

Why Oakland is known as America's finest medium-priced automobile

OWNERS STARTED IT. It began as a whisper several months ago. It grew and grew. Here a voice took it up, there another. And soon all over the United States, owners of today's Oakland All-American Six were saying to their friends, in effect, "Here, ladies and gentlemen, is America's finest medium-priced automobile."

Dealers wrote in about it. Letters from owners came in. It became apparent that, if everybody knew Oakland as well as owners of the All-American Six, production schedules would have to be increased to meet the public demand.

But it is one thing to say in cold type, "This is America's finest medium-priced automobile," and another to prove it. Testimonials were being eyed askance by a sophisticated public. They wouldn't do. Something else was needed. At last, a plan.

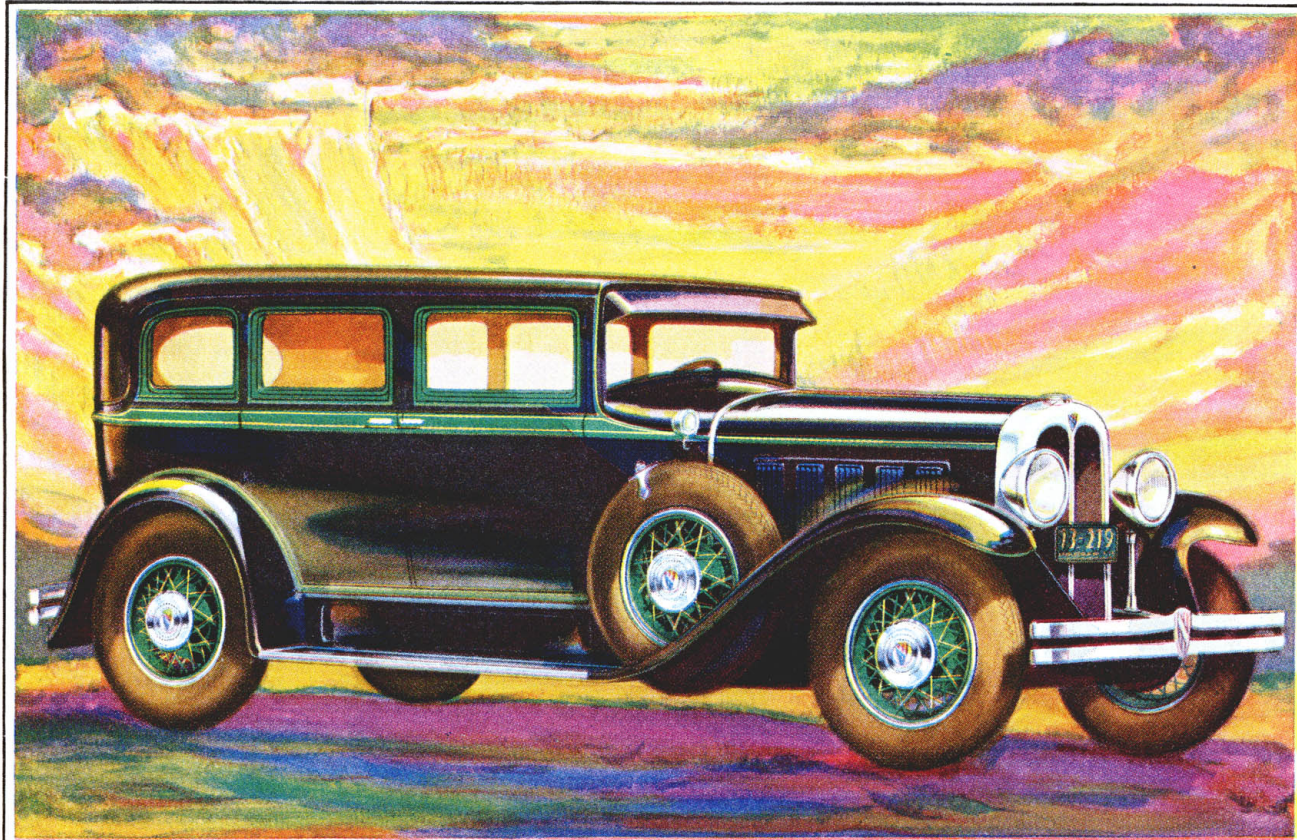
EIGHT HUNDRED SEVENTY-EIGHT COMPARISONS. Twenty popular medium-priced cars were selected for comparison with today's

Oakland All-American Six. Eight hundred seventy-eight individual comparisons of features were made. The findings were carefully recorded, recapitulated, analyzed. And the results were these. Of the 878 comparisons, Oakland clearly outranked the field in 451 or 51.37 per cent. All twenty cars were at best equal to Oakland in 382 comparisons or 43.50 per cent. And thirteen of the twenty were higher in price than Oakland.

AMERICA'S FINEST MEDIUM-PRICED AUTOMOBILE. Those facts prove beyond any question that today's Oakland is *America's finest medium-priced automobile*. Ask the nearest Oakland-Pontiac dealer to show you complete returns from the comparisons and to give you a demonstration. Learn for yourself how unquestionably the Oakland Six deserves its name.

*Oakland All-American Six, \$1145 to \$1375,
f. o. b. Pontiac, Michigan, plus delivery charges.*

OAKLAND MOTOR CAR CO., PONTIAC, MICH.



The 4-Door Sedan - Body by Fisher



OAKLAND
all-American
Six
PRODUCT OF **Six** GENERAL MOTORS