

A FAMOUS
FAMILY

GENERAL MOTORS
CORPORATION

A FAMOUS FAMILY



AS IN a human family, it usually happens that some members are more celebrated than others, so the motor car and truck companies of the General Motors family are better known to the world than many of the other divisions. These companies manufacture Buick, Cadillac, Chevrolet, Oakland, Oldsmobile, and GMC Trucks—a complete line of vehicles covering practically the whole range of individual transportation.

The accessory and parts companies enjoy similar positions of leadership but are less frequently associated in the public mind with General Motors. These companies produce and sell Delco and Remy electrical equipment, Harrison radiators, Jacox steering gears, AC spark plugs, AC speedometers, New Departure ball bearings, Delco-Light and Power Plants and Frigidaire, Jaxon rims, Brown-Lipe-Chapin differential gears, Lancaster Steel Products, Hyatt roller

bearings, Inland steering wheels, Dayton Wright special bodies, Klaxon horns.

Other important companies affiliated with General Motors are Fisher Body Corporation, General Leather Company and Doehler Die Casting Company.

Finally, there is a fourth group of companies whose service is of great economic importance. This group includes United Motors Service, the General Exchange, and the General Motors Acceptance Corporation, which makes possible the purchase of a car out of income instead of capital, as a majority of American homes have been purchased, and whose resources rank it among the first eighty banking institutions in the United States.

All these companies and several others, including the Export and Foreign group—sixty-eight in total—are members of the one big family known as General Motors.

Among the industrial groups of this country General Motors ranks second. Its factories are in 36 cities; its operating headquarters in Detroit is the largest building of its kind in the world; the Corporation does business in 144 countries,

and is owned by 68,000 investors, residing in every state, in Canada and in many other lands. These facts and figures are impressive; but mere size does not justify any industrial organization. Only as larger size makes possible larger, more economical and effective service, is it economically sound.

That the size and character of the General Motors family do result in measurable benefits to the car buyer, it is the purpose of this little book to show. Each member of the family has contributed to General Motors a specialized experience and a particular capacity for service. In turn, General Motors coordinates the facilities of each for the best advantage of all, and adds its own contribution of resources which insure permanence and progress.



On the following pages will be found a series of advertisements reproduced from originals published by General Motors in the past year. Taken together, these advertisements tell a story of interest and importance to all users of individual transportation

What Cadillac brought to General Motors



THE DEWAR TROPHY
which Cadillac
twice won

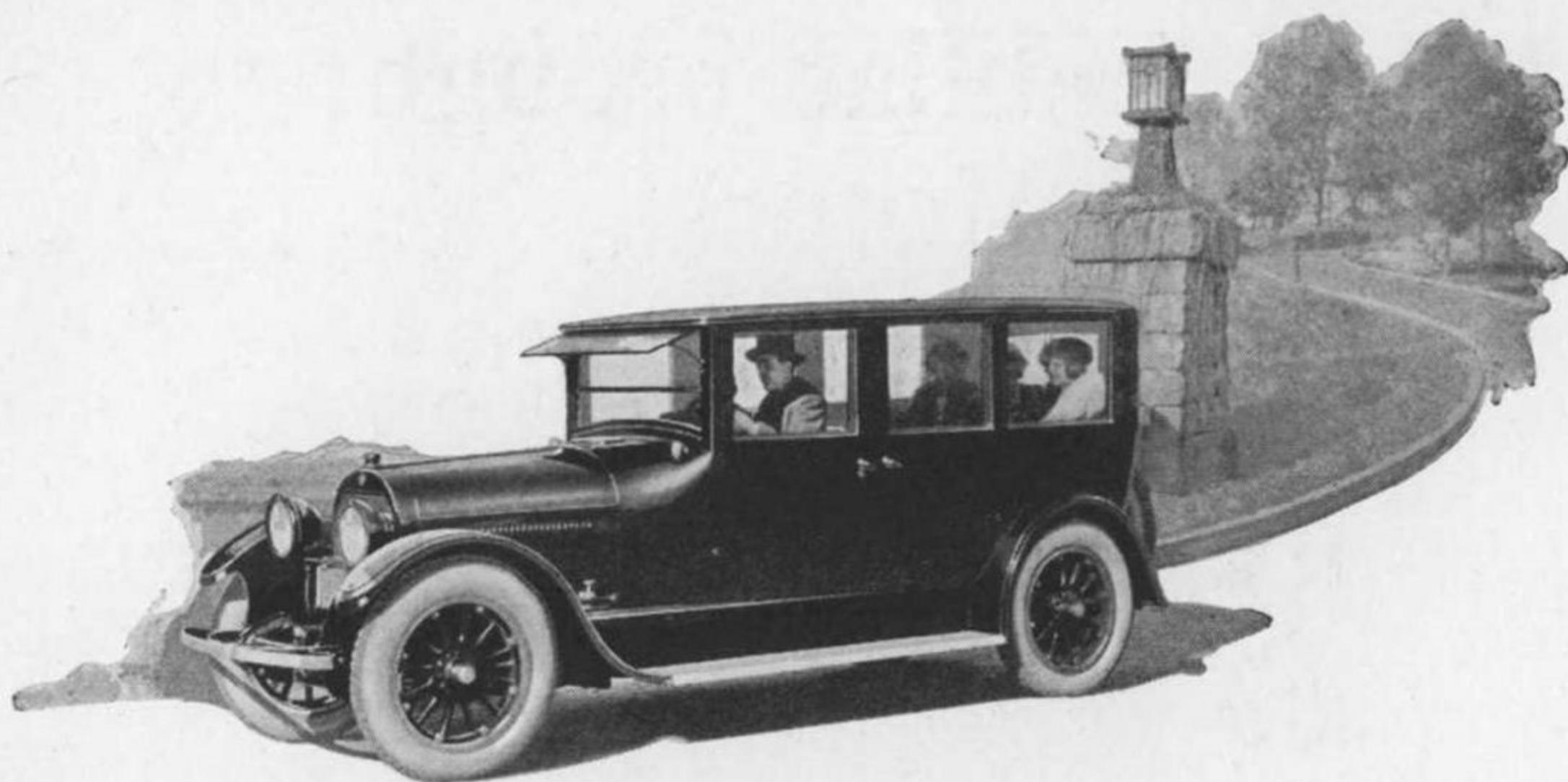
SAID the Royal Automobile Club of London: "We will award the Dewar Trophy each year to the motor car demonstrating the greatest advance in the industry."

In 1909, three Cadillacs were taken from the dealer's storehouse in London to compete against the best that Europe could produce. They were torn apart; the parts were tossed into a heap; it was impossible to tell from which of the cars any given part had come. Then an amazing thing occurred. Mechanics, with only the most ordinary tools, stepped up to the pile, reassembled the three Cadillacs and sent them whirling around the track.

No other competing car could be rebuilt without filing and hand fitting. Cadillac had revealed to the world an unsuspected

The three Cadillacs at the Brooklands track, near London, where they won the Dewar Trophy by a dramatic demonstration of the perfect interchangeability of their parts.





American achievement—perfect interchangeability of parts. So the Dewar Trophy was won for American industry.

