

**Here are several good reasons to visit your  
GM Dealer's. Inside is another good reason.**

**Cadillac Fleetwood Eldorado Coupe.**



**GMC Wideside Pickup.**



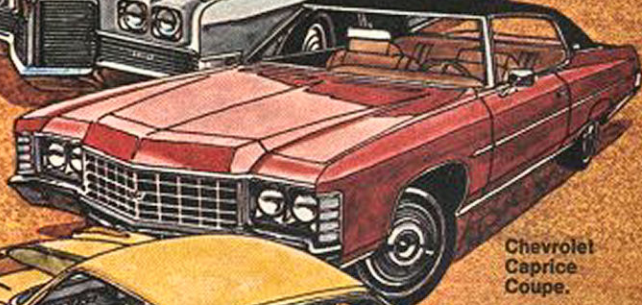
**Pontiac Parisienne  
Brougham  
Hardtop Coupe.**



**Buick  
Centurion  
Hardtop  
Sedan.**



**Chevrolet  
Caprice  
Coupe.**



**Oldsmobile  
Cutlass Supreme  
Hardtop Coupe.**



**Vega  
Hatchback Coupe.**





## Simply check your odometer

Get a ballpoint pen and take it, with the card, to the car or truck you are using for your entry. Copy out the mileage, forgetting the fractions in the last column. Nothing to it. Just be sure to complete the rest of the card and get it to the dealer by May 31, of this year.

29992

MONEYMILES SWEEPSTAKES		MONEYMILES SWEEPSTAKES	
<b>\$30,000 GRAND PRIZE ENTRY</b>		<b>INSTANT WIN</b>	
PRINT CLEARLY			
NAME _____		NAME _____	
ADDRESS _____ APARTMENT _____		ADDRESS _____ APARTMENT _____	
CITY _____ ZONE _____ PROVINCE _____		CITY _____ ZONE _____ PROVINCE _____	
PHONE _____ VEHICLE _____ YEAR _____		PHONE _____ VEHICLE _____ YEAR _____	
MODEL _____ VEHICLE LICENSE NUMBER _____		MODEL _____ VEHICLE LICENSE NUMBER _____	
ODOMETER READING (Full miles only— one number per box)		ODOMETER READING (Full miles only— one number per box)	
ENTRANT'S SIGNATURE _____		ENTRANT'S SIGNATURE _____	
I agree to abide by the rules of this offer.		I agree to abide by the rules of this offer.	
DEalersHIP CODE _____ SALESMAN'S NAME _____		DEalersHIP CODE _____ SALESMAN'S NAME _____	
NO PURCHASE NECESSARY/ONE PRIZE PER PERSON		NO PURCHASE NECESSARY/ONE PRIZE PER PERSON	



To make your trip  
to your GM  
Dealer's\* a little  
more fun, and  
maybe a lot more  
profitable, you've  
got a good chance  
to win big in the



### Look for this sign.

The big, colourful Moneymiles Sweepstakes sign is how you'll recognize the participating General Motors dealers. Look for it where they sell Chevrolets, Pontiacs, Oldsmobiles, Buicks, Cadillacs, GMC Trucks. (The place to go when you've filled out the coupon.) That bright and bouncy Moneymiles symbol is not only the sign of a good place to do business, it could be a very lucky sign for you. Look for it today!

# Two ways to win!

## Grand Prize up to \$30,000.00!

All you have to do is check the mileage on your odometer (or odometer of other vehicle you select), fill out the entry card and drop it off at your participating General Motors dealer. But be sure to do it by May 31, 1971.

Here's how you may win. The Grand Prize of \$30,000.00 will be awarded on the basis of one dollar for every complete mile shown on the selected entry, up to a maximum of \$30,000.00. If first winner does not win total prize, further selections will be made until the total \$30,000.00 Grand Prize is awarded. Example: if winning entry shows 17,500 miles and is awarded \$17,500.00, the second winner would be awarded registered mileage up to \$12,500.00.

Naturally, you'd have to first answer correctly a skill-testing question because that's the way these things are done.

