



Body by Fisher



Challenging for Leadership on an *Entirely New Basis*

IN the field of low-cost sixes, leadership has heretofore been sought largely on the basis of price. Now the Pontiac Six boldly challenges for leadership on an *entirely new basis—quality*.

One ride in this new General Motors Six will reveal that its engineers have utilized resources never before available to the designers of any new car . . . For here, at a price so low as to border on the sensational, are elements of beauty, comfort, stamina, size and roadability, beyond the most ardent hopes of an expectant public . . .

Oakland Six, companion to the Pontiac Six, \$975 to \$1295. All prices at factory.
OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

\$825
COACH OR COUPE

PONTIAC SIX

CHIEF · OF · THE · SIXES