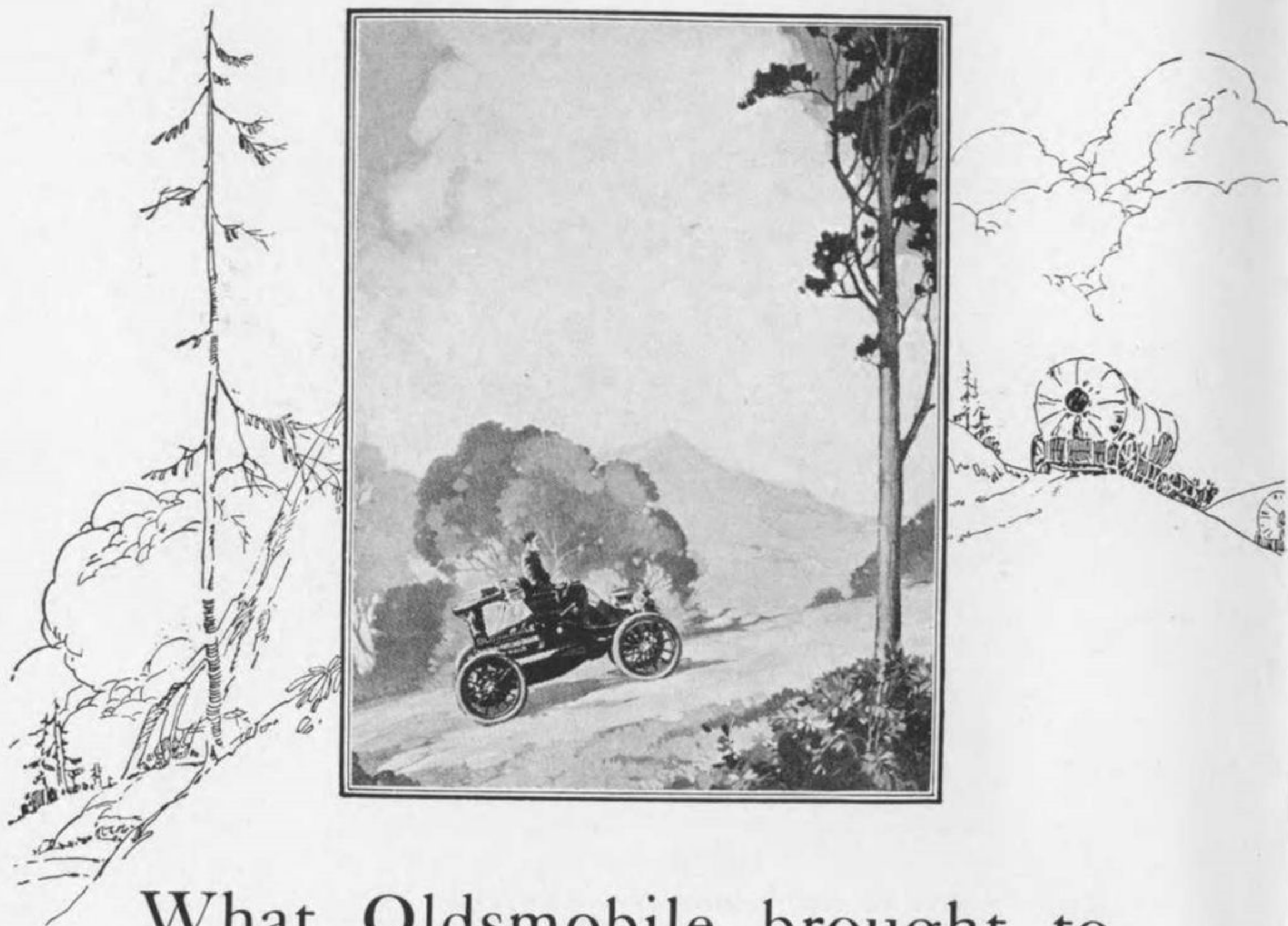
In 1912, Cadillac built the first car ever equipped with a complete electrical system of starting, lighting and ignition and so won the Trophy a second time.

By a long succession of similar triumphs the leadership of Cadillac was gained. That leadership it kept and brought to General Motors.

* * * * *

From the strength of the parent company Cadillac draws increased strength. From twenty years of Cadillac fidelity General Motors inherits a splendid tradition and an enduring ideal.





What Oldsmobile brought to General Motors

TO DRIVE an automobile from coast to coast—in 1905 this seemed incredible.

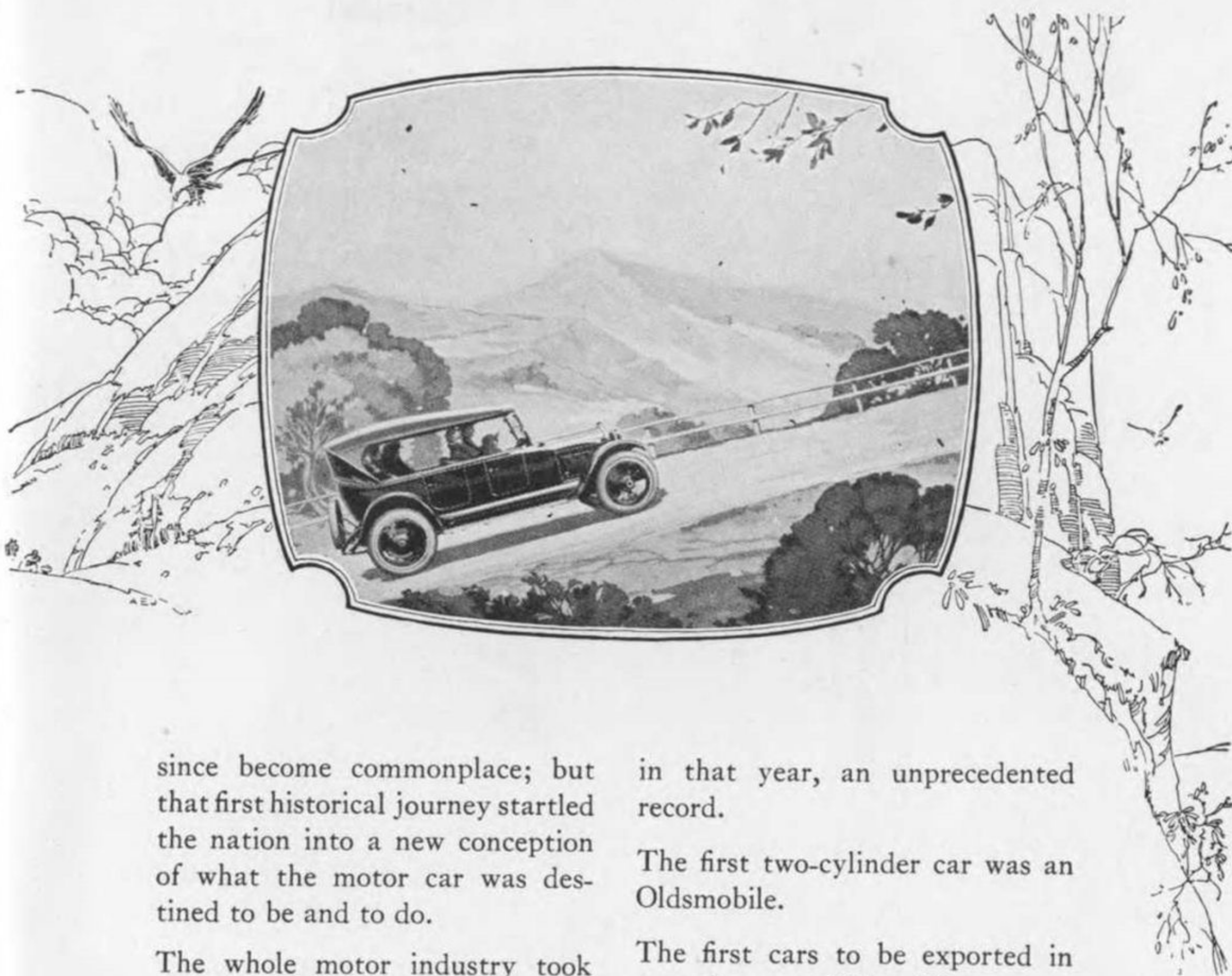
On May eighth of that year two curved dash, one-cylinder Oldsmobiles set out from New York for Portland, where a national good roads convention was to be held in connection with the Lewis and Clark Centennial Celebration.

