

General Motors Corp.

A L L I N T H E F A M I L Y

*Being a compact review of
the complete and varied 1934
General Motors Automobiles
presented in this form for the
convenience of G.M. stockholders*



GENERAL MOTORS CORPORATION
A PUBLIC-MINDED INSTITUTION

200

"AN EYE TO THE FUTURE —

AN EAR TO THE GROUND"

All in the Family!

• NEW DOUGLAS TRANSPORT AIRPLANE
BUILT FOR CIVILIAN LIFE



Members of General Motors' technical staff are constantly at the job of making the latest airplane better than the last. The industry standard for a transport airplane is to be built for a long life of service.

• POPULAR TASTE APPROVES
NEW GM STREAMLINING CARS



STREAMLINING TAKES
POWERS BY STORM
IN THE NORTH

Not only are the new streamlined cars better looking, but they are also better running. The new streamlined cars are built for a long life of service.



YOU hear it said now that the new cars of General Motors are as available for their streamlined beauty as for their gliding ride and the perfection of their No-Drift Ventilators.

Some remark has accused their sleek styling serves the public's taste, as a tone tinged by surprise.

Yet, when the facts are known, it is easy to understand why the style of these new cars met the popular taste so accurately.

On the technical side, General Motors has been identified with every recent advance in streamlining. Trains, planes and cars—they were "all in the family."

But we never forget that there is another side to motor car design—namely—and that is knowing what the public wants in better cars.

So, before our 1934 cars were built, we checked many engineering possibilities and designs with the great family of American car owners—by more than a million letters inviting the public to express its desires.

That is why in Streamlining as in No-Drift Ventilators and Knee-Action Wheels, General Motors often advances in 1934 distinguished not only by their worth but by their popular reception.



THREE IN A ROW!

The three coins represent the three main divisions of General Motors: Buick, Oldsmobile and Cadillac.

GENERAL MOTORS

A Public-Minded Institution

FINANCIAL CORPORATION TRADING WITH CASH ON HAND



Let us send you a copy of our new BUYER'S GUIDE. It contains the names of all the cars we have on hand and the names of the dealers who sell them. It also contains the names of the dealers who sell the cars we have on hand.



BUICK
OLDSMOBILE
CADILLAC

"AN EYE TO THE FUTURE — AN EAR TO THE GROUND"

— this describes General Motors' policy, a policy by which the public is given what it wants in better cars year after year, and yet is safely protected against ill-timed or dubious experiments

SEP 20 1934
GENERAL MOTORS CORPORATION

BROADWAY AT 57TH STREET
NEW YORK, N. Y.

OFFICE OF THE PRESIDENT

July 6, 1934

TO OUR STOCKHOLDERS:

In previous communications I have emphasized how the stockholders would benefit themselves if each were able to influence a single purchase of a General Motors car. The family of General Motors stockholders numbers more than 350,000. Needless to say, if each stockholder were responsible for the purchase of a General Motors car that would not otherwise be sold, there would result an important increase in General Motors sales. To the extent that additional business is developed, this in turn would cause increased employment, thus improving the general economic situation.

On these pages will be found terse reminders of the policies, the resources, the determinations that combine to produce outstanding values in General Motors cars. In conserving our expenditures, we have prepared this booklet without endeavoring to portray the wide range of color selection which adds so much to the beauty of our cars. General Motors dealers are equipped to inform you, or any friend, on colors and color combinations that are available.

I sincerely hope that your inspection of this booklet may start a chain of processes by which another 1934 General Motors car will go forth to satisfy and serve its owner.

