

PROVING GROUND OF PUBLIC OPINION >>

YOUR CAR AS  
**YOU**  
WOULD BUILD IT



1934

*"There is only one person qualified to say just what the motorist prefers and that person is*

**THE MOTORIST HIMSELF "**



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

COPYRIGHT 1934

GENERAL MOTORS CORPORATION



In line with General Motors policy of building its products definitely in keeping with the tastes and desires of the practical motorist we are sending you this questionnaire in the hope that you may be willing to take a few minutes of your time and "cast your ballot" on the points covered.

It is designed to appeal to those who usually ignore questionnaires - easy to read, and no writing is necessary unless you should feel the "urge". As a matter of fact, the answers can be checked off with less effort than it takes to work a Crossword Puzzle.

So if you haven't time to fill it out right now, just stick it in your pocket - and maybe it will come in handy while you are waiting for dinner.



CUSTOMER RESEARCH STAFF

GENERAL MOTORS  
DETROIT, MICHIGAN



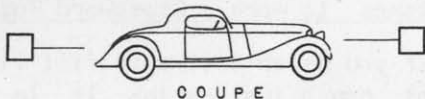
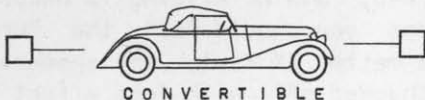
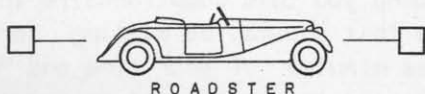
Make of Car Owned ★ \_\_\_\_\_

Year of Manufacture ★ \_\_\_\_\_

Body Style  
of your  
PRESENT Car

CHECK  ANSWER

Body Style  
Desired on  
NEXT Car



★ This information is requested because it will help us in our statistical comparisons.

## THE "FACE" OF THE CAR

Most people identify cars by their front end. Thus the radiator is a very important item of appearance.

Which of these styles do YOU like best ?

CHECK  ANSWER



FLAT FRONT



"V" TYPE (PLAIN)



NARROW V-TYPE FRONT



"V" TYPE GRADUALLY CURVING OUTWARD



BLUNT CURVED FRONT



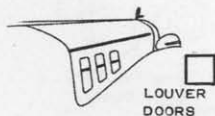
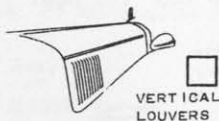
OR PERHAPS YOU'D LIKE TO SKETCH YOUR OWN IDEAS.

"In contrast to most mechanical products (or rather to a greater degree than is the case with many other mechanical products) motor car design must give consideration to style as well as utility."

{ THEN THERE IS THIS QUESTION OF  
HOOD VENTILATORS OR "LOUVERS" }

CHECK  ANSWER

Which of these styles do you prefer?



## FENDER SKIRT OR VALANCE



Outside of fender extends down around wheel, concealing space under fender and helping to control mud and water splashing.

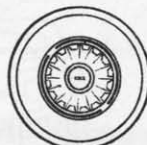
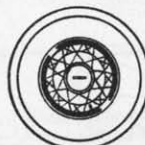
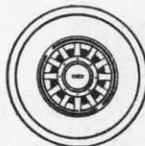
LIKE IT       DISLIKE IT       DON'T CARE

"Beauty must come back to the useful arts, and the distinction between the FINE and the USEFUL be forgotten." — RALPH WALDO EMERSON

"Industrial history—in fact CIVILIZATION itself, dates back to the first wheel—the GREATEST, perhaps, of ALL INVENTIONS."

—CHARLES F. KETTERING

What type WHEELS do you prefer?



## T I R E S

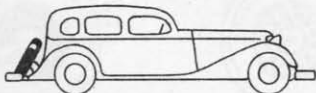
What is your preference as regards tires ?



## SPARE WHEEL MOUNTING

From your standpoint which is most desirable?

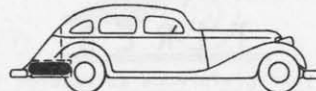
CHECK  ANSWER



ONE SPARE AT REAR



FENDER "WELLS"



ENCLOSED AT REAR

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"The instinctive desire to move about more rapidly and more conveniently is definitely tied up with the social desire for style, appearance, comfort, and appointments which do not lend themselves to laboratory analysis."

"Art is not a thing separate and apart; art is only the best way of doing things."

— *Elbert Hubbard*

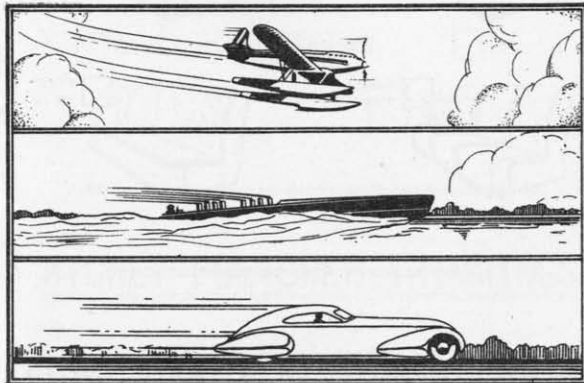
Do you favor the tendency towards

## STREAMLINING?

YES

NO

DON'T CARE



Of all the cars on the market, and without regard to price, which would you say is the best looking?