Only a very few had faith in the audacious venture. For forty-

four days the nation watched, reading the papers with eager interest, expecting news of failure. But each fresh bulletin reported the cars a little farther west.

On the forty-fourth day "Old Scout," the first car, arrived in triumph, just one hour and twenty minutes before the opening of the convention. "Old Steady" arrived seven days later.

Transcontinental runs have long



since become commonplace; but that first historical journey startled the nation into a new conception of what the motor car was destined to be and to do.

The whole motor industry took fresh courage, and looked forward with a larger vision.

* * * * *

Twenty-seven years ago the first automobile factory in Michigan was erected; it was for the manufacture of Oldsmobiles.

Twenty-four years ago the principles of quantity production, on which the motor industry has been built, were worked out in that factory. Fourteen hundred Oldsmobiles were completed and sold

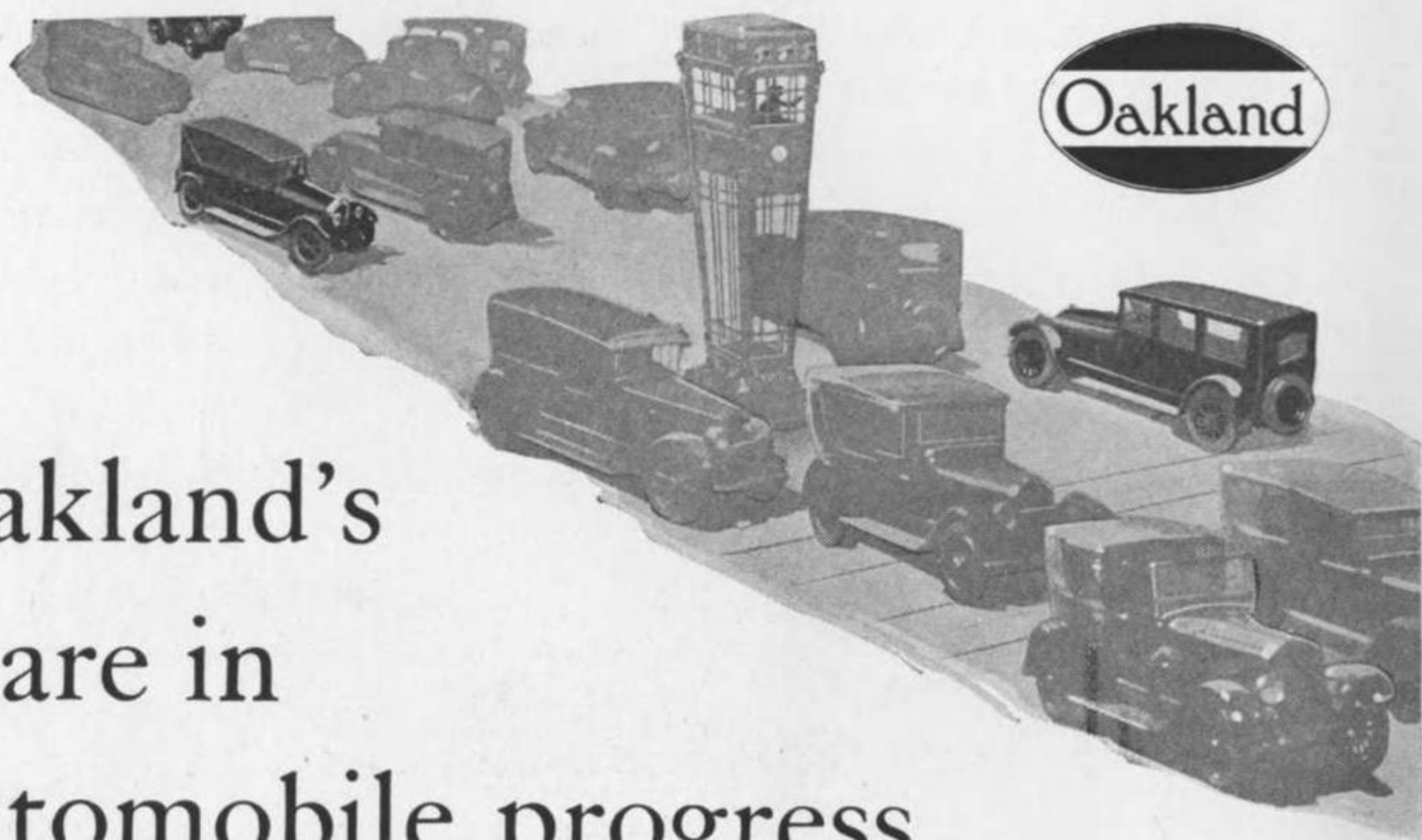
in that year, an unprecedented record.

The first two-cylinder car was an Oldsmobile.

The first cars to be exported in quantity were Oldsmobiles, carrying the reputation of American craftsmanship to the far corners of the world.

Thus Oldsmobile brought to General Motors the courage of the pioneer.

And General Motors, adding its abundant resources of men, money, and engineering talent, has made certain that the achievements of the past will be projected into the future in even larger measure.



Oakland's share in automobile progress

WHEN McKinley was nominated for President there were only four gasoline automobiles in the whole United States. Today there are more than ten million.

Two factors, among many, have helped to work this miracle — *the spirit of youth and the spirit of cooperation.*

Because the industry was young, its courage knew no limiting traditions. Because it recognized the value of cooperation, almost every car has

contributed something of value to the development of all the rest.

Take these three General Motors cars as examples:

Cadillac early achieved a craftsmanship which astonished European engineers.

Oldsmobile was the first to introduce the principles of quantity production.

Oakland pioneered in the production of a successful light six-cylinder automobile to sell for less than a thousand dollars.

The horizon of the industry was broadened by that achievement. Families, to whom the ownership of a six-cylinder car had been only a hope, found their hopes realized; and men began

ized experience is the experience of builders of cars and parts of every type. Added to its resources are the economies of large purchasing power, quantity production, and the interchange of men and ideas, all combining to create larger value.