Very truly yours,

Alfred P. Sloan, Jr.
President

15513



THREE IN A ROW! In planning the mechanism and appearance of the 1934 General Motors cars we did not have to guess what was wanted; we had a clear pre-season picture in 1934 Streamlining—*streamlining refined to beauty*—parallels other General Motors triumphs in No-Draft Ventilation, and Knee-Action Wheels.

appearance of the 1934 General Motors cars we did not replies to more than a million letters sent to car owners. Thus,



NO-DRAFT VENTILATION

U.S. APPROVED
PUBLIC

WHEELS

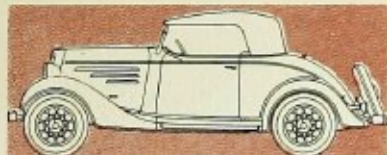
The Automobile
BUYER'S GUIDE
1934 EDITION



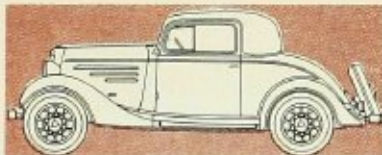
The Chevrolet Master Six Two-Door Town Sedan, a beautiful, powerful and economical automobile of 112-inch wheelbase, priced at \$645, list price, Flint, exemplifies General Motors' ability to furnish challenging values. Chevrolet Standard Six models are on 107-inch wheelbase.



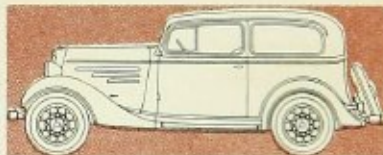
ALL IN THE FAMILY



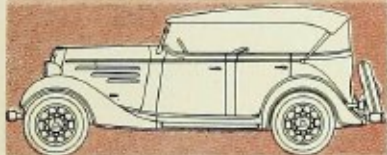
STANDARD SIX ROADSTER \$490



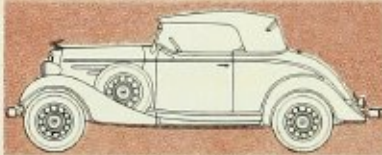
STANDARD SIX COUPE \$510



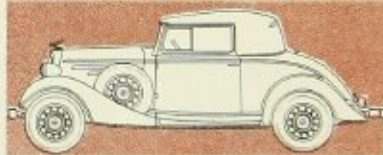
STANDARD SIX COACH \$520



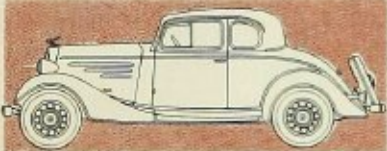
STANDARD SIX PHAETON \$520



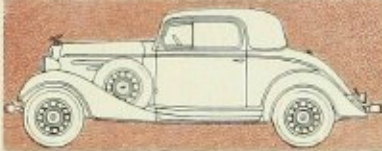
MASTER SIX ROADSTER \$575



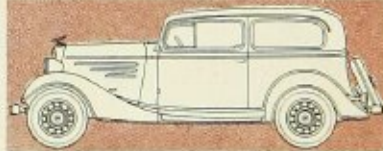
MASTER SIX CONVERTIBLE CABRIOLET \$695



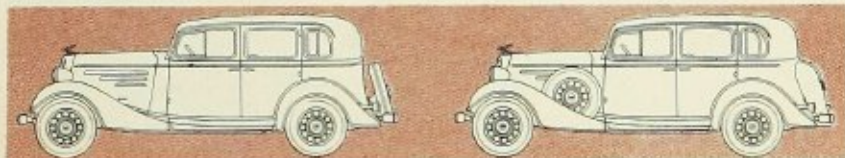
MASTER SIX COUPE \$595



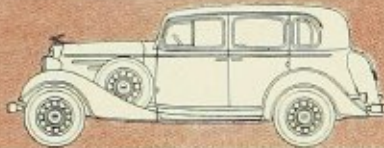
MASTER SIX COUPE with rumble seat \$635



MASTER SIX COACH \$615



MASTER SIX SEDAN \$675



MASTER SIX SPORT SEDAN (FOUR-DOOR) \$705

Chevrolet

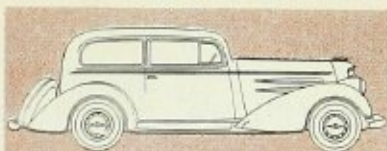


Oldsmobile offers both six- and eight-cylinder models. Shown here is the eight-cylinder Four-Door Sedan of 119-inch wheelbase, \$990, list price at Lansing. The same style car with six cylinders and 114-inch wheelbase (all 6's are 114-inch) is \$765, list price at Lansing

