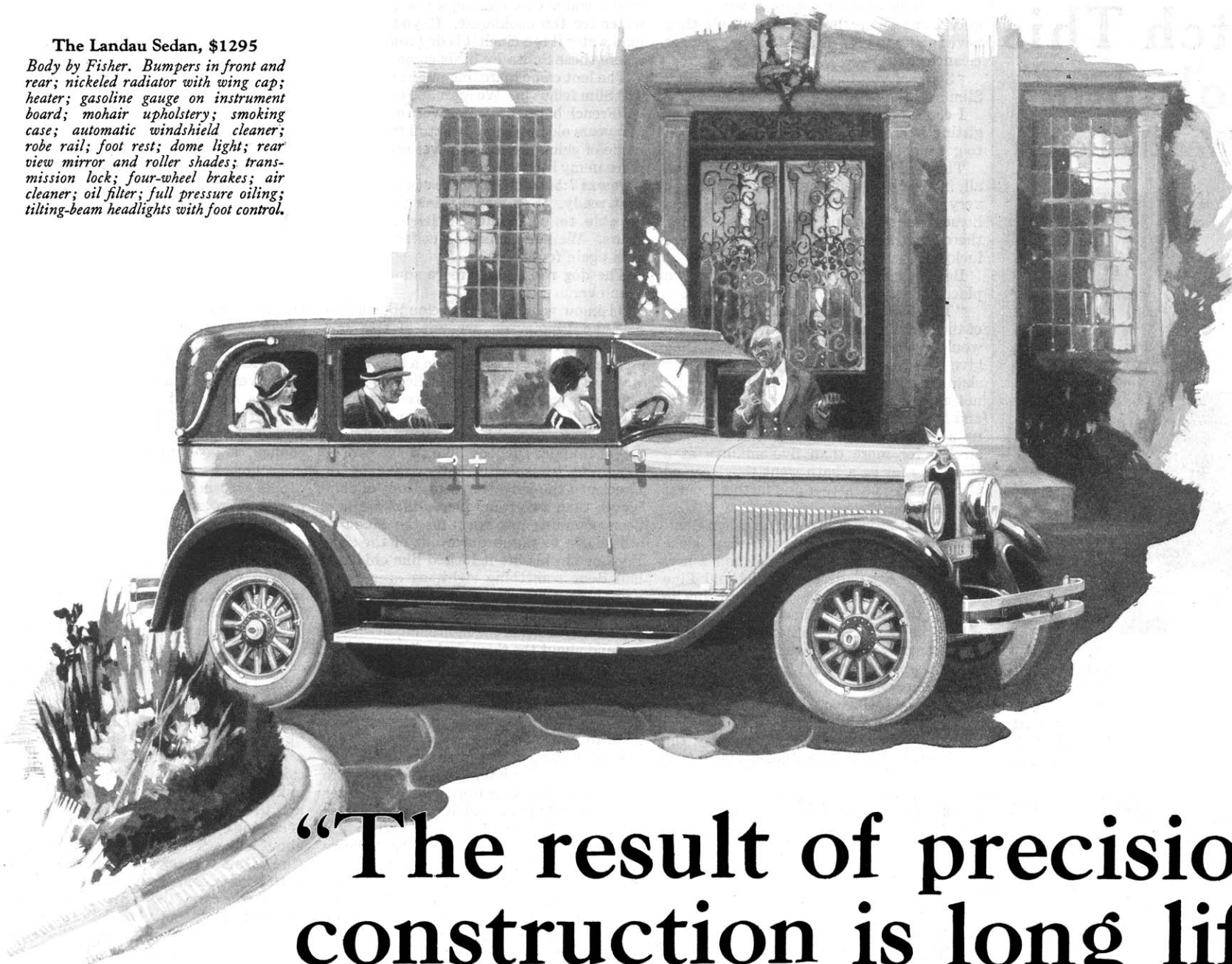


The Landau Sedan, \$1295

Body by Fisher. Bumpers in front and rear; nicked radiator with wing cap; heater; gasoline gauge on instrument board; mohair upholstery; smoking case; automatic windshield cleaner; robe rail; foot rest; dome light; rear view mirror and roller shades; transmission lock; four-wheel brakes; air cleaner; oil filter; full pressure oiling; tilting-beam headlights with foot control.



“The result of precision construction is long life and enduring good will”

So much has been said and written about the standards of accuracy to which the Greater Oakland Six is built that “Oakland super-precision” has become almost an everyday phrase . . . Owners, in discussing the car’s flashing acceleration and buoyant smoothness . . . mechanics, when explaining the why of its infrequent repairs and adjustments . . . and even women, when exclaiming over Oakland’s steadiness and steering ease—sooner or later use the words “super-precision”, or others very similar. But we wonder, sometimes, if the users of that phrase really appreciate its profound significance. Do they know that in the manufacture of the Oakland engine alone, eighteen operations are held to limits of five ten-thousandths

of an inch? That *thirty-three additional* operations cannot vary more than *three ten-thousandths* of an inch? And that three ten-thousandths of an inch is one-thirtieth the thickness of an average human hair? . . . Yet, after all, what if they do not know it? What if they do not even care that Oakland has invested millions for laboratories and equipment to make such accuracy possible for the first time in a car of Oakland’s price? . . . All they

S E D A N

\$1095

are concerned with is results . . . the result of precision construction, which is long life and flawless operation . . . the result of rigidly controlled quality, which is lasting owner satisfaction . . . the result of enduring value, which is Oakland’s enduring good will!

Touring, \$1025; Sport Phaeton, \$1095; Sedan, \$1095; Landau Coupe, \$1125; Sport Roadster, \$1175; 4-Door Sedan, \$1195; Landau Sedan, \$1295. The New and Finer Pontiac Six, \$775 to \$975. Pontiac De Luxe Delivery—Panel, \$770; Screen, \$760; Chassis, \$585. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

The Greater
OAKLAND SIX

PRODUCT OF GENERAL MOTORS ~ ~ WINNING AND HOLDING GOOD WILL