



*Announcing
the 1924*

Oakland "6"

It's Brand New—and True Blue

Embodying Exclusive Features of Engineering Design and Superior Coachwork Never before Associated with Cars of Moderate Price

This True Blue Oakland was deliberately built to be the most perfectly balanced, the most accurately engineered and the finest built light-six in the world.

Two years have been devoted to its design, manufacture and test. Two years—plus the wealth of Oakland experience gained through many other years of exclusive light-six manufacture and the limitless resources of the General Motors Corporation in money, machinery, materials and men.

From axle to axle—it's new! It embodies features of mechanical superiority—of beauty and com-

fort and performance—heretofore unheard of in cars of its price! Every single part—from the new engine to the new bodies—was designed and built to fit and function in perfect correlation with every other part.

And because it has been so carefully designed, so soundly built and so thoroughly tested—Oakland places upon it, without hesitation, the same written 15,000 mile engine performance guarantee and the same Mileage-Basis gauge of value that have proved the quality and the value and the excellence of Oakland cars for years!

Four-Wheel Brakes—Brand New Engine—New Bodies—Centralized Controls—Disc Steel Wheels

The finest light-six is now also the safest! Four-wheel brakes are on the True Blue Oakland! But four-wheel brakes—remarkable as they are on a car of Oakland's price—are only one of the many improvements and refinements built into this new and true blue car!

It has a brand new engine—smoother, quieter and more powerful than even its highly successful predecessor, the Six-44.

Its beautiful new blue bodies—built by Fisher—are wider, deeper, and more luxuriously upholstered. The top is permanent, accommodating a distinctly new type of door-opening side curtains comparable in snugness and utility to the door of a closed car.

A satin-wax finish stamps the open models with an individuality never before attained in cars so moderately priced.

Instruments are grouped on a single glass-covered panel, indirectly lighted. Controls are centralized on the steering wheel. Disc steel wheels are standard equipment, at no added cost.

See this new Oakland—see it at once! Come with a critical mind—because the more exacting you are, the more quickly will you realize that no other light-six in all the world approaches it in dollar-for-dollar merit.

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN
Division of General Motors Corporation

A fleet of "True Blue Travelers"—of which the 1924 Oaklands are exact counter-parts—is engaged in a nation-wide demonstration! With thousands of miles of test service already on their speedometers—they are out to demonstrate, at first hand, the high quality of Oakland construction, and the remarkably efficient performance buyers may expect from their True Blue Oaklands.