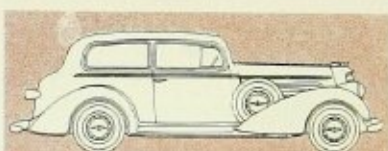
ALL IN THE FAMILY



BUSINESS COUPE, SIX CYLINDER \$675



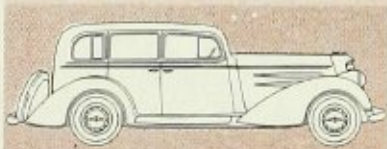
FIVE-PASSENGER COUPE, SIX CYLINDER \$705



FIVE-PASSENGER TOURING COUPE
SIX CYLINDER \$735



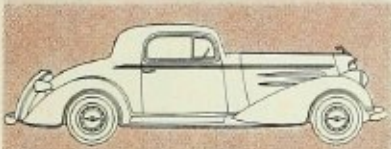
SPORT COUPE, SIX CYLINDER \$715



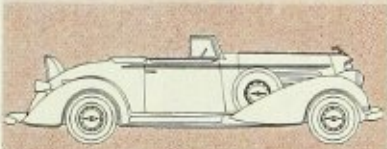
FOUR-DOOR SEDAN, SIX CYLINDER \$765



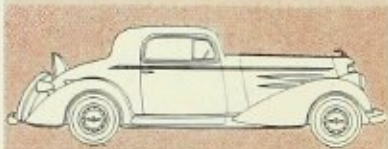
FOUR-DOOR TOURING SEDAN
SIX CYLINDER \$795



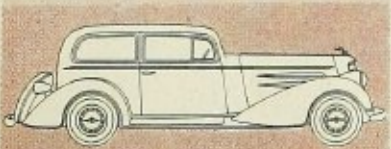
BUSINESS COUPE, EIGHT CYLINDER \$910



CONVERTIBLE COUPE, EIGHT CYLINDER \$990



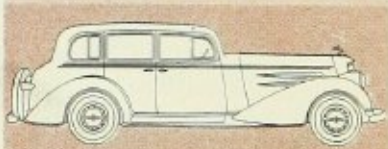
SPORT COUPE, EIGHT CYLINDER \$945



FIVE-PASSENGER COUPE, EIGHT CYLINDER
\$910



FIVE-PASSENGER TOURING COUPE
EIGHT CYLINDER \$940



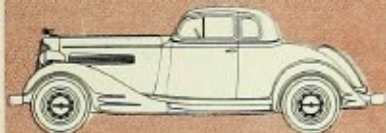
FOUR-DOOR TOURING SEDAN
EIGHT CYLINDER \$1020

Oldsmobile

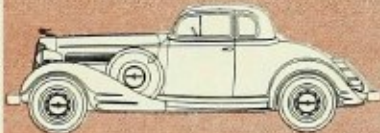


America's largest-selling Straight Eight! Above is shown the popular Pontiac Four-Door Sedan. All Pontiac models are on 117-inch wheelbase chassis, 84-horsepower. The sedan price is \$805 list at Pontiac, Mich.