OF THE 13 million passenger automobiles in the United States, one in every seven is a product of General Motors.

Oakland, whose ideal is to build the "finest light six," is one of the five permanent passenger car divisions of General Motors, each of which, in its special field, contributes to better and more economical transportation.

to think of the automobile as the servant of *all* the people.

The Oakland of 1924 is one more monument to the spirit of cooperation.

Back of the Oakland organization is the far greater organization of General Motors. Linked with Oakland's special-

The philosophy on which General Motors is built is this—that every member of a family is better able to serve because of association with the others.



SUPPOSE that *all* the General Motors Trucks—

SUPPOSE, some day, *all* the trucks which General Motors has built were driven past your door. From dawn to dark and into the night the steady movement would carry on, *a stately procession of burden-bearers, more than two hundred and fifty miles long.*

What a picture of the scope and variety of American life their cargoes would reveal!

There would be great iron pipes for the oil fields, and shaggy logs from the woods; there would be meat and fruit and building materials; furniture on its way from old homes to new; and children, in busses, bound for school.

Railroad men measure transportation in ton miles—the movement of one ton one mile. Taking a hundred miles as a fair day's run, the GMC Trucks in service have a daily capacity of 5,869,000 ton miles, which means they could carry for one mile, in one day:

The annual wheat crop of Kansas—

plus material enough to build two Woolworth Buildings,

plus food enough to furnish breakfast, dinner and supper for four cities as big as Detroit,

plus coal enough to warm the homes of Boston all winter.

Friend of the farmer whose time and produce it saves; friend of the city dweller whose living costs it reduces; friend of the railroad whose less profitable business it assumes, and whose terminal congestion it relieves, the motor truck has only *begun* the work it is destined to do.



Every year the demand for its service increases, and the widespread resources of General Motors are a distinct advantage in helping to meet this demand. The same sort of engineering talent which has given Cadillac its reputation for craftsmanship, the same factory facilities which enables Chevrolet to pack so much value into its product—these are equally available in the building of GMC Trucks.



What BUICK Brought to GENERAL MOTORS

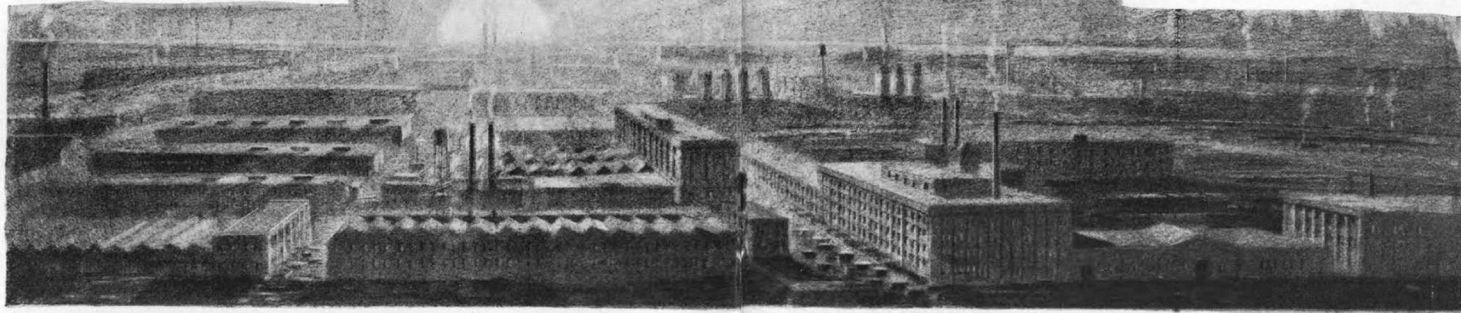
IN A tiny factory in Flint a rugged automobile was built and named the Buick. It had a *distinctive type of motor*, the "Valve-in-Head," an outstanding contribution to automobile progress. With that motor Buick won more racing trophies in 1908 than all competing cars combined. Its makers had a program which regarded *service* as an essential part of every sale. Wherever Buick owners traveled, Buick service stations followed them.

Most of all, it had *intrinsic value*. Year in and year out, men knew what to expect of their Buicks: no fluctuations, no lapses—only consistent improvement. So, from country to country, Buick's reputation spread.

THE automobiles exhibited at the national shows are assigned to their places by an election in which your dollars are the ballots. The honor of first place goes to that one for which purchasers have paid the largest total amount of money in the preceding twelve months.

Five years ago this honor went to Buick, and it has stayed with Buick ever since. So the business which began so modestly has grown to leadership. The tiny factory has become a plant more than a mile and a half in length.

To other members of the General Motors family the record of Buick is an inspiration—a reminder that businesses attain leadership and retain it only when *value* joins with *service* to create a good name.



Making the nation a neighborhood

GEORGE WASHINGTON saw clearly and far ahead. He knew that Distance was the enemy which most menaced the new republic.

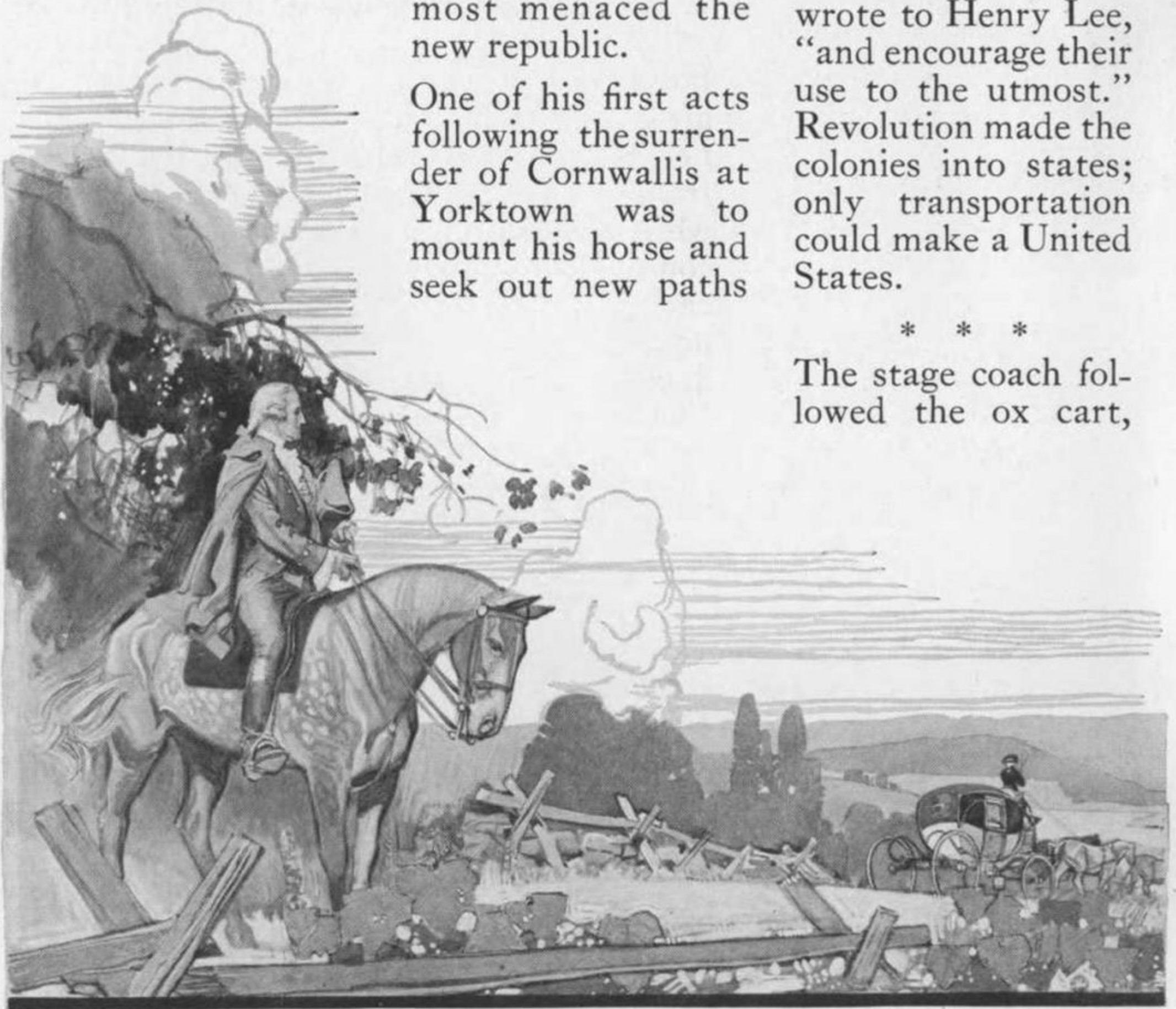
One of his first acts following the surrender of Cornwallis at Yorktown was to mount his horse and seek out new paths

