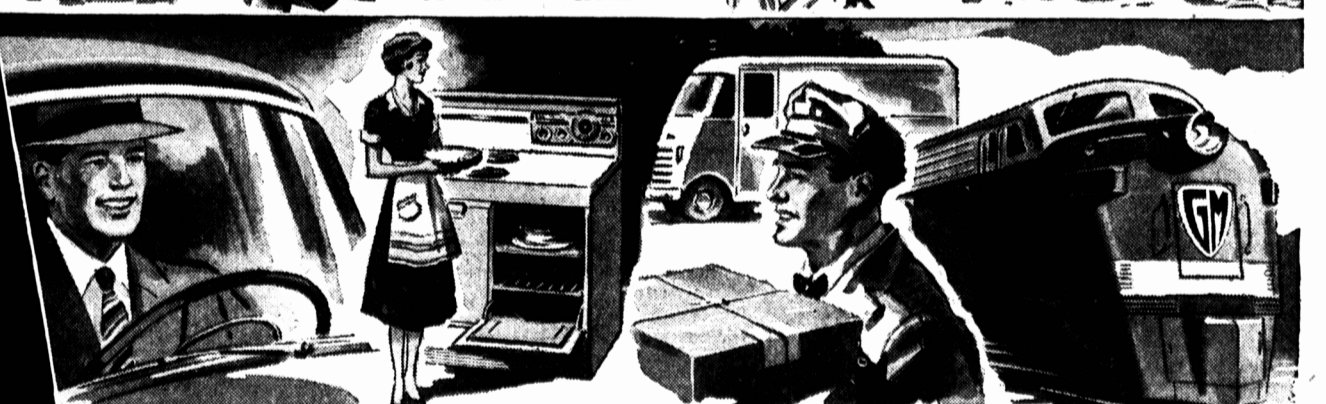
The More Wages we Pay...



The More we Buy from All Canada...



The More VALUE we Give You!



To a motorist, our name means motor cars, first and foremost. But to a businessman it may mean trucks; to a railwayman it may mean powerful diesel locomotives; to many a housewife it stands for gleaming electric appliances.

And none of these people is wrong—for General Motors makes, in its eight Canadian factories, all of these things and dozens more besides. They are as diverse as washing machines and jet fighter plane components, but all have the common bond of General Motors' better value.

In part this better value which characterizes GM products springs from our vast technical resources. These include laboratories, proving grounds and the highly skilled specialists who man them. These great resources can exist because our customers are so numerous. Their purchases keep 22,000 Canadians busy in our plants, earning more than \$80,000,000 a year in wages. Those same purchases require that we spend more than a million dollars every working day for supplies and services. And, of course, people buy confidently from us because of the better value they find in General Motors products. And so the circle is complete.

GENERAL



MOTORS

IN CANADA

GENERAL MOTORS OF CANADA
LIMITED
OSHAWA AND WINDSOR

FRIGIDAIRE PRODUCTS OF CANADA
LIMITED
LEASIDE AND SCARBOROUGH

GENERAL MOTORS DIESEL
LIMITED
LONDON

THE MCKINNON INDUSTRIES
LIMITED
ST. CATHARINES AND GRANTHAM TOWNSHIP

PRODUCING MORE AND BETTER THINGS FOR MORE PEOPLE