

*That which deserves  
to lead—leads!*

On every side, nowadays, the average Canadian is faced with a baffling array of claims and counter-claims, made by various automobile manufacturers on a wide variety of topics, including sales increases.

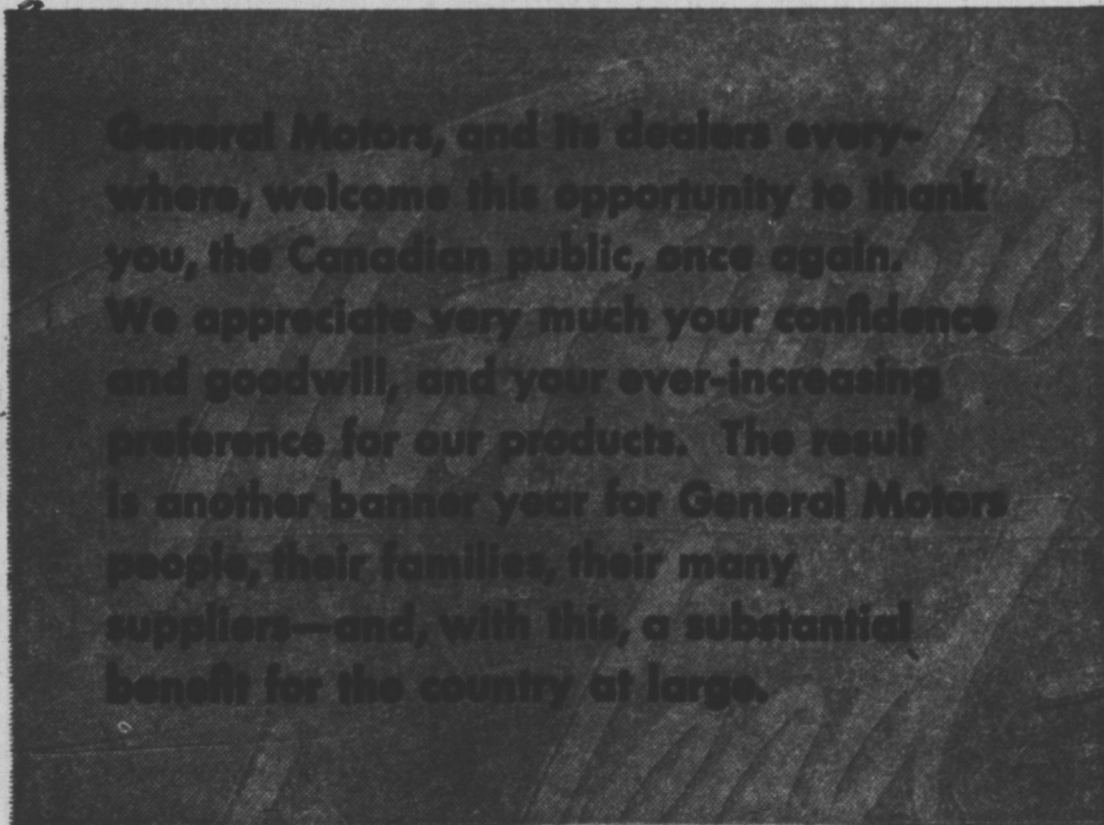
Statistics, figures and comparisons are bandied about, sometimes carelessly. However, after being exposed to them, most people feel—and small wonder—that excited declarations of superiority are most confusing.

As far as General Motors is concerned, it has always been our belief that leadership requires no fanfare. We are aware of the fact that the Canadian public has given our

Company first place, by an ever-increasing margin, only because of the superiority of the cars and trucks we make, the services we render and the good traditions we have always tried to maintain.

We know that words will never be a substitute for these things.

Of course, there is nothing new about the envy of competition. It is all part of the Penalty of Leadership, so well defined (forty-four years ago, to be exact), in a famous Cadillac advertisement. We take the liberty of quoting from it here:



*In every field of human endeavor, he that is first must perpetually live in the white light of publicity.*

*Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work.*

*In art, in literature, in music, in industry, the reward and the punishment are always the same... the leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership...*

*There is nothing new in this.*

*It is as old as the world and as old as the human passions.*

*And it all avails nothing. If the leader truly leads, he remains—the leader.*

*That which is good or great makes itself known, no matter how loud the clamor of denial.*

*That which deserves to live—lives.*

*That which deserves to lead—leads!*

**GENERAL MOTORS PRODUCTS OF CANADA, LIMITED**  
OSHAWA, ONTARIO

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • VAUXHALL • CHEVROLET, GMC AND BEDFORD TRUCKS