from the eastern seaboard to the west.

"Open all communications which Nature has afforded," he wrote to Henry Lee, "and encourage their use to the utmost." Revolution made the colonies into states; only transportation could make a United States.

* * *

The stage coach followed the ox cart,



the steamboat and railroad succeeded the coach. Then came the automobile. Where there were no roads, it created them. Where the railroads encircled hills, it pushed boldly across. Where cities were separated by miles, it reduced the miles to minutes. It has, indeed, opened all paths of communication and encouraged their use "to the utmost."

General Motors builds five passenger automobiles, of which Chevrolet is one.

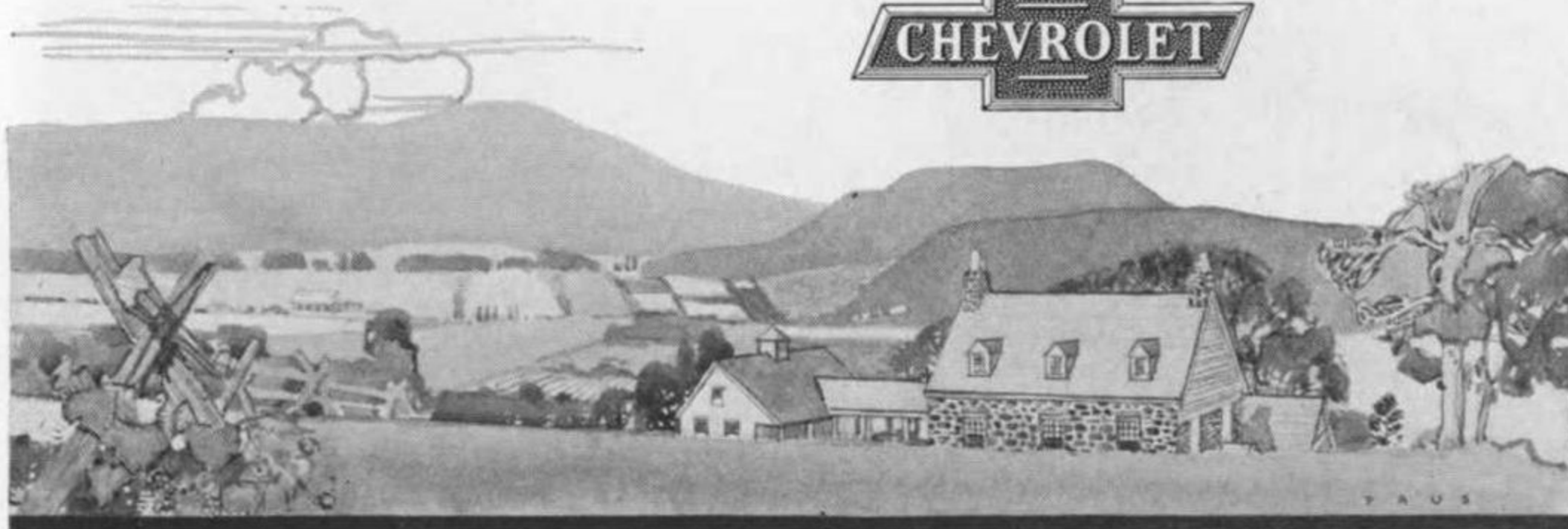
Chevrolet brought to the General Motors



family a vision of great multitudes who needed economical transportation, and who waited for the coming of a quality car at the lowest possible cost. Producing such a car, Chevrolet at the outset met a public response which was

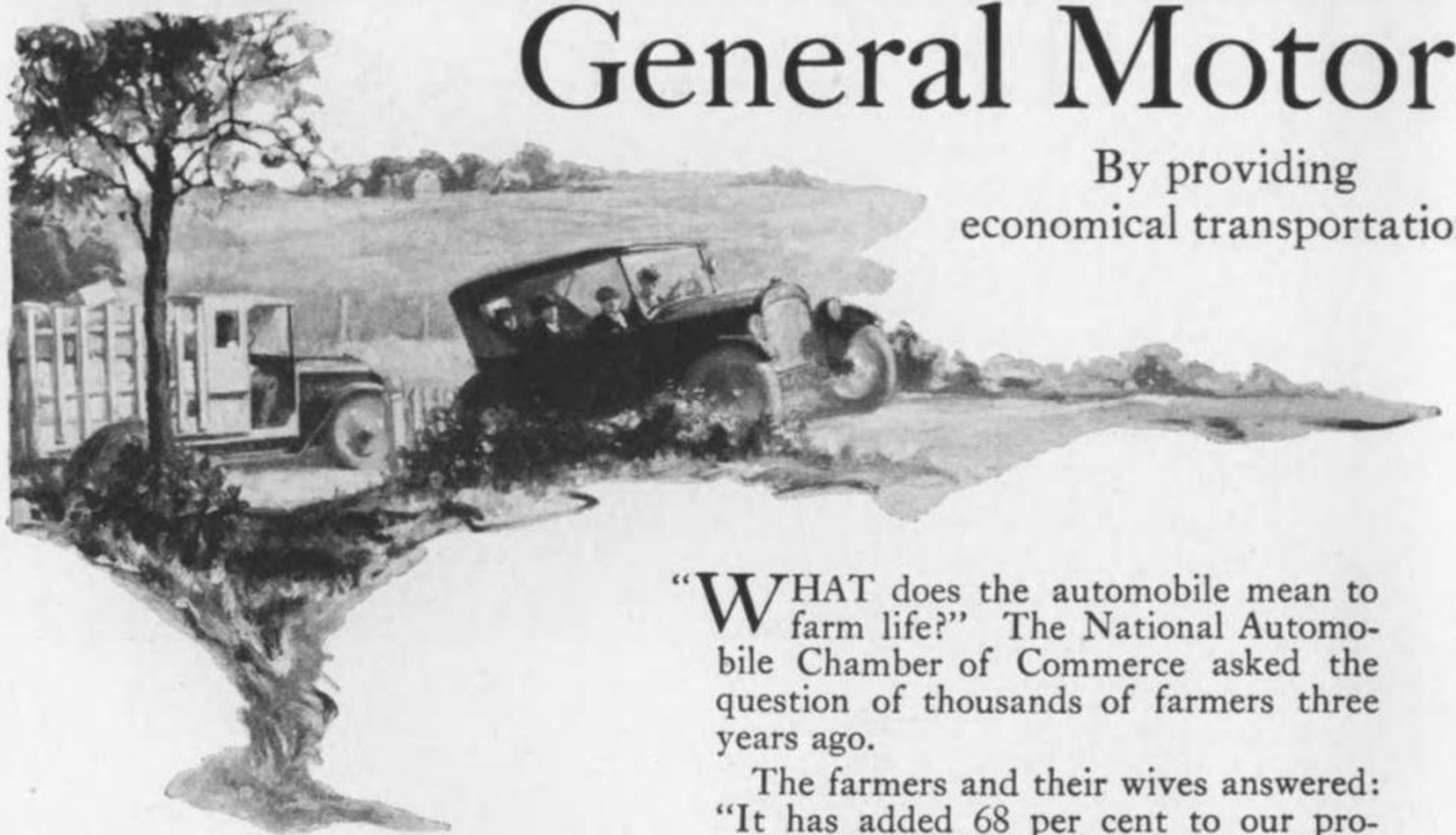
tremendous and which has been increasing every year. The ample resources of General Motors are a guarantee that each of its divisions is permanent—a continuing factor in the unfinished task of making the nation a neighborhood.

