



Body by Fisher

A Value that *only* General Motors could achieve

Scoring a spectacular success from the very day of its presentation, the new Pontiac Six is already one of the most widely discussed automobiles in America.

This quality car was developed by General Motors to dominate the field of low cost sixes—and to introduce into that field certain inducements to ownership other than that of price.

To overcome the limitations of ordinary performance, ordinary appearance, ordinary comfort, ordinary quality—there has been brought to bear on the development of this new Six the entirety of General Motors' engineering skill, manufacturing experience, production facilities and purchasing power.

Oakland Six, Companion to Pontiac Six—\$975 to \$1295. All prices at factory
OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN

In its field, and at its price, the new Pontiac Six with body by Fisher is an achievement no less epochal and important than the invention of the first six-cylinder engine. This is true simply and solely because the Pontiac Six introduces elements of beauty, size, stamina, comfort and brilliant performance entirely without precedent.

The new Pontiac Six is now being displayed by Oakland-Pontiac dealers. You are invited to inspect it and urged to go prepared for a revelation in quality car design and construction . . . for only General Motors could produce such a car—and price it so unexpectedly low!

\$825

COACH OR COUPE

PONTIAC SIX
CHIEF OF THE SIXES