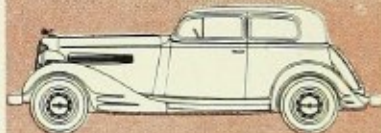




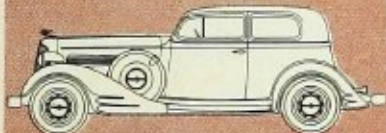
STANDARD COUPE \$715
Five Wire Wheels



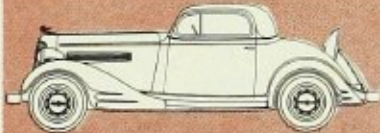
STANDARD COUPE \$715
Six Wire Wheels



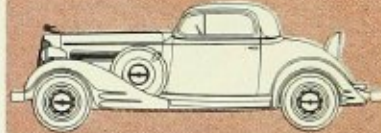
TWO-DOOR SEDAN \$745
Five Wire Wheels



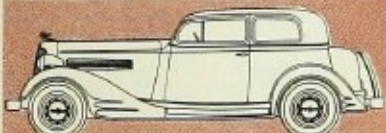
TWO-DOOR SEDAN \$745
Six Wire Wheels



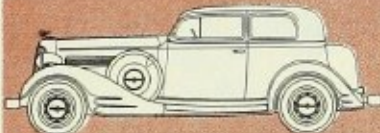
SPORT COUPE \$765
Five Wire Wheels



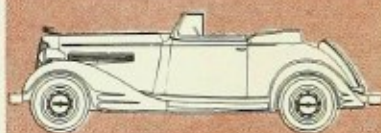
SPORT COUPE \$765
Six Wire Wheels



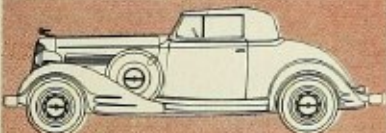
TWO-DOOR TOURING SEDAN \$785
Five Wire Wheels



TWO-DOOR TOURING SEDAN \$785
Six Wire Wheels



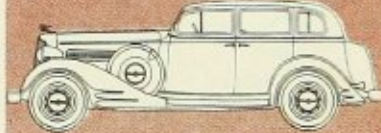
CABRIOLET \$805
Five Wire Wheels



CABRIOLET \$805
Six Wire Wheels



FOUR-DOOR TOURING SEDAN \$845
Five Wire Wheels



FOUR-DOOR TOURING SEDAN \$845
Six Wire Wheels

All prices are list at Pontiac. Accessories and six wheel equipment at slightly additional cost





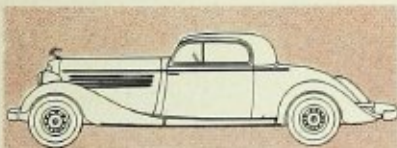
Buick



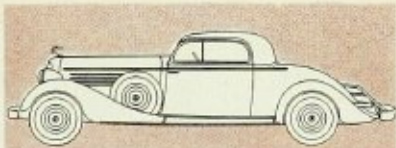
Buick's Big News! Here you see the Series "40" Club Sedan (117-inch wheelbase) just announced. \$925, list price, Flint, Mich. Buicks of the "40" Series are all 117-inch wheelbase; Series "50" are 119-inch; Series "60" 128-inch; Series "90" 136-inch.



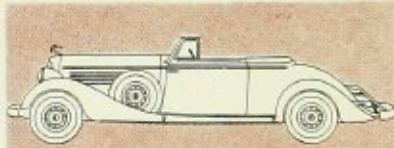
ALL IN THE FAMILY



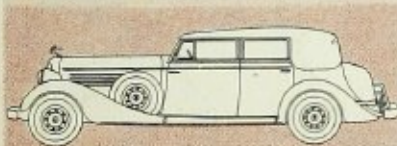
BUSINESS COUPE "40" \$ 795
"50" 1,110



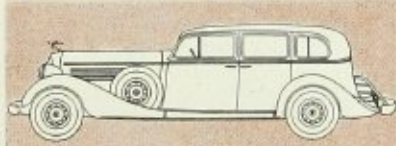
SPORT COUPE "40" \$ 855
"50" 1,145
"60" 1,375
"90" 1,875



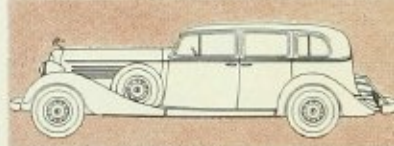
CONVERTIBLE COUPE "50" \$1,230
"60" 1,495
"90" 1,945