Check sections 3 and 4 on the bottom side of the Sweepstakes Coupon which describes in detail how the Grand Prize will be awarded.

You could be a winner! So hustle down to a General Motors dealer where you see the Moneymiles Sweepstakes sign. It could be a good sign for you.

## Lots of instant cash winners!

Here's the second way you could be a winner. Fill out the right hand side of the entry card and give it to one of the salesmen at any participating dealership. This part of the card has been pre-coded as either a First Prize win, Second Prize win, Third Prize win or non-winner. The salesman has a special viewing device that shows your score.

After verification by the official judging organization and first correctly answering a skill-testing question, you could win as a First Prize, up to a maximum of \$999.00; Second Prize, up to a maximum of \$99.00; Third Prize, up to a maximum of \$9.00, or it could do nothing more than give you an introduction to a man who's selling some very fine cars and trucks.

Not that you have to buy, or even look, but new cars are always kind of interesting.

Check section 3 on the bottom side of the Instant Win Coupon which describes in detail how the Instant Prizes will be awarded.

## No purchase necessary

There's nothing to buy. Two chances to be a winner.

## Any licenced driver can win

If you are a resident of Canada, 16 years of age or older and holding a valid driving licence, you have a chance to be a winner.

And the car or truck you use for your entry doesn't even have to be a General Motors product. Can't be fairer than that!

**Reading your  
odometer may  
be a profitable  
pastime.**

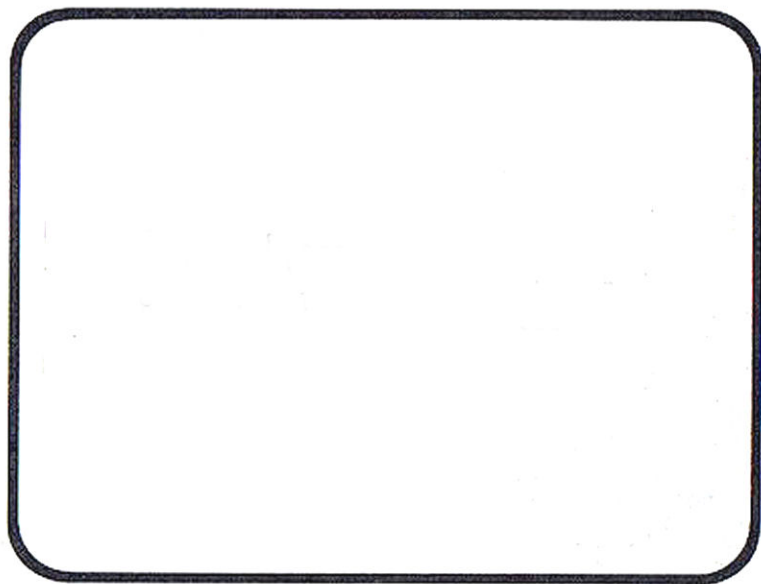
**29992**

**Details inside.**

POSTES CANADA POSTAGE

5¢

No. 9389





No matter what your driving needs, General Motors dealers have what you're looking for. Let's begin with the popular Chevrolet family. There's the new little Vega, and a wide selection of sizes and models all the way up to the luxurious Caprice. The 1971 Pontiac line-up offers everything you want, from the pocket-size Ventura II to the big new Grand Ville. Your Pontiac dealer also sells the all-new Firenzas and exciting Opel GTs. And then there are all the new Buicks — something to believe in — from the sporty Skylark to the

distinctive Electra 225. Stepping up to Oldsmobile is easier than you think. Starting with the mid-size Cutlass family to the luxurious Olds Ninety-Eights. For truck men, GMC or Chevrolet truck dealers have everything from Vans with sliding door, to tough pickups; right up to the maximum GCW 110-haulers. And if you've always had your heart set on the ultimate automobile, remember, Cadillacs are sold through selected GM dealers. Maybe this Sweetstakes will win you the money to get one.