for Economical Transportation



General Motors

By providing
economical transportation



“**W**HAT does the automobile mean to farm life?” The National Automobile Chamber of Commerce asked the question of thousands of farmers three years ago.

The farmers and their wives answered: “It has added 68 per cent to our productivity, and improved our living conditions more than 40 per cent.”

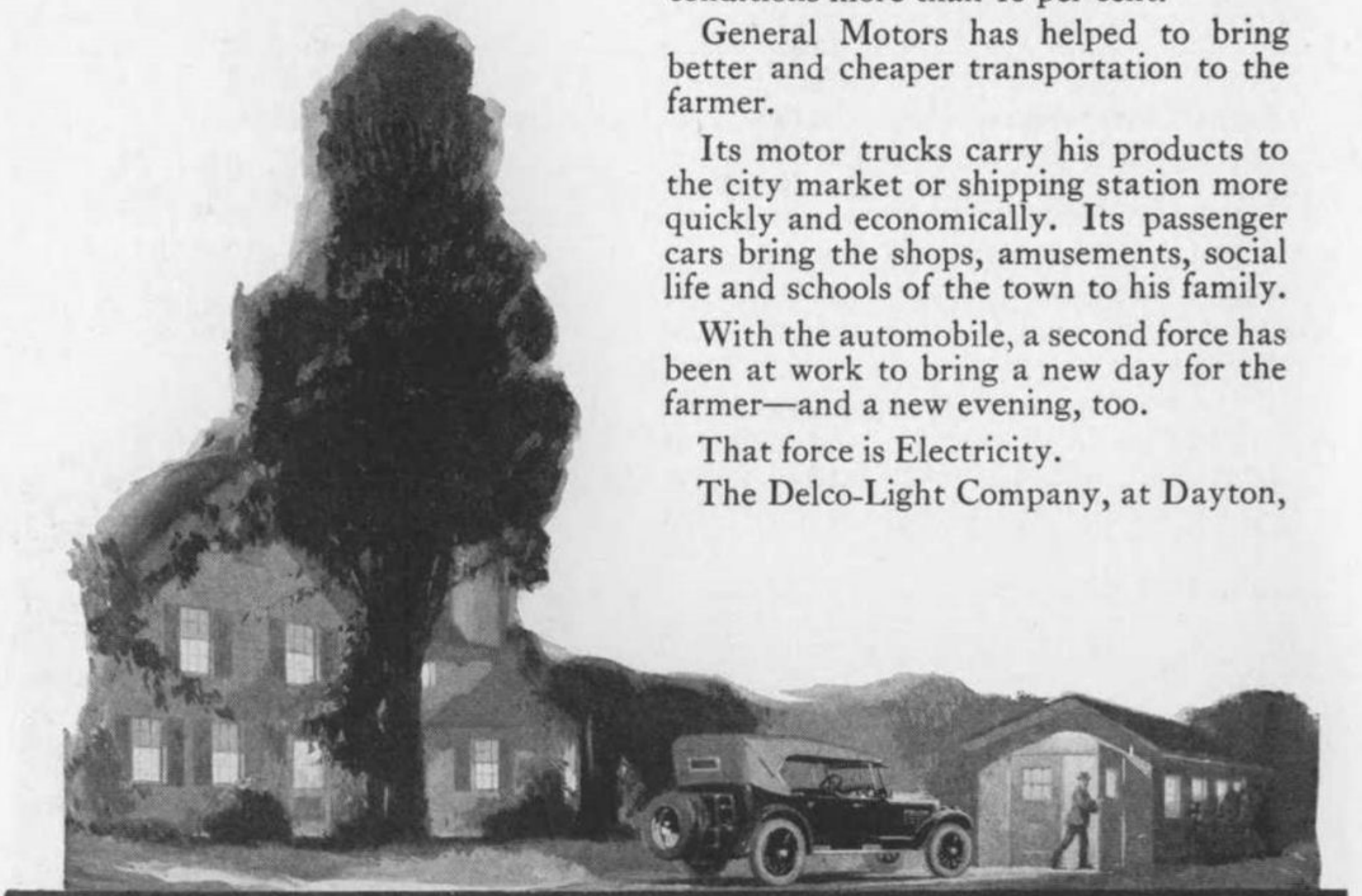
General Motors has helped to bring better and cheaper transportation to the farmer.

Its motor trucks carry his products to the city market or shipping station more quickly and economically. Its passenger cars bring the shops, amusements, social life and schools of the town to his family.

With the automobile, a second force has been at work to bring a new day for the farmer—and a new evening, too.

That force is Electricity.

The Delco-Light Company, at Dayton,



helps the farm

By making
farm life more attractive



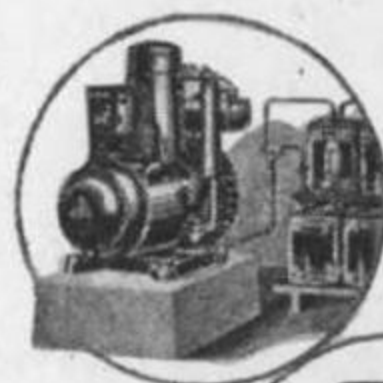
Ohio, one of the divisions of General Motors, was a pioneer in carrying electricity to the farm.