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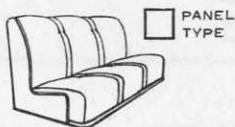
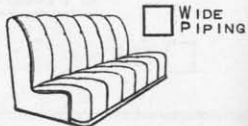
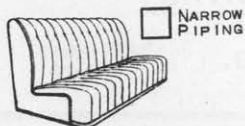
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## SEAT CUSHIONS

What is your preference?

CHECK  ANSWER



LOOSELY PADDED —OR—  HEAVILY PADDED



"The Motorist of today not only likes to travel far and fast - but he expects his travel to be tireless, free from worry and nervous fatigue."

-just skip anything that doesn't interest you.

## COLOR AND SHADE

Color of your PRESENT car ?

- BLACK       GRAY       GREEN  
 BLUE       BROWN       RED

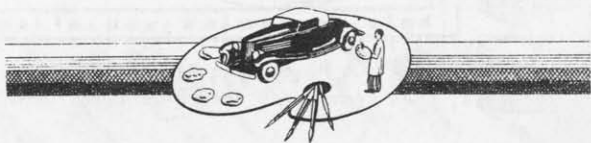
Color desired on your NEXT car ?

- BLACK       GRAY       GREEN  
 BLUE       BROWN       RED  
 LIGHT SHADE?       DARK SHADE?

## HIGHLY POLISHED TRIMMINGS

What is your preference?

- Lots of Chromium plating ?       Restrained use of Chromium ?  
 Don't Care

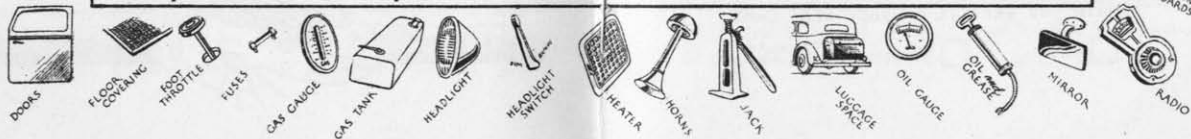


Is there any little thing on the car you now own that you would change if you were REDESIGNING it to suit your own personal needs?

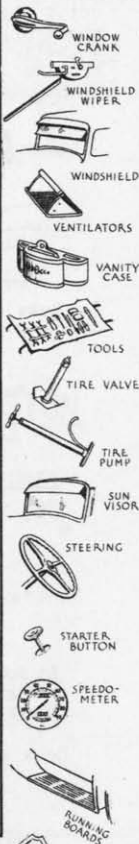


It is our hope that these little sketches may

help to remind you of some "Pet Peeves".—In some of



them we have purposely shown obsolete construction.





"The motor car does not become a complete mechanism until the driver is back of the wheel - bones, muscles, sinews, nerves, human temperaments, instincts, and habits must all be taken into account by the true engineer."

## ADJUSTABLE FRONT SEAT



Adjustable back and forth for different leg lengths. Also helps relieve muscle fatigue, by permitting you to change your position while driving.

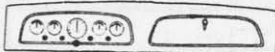
Does your PRESENT CAR have this feature?

YES  NO

Would you want it on your NEXT CAR?

YES  NO  DON'T CARE

## DASH COMPARTMENT



In some of the new cars the instruments are grouped at the left with a parcel compartment at the right.

Does your PRESENT CAR have this feature?

YES  NO

Would you want it on your NEXT CAR?

YES  NO  DON'T CARE

## NO DRAFT VENTILATION



The passenger beside the ventilator enjoys fresh air without drafts swirling across the whole seat. Smoke and used air are instantly drawn outside by the vacuum set up at rear edge of ventilator.

Does your PRESENT CAR have this feature?

YES  NO

Would you want it on your NEXT CAR?

YES  NO  DON'T CARE

## SYNCHRO-MESH TRANSMISSION



Prevents clashing of gears.  
Makes gear shifting easy  
and smooth. ★

Does your PRESENT CAR have this feature?

YES  NO

Would you want it on your NEXT CAR?

YES  NO  DON'T CARE

★ A smooth working mechanism lasts longer.

Perhaps some of your friends would like a copy of this booklet - See page 23 -



# TYPE OF ENGINE

In  
PRESENT  
Car

CHECK  ANSWER

Desired  
In  
NEXT Car

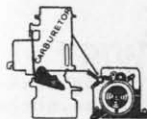



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"It is the goal of the farsighted manufacturer to get the RIGHT product, at the RIGHT place, at the RIGHT time, and at the RIGHT price."

- just skip anything that doesn't interest you.

