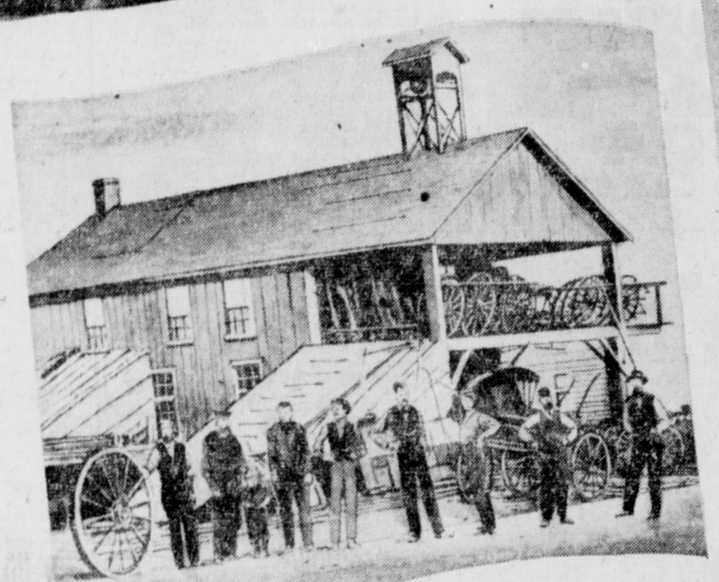
GROWING UP WITH CANADA...

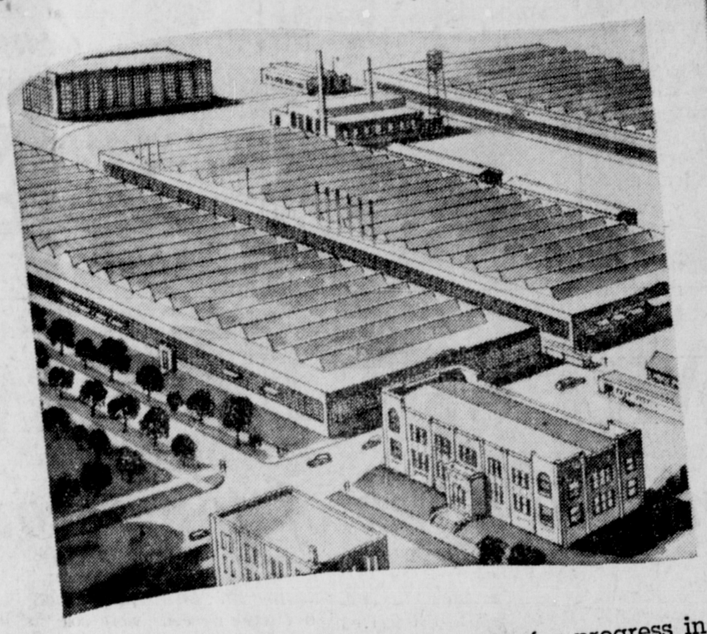


An early print of the original McLaughlin plant and staff at Enniskillen, Ontario. Second from left is the late Robert McLaughlin, founder of the company which is today General Motors of Canada.

-FOR 75 YEARS!

Up through 75 eventful years of Canadian history . . . up from horse and buggy days to the fast-moving, mechanized world of today—General Motors of Canada and the pioneer venture from which it sprung, have grown with this growing nation.

Thanks to the constant and continued support of the Canadian public, General Motors, through three-quarters of a century of service to Canada—has developed



into a vital national asset . . . a power for progress in peace, a tower of strength in war!

From GM's busy assembly lines has rolled a mighty measure of the automotive transportation that has helped build modern Canada. From GM's factories and foundries, at this critical time, is pouring an overwhelming volume of that splendid fighting equipment which is speeding Victory.

As a partner in Canada's forward march to nationhood and inspired by a seventy-five year long tradition of high craftsmanship—General Motors of Canada, in this its Jubilee Year, pledges itself anew to the proud task of producing "More and Better Things for More People".

GM

GENERAL MOTORS

CHEVROLET · PONTIAC
OLDSMOBILE
McLAUGHLIN-BUICK
CADILLAC · CHEVROLET
AND GMC TRUCKS

GENERAL MOTORS

More and Better Things for More People

GM-744