Today its service organization extends to every rural community, and Delco-Light electric plants are providing the modern conveniences and labor-saving devices of the city for tens of thousands of farms.

Delco-Light transforms dark homes into bright and cheerful homes. It lights the farm buildings and frees the hand that carried the lantern. It pumps water. It turns the cream separator. It churns butter and washes clothes.

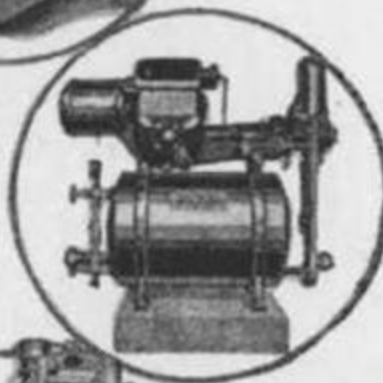
Delco-Light lifts the heavy tasks from human shoulders and pays for itself by performing these tasks in half the time before required.

General Motors builds added value into each Delco-Light product, and assists in giving to the farmer the greatest possible value for the money he spends.

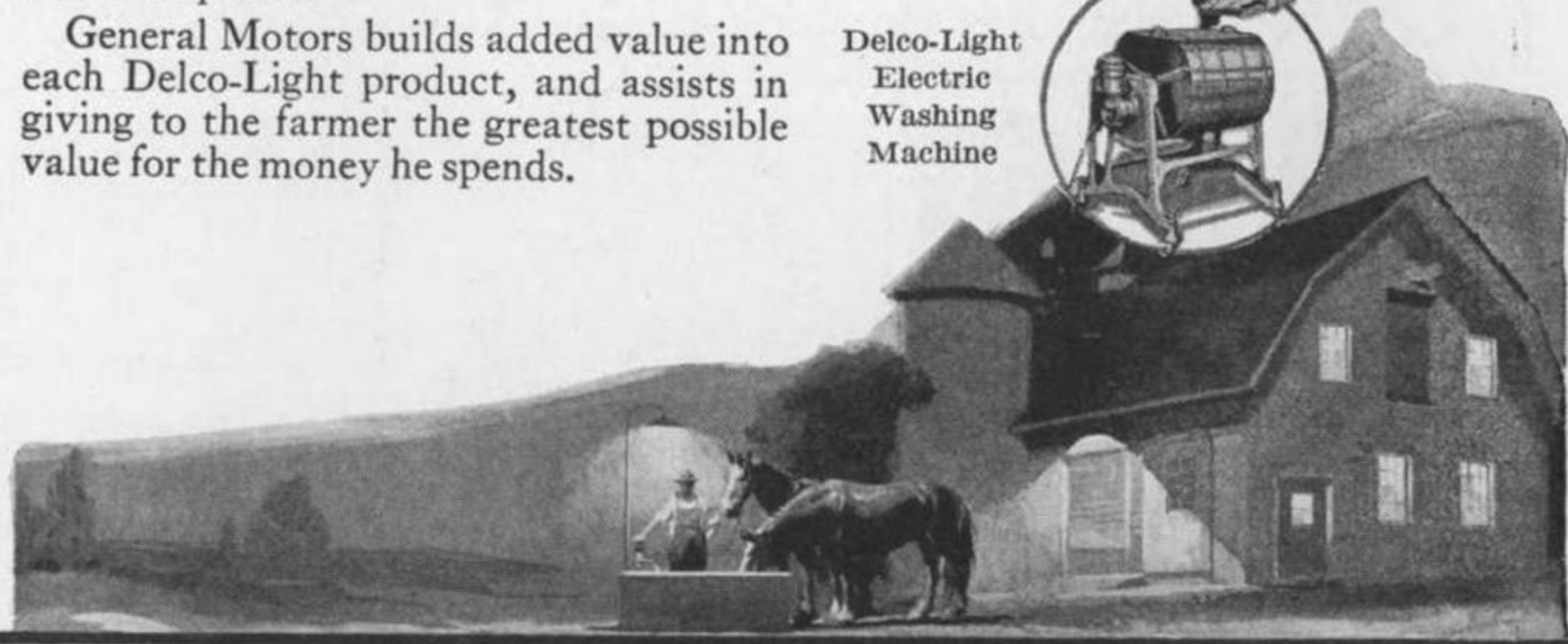


Delco-Light
Farm Electric
Plant

Delco-Light
Water
System



Delco-Light
Electric
Washing
Machine



You can buy a car out of income just as you buy a home

THE automobile is the outdoor home of the modern family. It *completes* the home, broadening its circle of friendships and opening its doors to a larger world.

General Motors believes that the same plan, by which a majority of American homes have been financed by their owners, is and should be applicable to the purchase of a car.

Uniting so many companies, General Motors is able to provide the resources for such a plan, and to operate it with maximum economy and effectiveness.

This it does through the General Motors Acceptance Corporation, a banking company founded on sound banking principles. Among the country's banks the Acceptance Corpora-

tion ranks 80th in capital, surplus and undivided profits.

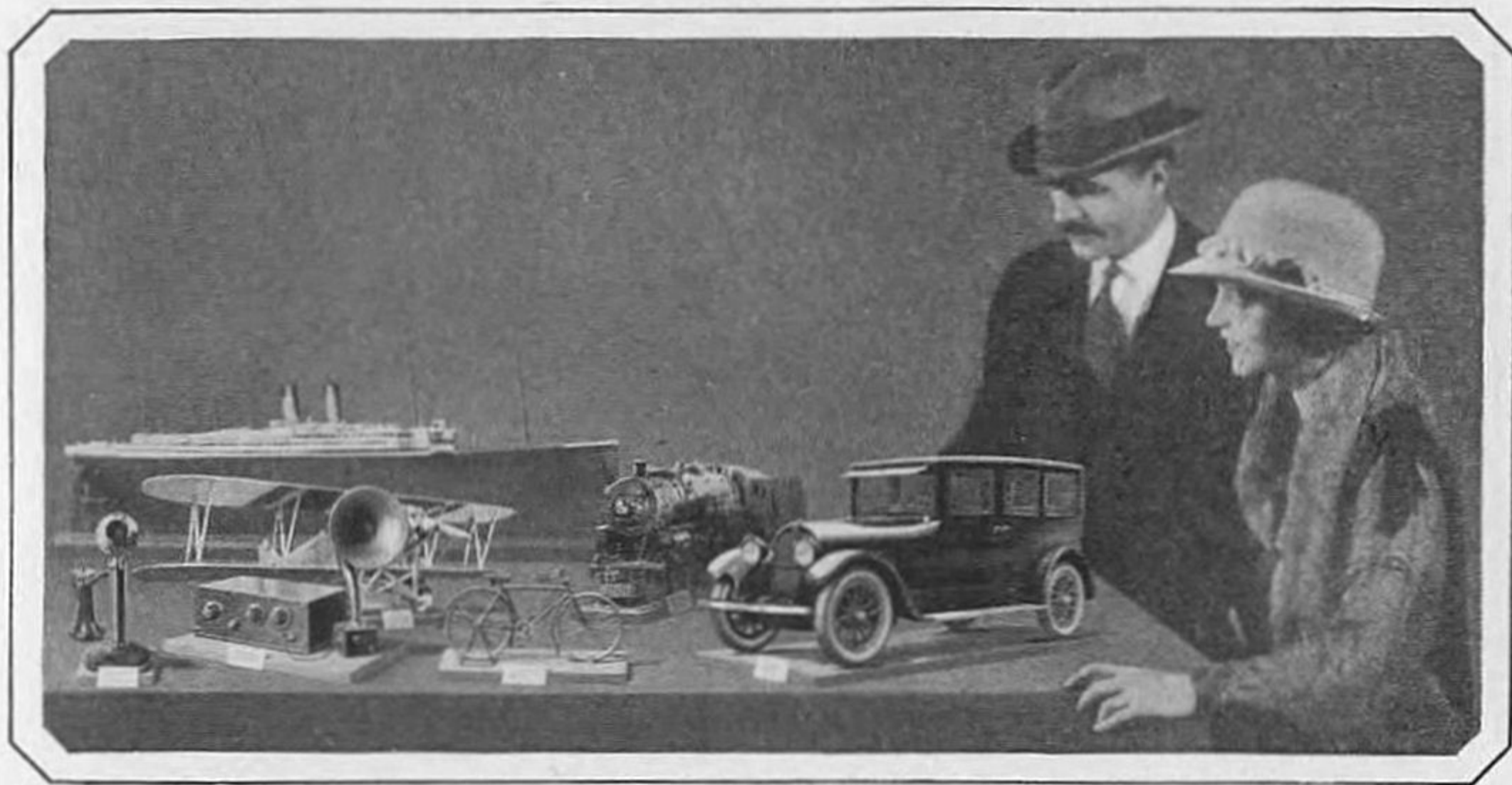
Over two thousand banks have provided the funds which make its service possible; and more than 150,000 car owners are having the use of General Motors cars while they are paying for them through the GMAC Plan. These include business and professional men, farmers—substantial people in every walk of life.

