



MAKING NEW FRIENDS  
AND KEEPING THE OLD



## LITTLE THINGS, TOO, MAKE FRIENDS

"Perfection," goes the saying, "is made up of trifles." And in a thousand incidents of life we see how much the little things mean. In social contacts and in the realm of business, too, little things make friends.

Sometimes, indeed, we think that it isn't the obvious things at all that are winning so much favor for the Oakland and the Pontiac. You can't see the qualities of the steels. But they make for dependability. You will hardly trouble to search out the extra quality in the upholstery. But that is what provides long wear and enduring good looks. You may not be aware of the felt padding which lines the floor-board and

dash of the Fisher bodies. But it adds mightily to comfort on hot or cold days. You couldn't be expected to note or care about the hair's-breadth proportioning of one part or another. But this is just the thing that makes Oakland and Pontiac performance what it is.

Throughout chassis and body there are literally scores of points where better things—the results of thought and care and extra quality—lie hidden. All you will ever know about them is their results. These you can readily learn by talking with owners . . . and by seeing and driving the cars. After all, that is the best way to find out what values really are.

**OAKLAND 8**

P R O D U C T S O F  
Bodies by



**PONTIAC 6**

G E N E R A L M O T O R S  
Fisher