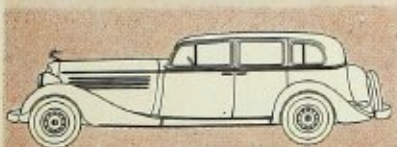
CONVERTIBLE PHAETON "60" \$1,675
"90" 2,145



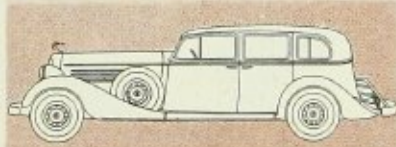
FOUR-DOOR SEDAN "40" \$ 895
"50" 1,190
"60" 1,425
"90" 1,945



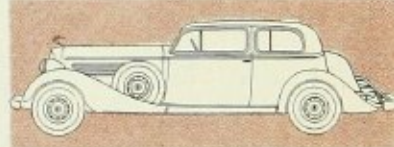
SEVEN-PASSENGER SEDAN "90" \$2,055



FOUR-DOOR CLUB SEDAN "40" \$ 925
"60" 1,465
"90" 1,965



SEVEN-PASSENGER LIMOUSINE "90" \$2,175



TWO-DOOR TOURING SEDAN "40" \$ 865
FIVE-PASSENGER COUPE "50" 1,160
"60" 1,395
"90"* 1,895

*No built-in trunk

Buick



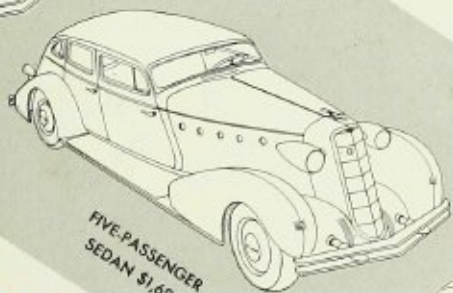
The striking beauty of the 1934 8-cylinder LaSalle is audaciously modern, yet in its lenient planes and fluent surfaces, streamlining is refined to beauty. It keeps to the practical necessities of sound design — its mechanism is easily accessible. LaSalle models are of 119-inch wheelbase. Note prices on opposite page; all list prices at Detroit.



LaSalle bodies are built by Fleetwood, custom division of the Fisher Body Corporation



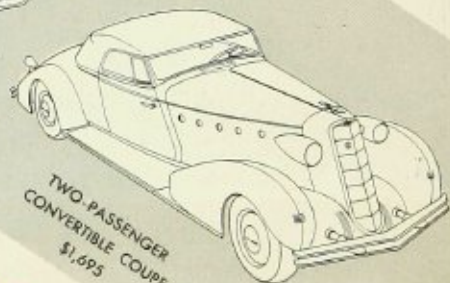
TWO-PASSENGER
COUPE \$1,595



FIVE-PASSENGER
SEDAN \$1,695



FIVE-PASSENGER
CLUB SEDAN \$1,695



TWO-PASSENGER
CONVERTIBLE COUPE
\$1,695

La Salle

Equipment other than standard at slight additional cost

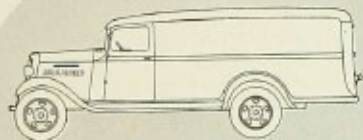


Again in 1934 Cadillac cars measure up to their traditional reputation as "Standard of the World". Illustrated, the V-8 Town Sedan, Series 20, of 136-inch wheelbase. List price, \$2,895 at Detroit. The same body style in Series 10 of 128-inch wheelbase, is \$2,695; V-8 Series 30, \$3,545; V-12, \$4,245; V-16, \$7,000. (Equipment other than standard at slight additional cost.)