**These are some of the cars and trucks we'd like you to see, drive and maybe buy.**



Pontiac Le Mans Station Wagon



Camaro Sport Coupe



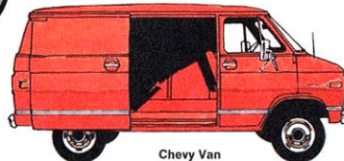
Buick Skylark Custom Sport Coupe



Firenza SL 4-Door Sedan



Chevelle Malibu Sport Coupe



Chevy Van



Chevy Nova 4-Door Sedan



Oldsmobile Delta 88 Royale Hardtop Coupe



Pontiac Ventura II 2-Door Coupe

**Just fill out this coupon. Bring it in. And good luck!**

#### GRAND PRIZE ENTRY

1. Print your name, address, telephone number and complete the entry form, including your vehicle's odometer reading, full miles only. Take this entry to a participating General Motors dealer by May 31, 1971. NO PURCHASE REQUIRED.
2. Sweepstakes open to all persons living in Canada who own a valid vehicle driver's license, except employees and their immediate families of General Motors of Canada Limited, its dealers, associated advertising agencies and the contest judging organization.
3. A selection will be made from all entries deposited with participating dealers or received of live number, and selected entrant(s) in order to win. Most first winner correctly a time-limited short-notice question. The Grand Prize of \$30,000.00 will be awarded on the basis of one dollar for every complete mile shown on the entry, up to a maximum of \$30,000.00. If first winner does not win 100% prize, further entries will be made until the total \$30,000.00 Grand Prize is awarded. Example: winning entry shows 12,500 miles and is awarded \$12,500.00; the second winner will be awarded registered mileage up to \$12,500.00. Second winner to be selected by judging organization of amount awarded to first winner. Only one prize per person.
4. Winner(s) of Grand Prize award(s) and the odometer(s) of the vehicle(s) involved are subject to examination by the judging organization to ensure that the judging organization is satisfied (within reason) that the odometer reading of the winning entry(s) is correct.
5. You may leave your entry form with your dealer or if you prefer, mail your entry separately to Monopoly Sweepstakes, Box 2149, Toronto, Ont. To be eligible mailed entries must be postmarked by May 25, 1971, and be received not later than May 31, 1971.
6. Entrants agree to abide by rules and accept judges' decisions which will be final. Winner(s) consent to use of their names in any advertising or publicity.
7. An additional entry form may be obtained by sending a post card or letter to Monopoly Sweepstakes, Dept. A, 135 Liberty St., Toronto 3, Ont.

#### INSTANT WIN

1. Print your name, address, telephone number and complete the entry form, including your vehicle's odometer reading, full miles only. Take this entry to a participating General Motors dealer by May 31, 1971. NO PURCHASE REQUIRED.
2. Sweepstakes open to all persons living in Canada who own a valid vehicle driver's license, except employees and their immediate families of General Motors of Canada Limited, its dealers, associated advertising agencies, and the contest judging organization.
3. Instant Win prizes will be awarded after entries have been checked in the special viewer by your dealer's odometer, verified by the judging organization and person eligible to win award has first answered correctly a time-limited, short-notice question. Entries have been pre-coded as first prize, second prize, third prize and non-winner. First prize will win, selecting the numbers in the last column, the right 7 digits of the odometer reading up to a maximum of \$999.00; second prize the right 7 digits to a maximum of \$99.00; and third prize the right 4 digits to a maximum of \$9.00. If digit reads 9 or 0, limit one prize per person. If your Instant Win entry is eligible for a prize, mail it to INSTANT WIN, BOX 2149, TORONTO, ONT. To be eligible entries must be postmarked by May 31, 1971.
4. Entrants agree to abide by rules and accept judges' decisions which will be final. Winner(s) consent to verification of their vehicle's odometer reading by dealer's odometer and consent to use of their names in any advertising or publicity.
5. An additional entry form may be obtained by sending a post card or letter to Instant Win, Dept. B, 135 Liberty St., Toronto 3, Ont.



**These are the rules that'll make your visit more fun, and maybe a lot more profitable for you.**