

CHEVROLET

... AGAIN THE LEADER IN 1956!

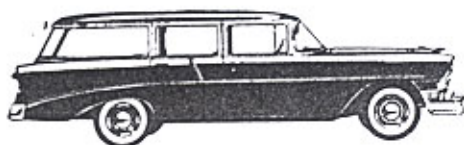
THE FOLLOWING NEWS STORY TAKEN FROM A VANCOUVER PAPER CONTAINING FIGURES COVERING GREATER VANCOUVER AREA UP TO JULY 31, 1956, TELLS THE STORY...

"Eye-Thrilling Starfire Styling"

3 POPULAR MODELS IN 1956 CHEVROLETS



BELAIR SPORT COUPE



4 DOOR STATION WAGON



New Car Sales Hit \$34,311,000 Mark

Vancouver Area Shows Gain of \$1,290,800 in Seven Months

By BILL FLETCHER
Vancouver Sun Business Editor

New car sales in Vancouver zoomed to an estimated \$34,311,200 in the first seven months of 1956, a gain of \$1,290,800 over the same period last year.

This increase of almost four per cent in sales over last year is noteworthy because of the fact that the giant of the motor car industry, General Motors Corporation of Canada, was shut down by a strike for almost three months at the beginning of this year.

New car registrations in the Greater Vancouver area to July 31 this year totalled 12,254 compared with 11,793 in the same period of 1955. (In computing the sales total an average of \$2,800 was used for each car.)

GMC, which lost heavily during its strike, has overhauled its opposition and moved its share of the market to 39 per cent. Two months earlier it was 36.4.

FORD IMPROVES

Ford improved its May 31 position with 22.6 per cent of the market but Chrysler products slipped from 19.5 to 17.8 per cent in the two-month period.

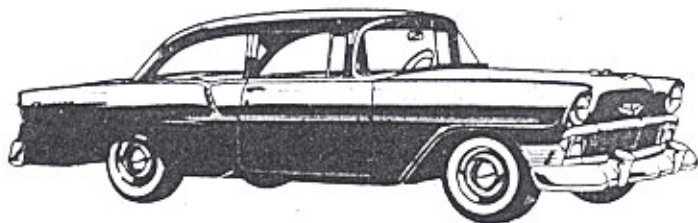
The British car position continued to decline with 13.3 per cent of the market. Volkswagen at 3.7 per cent was just one point behind the Independents which had 3.8.

Chevrolet was undisputed as the most popular, cornering 19.1 per cent of the market itself.

OTHER MAKES

Other makes in the big ten, with percentages in brackets, follow:

2, Ford (12); 3, Pontiac (8.7); 4, Plymouth (8.6); 5, Meteor (7.9); 6, Dodge (7.3); 7, Buick (5.1); 8, Oldsmobile (4.8); 9, Austin (3.6); 10, Vauxhall (3).



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