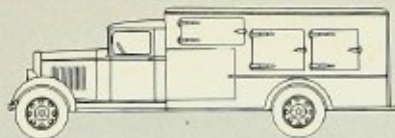
- V-8 Series 10—128-inch wheelbase (Fisher)
- Series 20—136-inch (Fisher)
- Series 30—146-inch (Fleetwood)*
- V-12 Series 40—146-inch wheelbase (Fleetwood)[®]
- V-16 Series 60—154-inch wheelbase (Fleetwood)[®]



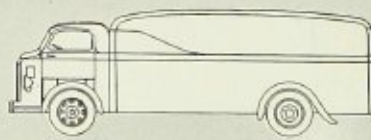
*Custom Division,
Fisher Body Corporation



T-16 1½—2 TONS \$595



T-23 2—3 TONS \$795



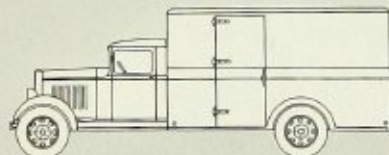
T-73 3 —3½ TONS \$2995

T-73H 3½—4½ TONS \$3150

T-74 3½—4½ TONS \$3695

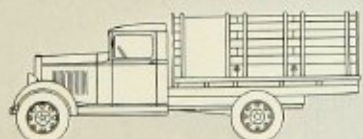
T-74H 4 —5½ TONS \$4150

(Cab Over Engine)

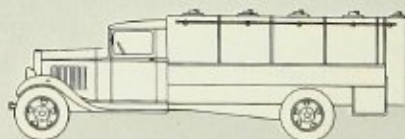


T-33L 2—3 TONS \$1160

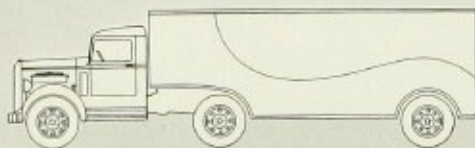
T-33 3—3½ TONS \$1395

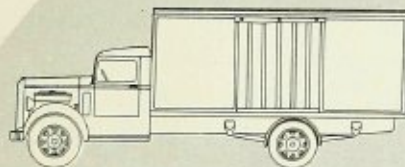


T-18 2—3 TONS \$675

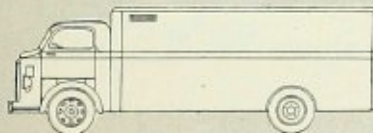


T-43 3½—4½ TONS \$1595

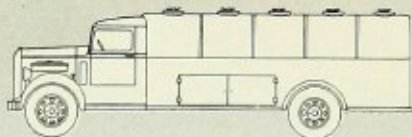
T-43T 7—9 TONS \$1995
(Tractor Type)



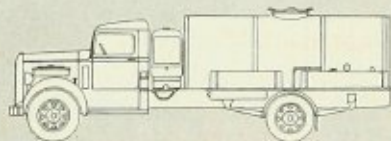
T-51 4—5½ TONS \$2775
 T-51H 5—6½ TONS \$3095
 T-51W 5—6½ TONS \$2895



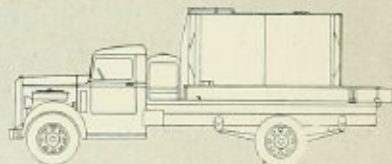
T-75T 10—13 TONS \$5340,
 (Tractor Type)
 T-75 5—6½ TONS \$5490
 T-75H 5—7½ TONS \$6010
 (Cab Over Engine)



T-61 5—6½ TONS \$4095



T-83 5—7½ TONS \$4985



T-84 7—9 TONS \$5260



T-78T 13—17 TONS \$5950
 (Tractor Type)
 T-78 7—9 TONS \$6160
 (Cab Over Engine)

Also available—a series of custom-built Super-Heavy-Duty Trucks, each specifically engineered to the customer's requirements, ranging in capacity up to 15 tons

