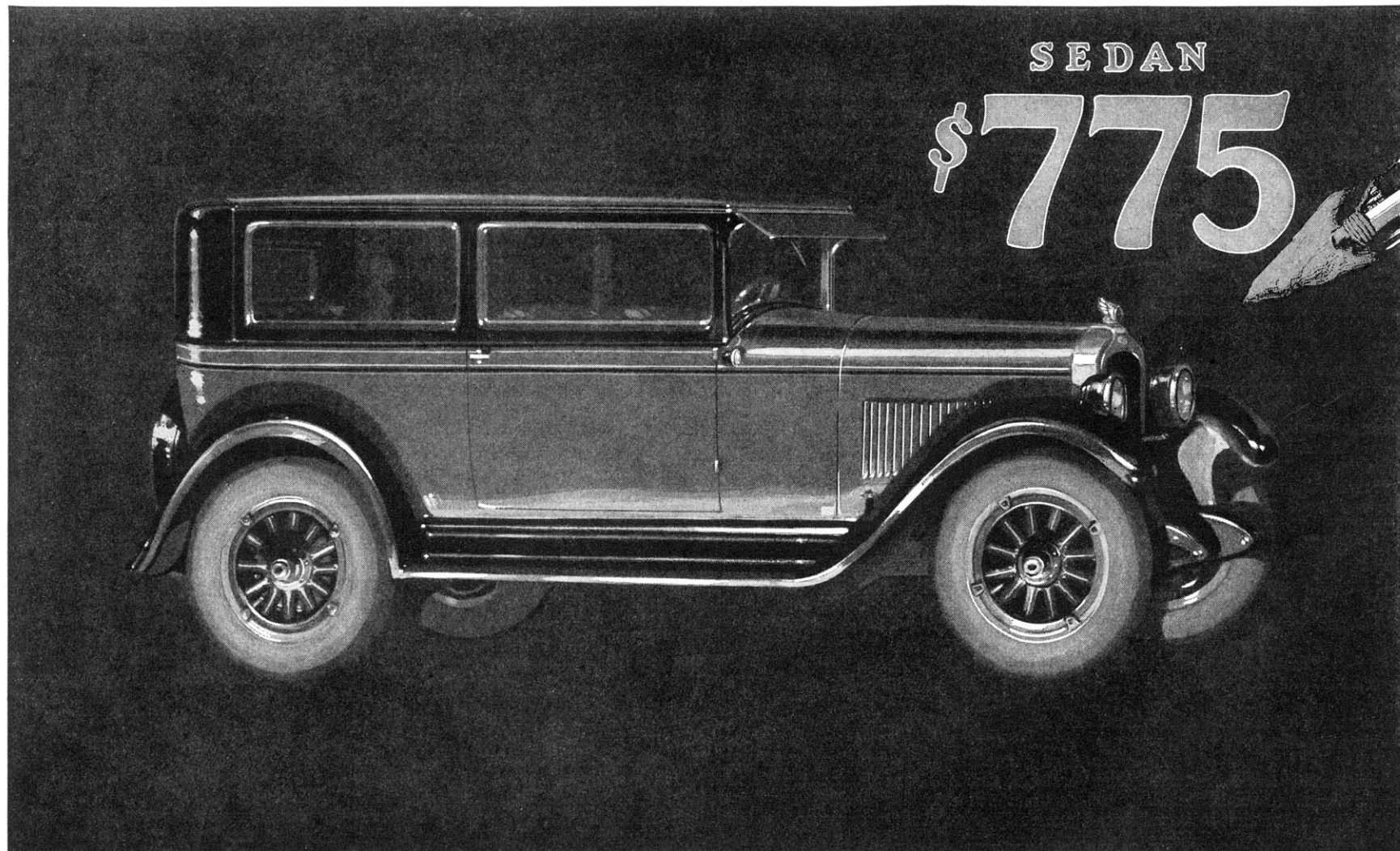
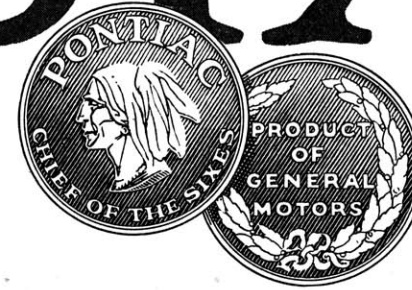


General Motors' Latest Achievement The New and Finer PONTIAC

General Motors startled the world last year by developing the Pontiac Six to meet the demand for a six of truly high quality and truly low price. Now, after the greatest first year ever enjoyed by a new make of car comes the new and finer Pontiac Six—built in the vast new Pontiac factories and representing General Motors' most recent achievement!



SIX



Again startling the world with a sensational development in the field of low-priced sixes!

Oakland today announces an entirely new line of Pontiac Sixes, notably enhanced in beauty, incorporating numerous refinements in design, carrying *new low prices*—and constituting the most electrifying development in the low-priced six field since the now-historic introduction of the original Pontiac Six!

New Fisher Bodies

Never in any low-priced six has been achieved such commanding beauty and luxury as in this latest achievement of General Motors. Lending lustre to even the Fisher tradition of masterly craftsmanship, the new bodies by Fisher are longer, lower and superbly executed to the slightest detail.

All New Duco Colors

To emphasize their inherent smartness, all body types are finished in new combinations of Duco colors. Ranging from Beverly Blue and Black on the Sedan to Cherokee Gray on the Sport Cabriolet, the originality and freshness of these combinations typifies the progressiveness which led Oakland to pioneer Duco for the industry at large.

New Beauty and Style

Pontiac Six beauty has always been outstanding. But now in these new and finer models has been achieved not only new beauty but also an arresting rakishness—the result of a deeper radiator; larger, heavier, and more sweeping crown fenders; and more massive headlamps. The windshield pillars are narrowed to conform to the accepted custom-built vogue and to provide a wider arc of visibility. The window ledges are smartly recessed and finished in a contrasting color.

Mechanical Refinements

In addition to the numerous elements of greater beauty and style, the new and finer Pontiac Six introduces many new features and refinements in engineering design—such as tilting-beam headlights with foot control, new transmission and brake levers, steering wheel with aluminum spider, a clutch even smoother and more positive in action, and an oil-sealed universal joint.

Two New Body Types

Two entirely new body types of characteristic beauty have been added to the Pontiac Six line. These are a dashing, youthful Sport Roadster finished in Lucerne Blue, striped with Faerie Red; and a 4-passenger Sport Cabriolet with Brevoort Green top and fenders, and body in Cherokee Gray striped with orange to rival the vogue and smartness of the highest priced cars of the day. Both are offered at prices which reflect the economies of General Motors' tremendous purchasing power.

From the hour of introduction, the Pontiac Six kindled wildfire enthusiasm all over the land. Developed on the great General Motors Proving Ground, it introduced elements of stamina, performance, economy and comfort unheard of at the price. Already more than 75,000 are serving owners with complete satisfaction.

Now there is a new and finer Pontiac Six, built in vast new factories and offering even more commanding beauty, even more advanced engineering *at even lower prices*—a triumph reflecting all the experience, skill and tremendous resources of General Motors!

Visit the nearest Oakland-Pontiac dealer—see this history-making car!

—AT NEW LOW PRICES!

| | | |
|---------------|----------------------|---------------------------------|
| Sedan . \$775 | Sport Roadster \$775 | Sport Cabriolet (4-pass.) \$835 |
| Coupe . 775 | Landau Sedan 895 | DeLuxe Landau Sedan 975 |

All prices at factory

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN
Pontiac Division—General Motors Products of Canada Ltd., Oshawa, Ont.