You are invited to learn the details of the GMAC Plan from any General Motors dealer.

It rounds out the General Motors program which seeks to bring into service every modern development of manufacture, research and distribution in order to give you the best possible car at the price you want to pay.



GENERAL Motors products which may be purchased under the GMAC Plan of payment are Buick, Chevrolet, Cadillac, Oakland and Oldsmobile passenger cars and commercial vehicles, GMC Trucks and Delco-Light products.



What's Done Most for You and Me?

THE forgotten genius who fashioned the first rude wheel made us all his debtors. So did Watt by the steam engine, and Fulton by the Clermont. So have all the modern engineers and scientists who, developing the automobile, have made the nation a neighborhood.

General Motors has an obligation to contribute to this progress. That obligation it fulfills through the engineering laboratories maintained by its car divisions, and by two separate organizations of scientists working constantly for better automobiles.

In Detroit is the great Factory Laboratory, out of which come developments that improve production methods, lessen costs, and so add value to General Motors cars. In Dayton, Ohio, is the General Motors Research Laboratory—the largest of its kind in the world.

To the scientists and engineers who direct this laboratory, nothing is so perfect that it may not be improved, nothing so unusual that it does not deserve to be tried. By ceaseless testing and rejecting, and testing again, they separate opinion from fact, and blaze the path of automotive progress.

To you these coordinated laboratories give a two-fold assurance: First, that a General Motors car embodies every improvement which science has developed and tested. Second, that the process of research and improvement will be continuous.



“But what does General Motors mean to me?”

Each of its cars brought to General Motors a record of achievement and a famous name. “But what,” you ask, “does all this mean to me? In what respects am I benefited because General Motors unites in one family so many different members?”



The answer is four-fold.

1 By uniting the purchasing power of many companies, General Motors buys more economically, whether the material purchased be tiny lockwashers or tons of steel. You benefit by these economies in the price you pay for General Motors products.

2 Many minds are better than one. No American automobile company is more than 29 years old, but the car and truck divisions of General Motors have an aggregate experience of more than 100 years, which is available for each separate division in the development of its cars.

3 You can pay for a General Motors car out of income, just as you pay for a home. The General Motors Acceptance Corporation makes this possible, through resources which place it among the nation's principal banking institutions.

4 In Detroit and in Dayton, General Motors maintains the largest automotive laboratories in the world—two cooperating organizations of scientists and engineers, working constantly for progress in the automotive industry.

* * * * *

Thus General Motors, the family, is more than the sum of its members, for it adds a contribution of its own to the contributions made by each individual company. And these united contributions, crystallized in added value, find their way to you.

You recognize the trademarks on these two pages. They are the crests of manufacturing members of the General Motors family—symbols made valuable by years of public confidence.

"Product of General Motors" is your assurance that back of each company are the resources and strength of the whole family of which it is a part.

PRODUCT OF GENERAL MOTORS





Like Sterling on Silver

THE first closed bodies for automobiles were built to order by carriage makers for individuals of wealth. Today, even the lowest priced cars have finer closed bodies than the carriages of kings of old; but the building of a closed car body is still a task for highly trained craftsmen.

Fourteen weeks are required to complete one Cadillac body; and for every one completed 120 are in process. This necessitates factory space, a high type of craftsmanship and large financial resources. In these three essentials the Fisher Body Corporation enjoys the distinction of leadership.

Buick, Cadillac, Chevrolet, Oakland and Oldsmobile are selling a constantly increasing percentage of closed cars. And wherever there is an important plant of any of these divisions, a Fisher plant is, or will be, close by. Thus Fisher, producing the bodies which are the "neck of the bottle" in the task of supplying fine motor cars, adds an invaluable element to the service of General Motors.

Its emblem—Body by Fisher—has come to have a meaning like the sterling stamp on silver. It is a guarantee of body excellence in General Motors automobiles and in many other trustworthy cars.

Selected from a special series of advertisements
appearing in business and financial publications



Missionaries in the Markets of Tomorrow

OVERSEAS the utility idea of the automobile is just beginning to take hold. But years ago General Motors foresaw the potential overseas demand and planned accordingly.

General Motors has circled the globe with selling and service organizations, and is represented in 144 countries by distributors and dealers who have pioneered upon the far-flung outposts of civilization—missionaries in the markets of tomorrow.

General Motors realizes that the overseas markets are only in the process of development. Goods can be sold without developing the market; there can be development without sales—but, unless development and sales go hand in hand, the future is sacrificed.

Building gradually but surely, the foreign field force of General Motors has laid the foundation for an asset of great value—a substantial market which promises an ever-increasing demand for products sponsored by General Motors.

In almost every overseas country, General Motors products are displacing antiquated means of transportation.

Selected from a special series of advertisements
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WHAT IS THE VALUE OF A GOOD NAME

PLANTS of General Motors are valued at 255 millions of dollars—ten times the good will. Yet the intangible asset of good will has a distinct earning power at least equal to the plants. It would be far easier to replace bricks and mortar than to re-create good will for the products of those plants.

Coordination of departments; installation of good accounting; development of sound banking; systemization of manufacturing; selection of capable, loyal employees has been a painstaking growth of many years.

These intangible things have added immeasurable value to the worth and earning power of General Motors plants; in fact, the plants would quickly turn to lifeless material were it not for the livening influence of those intangible values classed as good will.