ALL IN THE FAMILY



HALF-TON CLOSED CAB PICKUP
\$495



HALF-TON CLOSED CAB PICKUP
(CANOPY TOP) \$525



HALF-TON STANDARD CANOPY
EXPRESS \$600



HALF-TON STANDARD PANEL
\$610



SEDAN DELIVERY \$645



1 1/2 TON 131" STANDARD PLATFORM
\$680



1 1/2 TON 131" OPEN EXPRESS \$705



1 1/2 TON 131" STANDARD STAKE \$710



1 1/2 TON 131" SPECIAL STAKE \$720



1 1/2 TON 131" CANOPY EXPRESS \$790



1 1/2 TON 131" PANEL \$800



1 1/2 TON 157" DUMP TRUCK
CAB AND CHASSIS ONLY, \$655



1 1/2 TON 157" PLATFORM \$725



1 1/2 TON 157" STAKE \$770



1 1/2 TON 157" STAKE EXPRESS \$780



1 1/2 TON 157" COMBINATION FARM
WITH TIP TOP \$805



1 1/2 TON 157" COMBINATION FARM
WITH RACKS \$840



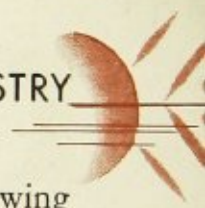
1 1/2 TON 157" HIGH RACK \$795

PRICES LIST, IN FLINT, MICH.

Chevrolet TRUCKS

Half-Ton Models—112" wheelbase
1 1/2 Ton Models—131" and 157" wheelbase
Dual Wheels \$20 additional on 1 1/2 ton models

THE OUTSTANDING ACHIEVEMENTS OF THE AUTOMOBILE INDUSTRY



It is easy to understand why the style of the new General Motors cars has met the popular taste so accurately.

On the technical side, this organization has been identified with every recent advance in streamlining. Trains, planes and cars—they were “all in the family”.

But we never forget that there is another side

to motor car designing—and that is knowing *what the public wants in better cars*. So the great family of American car owners also sat in—in response to more than a million letters inviting the public to express its desires.

That is why the outstanding recent advances in modern automobiles—*No-Draft Ventilation*, *Knee-Action Wheels* and *Streamlined Design*—all came from General Motors—*Three in a Row!*

GM FLEET POLICY

General Motors Fleet Sales Corporation promotes the sale of General Motors cars and trucks to large fleet users, including federal, state and municipal governments . . . Deliveries are made through authorized G.M. Dealers except for the larger federal and state orders which are sometimes handled direct from the factories . . . Through the General Motors Fleet Sales Corporation the fleet operator obtains discounts which increase proportionately with increased volume of purchases . . . Any organization purchasing \$15,000 worth of Company-owned and -used cars and trucks within a year may qualify for a General Motors fleet user's agreement.

GMAC

General Motors Acceptance Corporation is a subsidiary of General Motors Corporation, organized for the purpose of assisting in the distribution and sale of General Motors products at wholesale and retail through sound low cost credit services. By reason of the facilities thus provided, dealers are assured ample credit for the stocking of cars and other products of General Motors Corporation, and through these dealers retail purchasers have available a sound, convenient, low cost plan for acquiring these products on a time payment basis. Through General Exchange Insurance Corporation, a subsidiary of General Motors Acceptance Corporation, insurance protection involved in the financing operations is also provided.

Prices shown throughout this booklet are list and are for 5-wheel equipment. Available 6-wheel equipment at small additional cost. All prices are subject to change without notice.

The Aut

PRICE NEWS!

Since this book went on the presses, the following reductions in price have been made:

CHEVROLET

STANDARD MODELS: each reduced \$25.

MASTER MODELS: Four-Door Sport Sedan, Town Sedan and Convertible Cabriolet reduced \$30; all others reduced \$35.

COMMERCIAL CARS: Commercial chassis; Half-ton Closed Cab Pickup, Half-ton Closed Cab Pickup (Canopy Top), Half-ton Standard Canopy Express, reduced \$30; Half-ton Standard Panel, reduced \$35; Sedan Delivery, reduced \$45; all others reduced \$50.