## AUTOMATIC CHOKE



- eliminates "choke" button on dash.  
When engine is cold the gasoline mixture is enriched automatically. As engine warms up the choking mechanism shuts itself off.★

Does your PRESENT CAR have this feature?

YES  NO

Would you want it on your NEXT CAR?

YES  NO  DON'T CARE

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## STARTERATOR

STARTER BUTTON COMBINED WITH  
FOOT ACCELERATOR



Engine is started by merely pressing accelerator. If the engine stalls it is automatically restarted by merely pressing down on accelerator pedal.★

Does your PRESENT CAR have this feature?

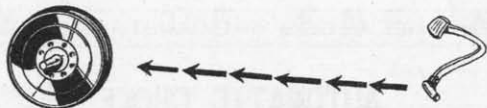
YES  NO

Would you want it on your NEXT CAR?

YES  NO  DON'T CARE

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★It has been the aim to make these definitions simple, non-technical and to the point.



## BRAKE LINKAGE

There are two methods of transmitting braking effort from the pedal to the brake shoes at the wheels:

### "MECHANICAL"

Steel cables or rods are used to connect the foot pedal with brakes on the wheels.

### "HYDRAULIC"

Braking effort transmitted through cylinders and pipes containing fluid instead of through mechanical linkage.



MECHANICAL



Which system  
have you  
on your  
PRESENT  
CAR ?

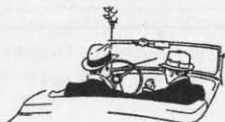
HYDRAULIC

★  POWER BOOSTER  ★

Which system  
would you  
prefer on  
your  
NEXT CAR ?

★ "POWER BOOSTER" - power from engine is used to help operate brakes in order to reduce pedal pressure.

May be used in conjunction with either Mechanical or Hydraulic.



## INDEPENDENT FRONT WHEEL SUSPENSION ("Knee-Action")

Improves riding qualities, makes steering easier, and adds to safety.★

Does your PRESENT CAR have this feature?

YES

NO

Would you want it on your NEXT CAR?

YES

NO

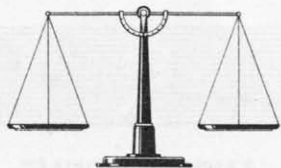
DON'T CARE

REMARKS : \_\_\_\_\_

★ Hard to explain in this limited space. If you like, we'd be glad to send you a little booklet telling the whole story of "Knee-Action" - what it does and how it does it - in non-technical terms.

CHECK HERE

- and give name and address on page 23.



## GENERAL CHARACTERISTICS

Of course you want ALL these things - but which will influence you most when it comes to choosing your next car?

CHECK 3 OR 4 ITEMS

- Appearance?
- Comfort?
- Dependability?
- Ease of Control?
- First Cost?
- Operating Economy?
- Pick-up?
- Safety?
- Smoothness?
- Speed?
- ?



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Thanks for your cooperation

While it is the primary purpose of this little book to GATHER information, it has been the aim to make it interesting and informative - and we sincerely hope that the time and effort that you have devoted to filling it out may prove helpful to you when it comes to selecting your next car.

"The motor car has become intimately woven into our social and economic fabric. It has enriched the lives of our people. It has transformed a nation into a neighborhood."

- Bruce Barton



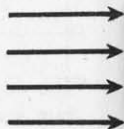
## EXPERIENCED MOTORISTS

HAVE SHOWN AN UNUSUAL INTEREST IN THIS QUESTIONNAIRE.

Perhaps you would like a few copies to give your friends - OR if you prefer, give us their names and addresses, and we will mail them direct:



Would you like to receive future questionnaires and other NON-ADVERTISING material issued by this department?



*By way of apology ...*

If you have previously received a copy of this questionnaire - or have been called on by an interviewer, please pardon the duplication and if you feel so disposed, kindly pass this copy to someone else who you think might be interested.

Names of Friends:

NAME \_\_\_\_\_ PLEASE PRINT

STREET \_\_\_\_\_

CITY \_\_\_\_\_

NAME \_\_\_\_\_ PLEASE PRINT

STREET \_\_\_\_\_

CITY \_\_\_\_\_

NAME \_\_\_\_\_ PLEASE PRINT

STREET \_\_\_\_\_

CITY \_\_\_\_\_

-----  
- if so give YOUR name and address here -

\_\_\_\_\_  
PLEASE PRINT

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- otherwise no signature is necessary.  
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Thanks again for your cooperation.

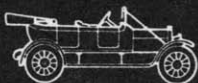
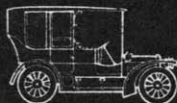
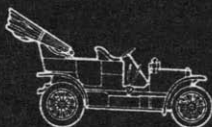


Please return in enclosed envelope even though you answer only a few questions.

CUSTOMER RESEARCH STAFF

General Motors  
Detroit, Michigan

The motor car industry has never stood  
- - each year has brought marked mechanical  
improvements, better values  
more artistic offerings



Your cooperation in recording your  
reactions on this questionnaire will  
contribute to a continuation of such prog