PONTIAC

All models reduced \$40.

OLDSMOBILE

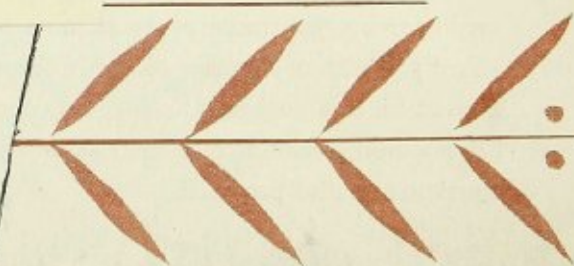
SIX: Business Coupe, reduced \$25; Sport Coupe, reduced \$20; all others reduced \$10 (no reduction on chassis).

EIGHT: Convertible Coupe, 5-Passenger Coupe, 5-Passenger Touring Coupe, reduced \$15; all others reduced \$25 (no reduction on chassis).

LAST YEAR the Customer Research Staff of General Motors mailed a questionnaire, "The Proving Ground of Public Opinion," to more than a million owners of all makes of cars asking what features they most desired in their next cars. The Automobile Buyer's Guide is based on this extensive survey.

If you haven't obtained your copy address Customer Research Staff, General Motors, Detroit, Michigan.

...Opinion"
—reflecting the views of
211,000 motorists responding
to General Motors consumer
research surveys



G M FLEET SALES CORP.

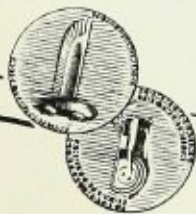
General Motors Fleet Sales Corp. is a subsidiary of General Motors Corporation, providing financing and leasing services for the larger federal and state organizations. General Motors Fleet Sales Corporation is a leading volume of purchases... Any organization purchasing within a year may qualify for a G

G M A

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The Automobile
**BUYER'S
GUIDE**



1934 EDITION

A sequel to "The Proving
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"AN EYE TO THE FUTURE —

AN EAR TO THE GROUND"

"OF THE PEOPLE, FOR THE PEOPLE, BY THE PEOPLE"



What were you car owners of America last year more than a million letters asking what you wanted in new cars.

Through the largest automotive dealer organization in the world we cocked another sensitive ear to "What is."

We did this because we believe that in building cars for the people, we should be guided by the people.

And by the hundreds of thousands you came back to us, telling us the things you wanted in better cars.

What happened? Let us answer that by asking another question.

What are the outstanding features

of 1934 motor cars that everywhere and in every doorway are ringing the bell with the public?

Are not the fine three-Knee-Action Wheels, No-Drift Ventilation, the pleasing streamlined beauty of General Motors cars?

Certainly buyers are feeling that no other group of features can match that trio's contribution to motor car comfort, pleasure, style.

And while it would be only human to take pride in this success, we treasure such pride with the knowledge that it is a success of the people, for the people, by the people.

General Motors is the property of the people—more than 250,000 shareholders own the corporation.

General Motors is operated for the people—in line conductors it is open to the public, and it opens its doors to you.

General Motors is guided by the people—in public and under its management, we are involved with the public's wants and desires as expressed by the public vote.

GENERAL MOTORS

A Public-Minded Institution

CHEVROLET • OLDSMOBILE • PONTIAC • BUICK • SAAB • CADILLAC



FREE: If you have the address of any of our dealers and territories, we will gladly send you a copy of our 1934 Buick, Oldsmobile, Pontiac, Chevrolet and Cadillac sales literature. Write to the nearest office of the Buick, Oldsmobile, Pontiac, Chevrolet and Cadillac divisions, General Motors, Detroit, Michigan.

The standard equipment on General Motors vehicles is a result of the public's demand for the highest quality of motor equipment.



"AN EYE TO THE FUTURE — AN EAR TO THE GROUND"

— this describes General Motors' policy, a policy by which the public is given what it wants in better cars year after year, and yet is safely protected against ill-timed or dubious experiments