

MAKING NEW FRIENDS
AND KEEPING THE OLD



KNOWING WHAT TO DO . . . AND DOING IT

What a wealth of friendly feeling arises from doing things for people! Knowing how and then carrying through, no matter what the difficulties may be.

Every motorist wants quick acceleration in his car, so we decided that Oakland and Pontiac owners should have that advantage in extra measure. And now it's interesting to look back and see how we got it. . . .

Increase the compression ratio . . . therefore strengthen connecting rods and wrist pins. . . . Build the crankshaft and its bearings to take the heavier power thrusts—strengthen clutch, transmission, universals, propeller shaft and axles. . . . Check every-

where to see that with the new quality we kept every desirable old one. . . . New materials, new design, new precision manufacturing . . .

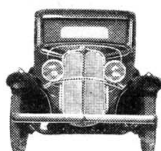
Was it worth all that time and expense, just for a few seconds' speedier getaway? We thought so, and now apparently thousands of motorists agree with us.

Of course you don't want the endless details involved in giving you more and smoother power, larger brakes, Fisher bodies of even greater comfort. You go by results. And so, with apologies for this one excursion into mechanics, we will let the cars speak for themselves. You'll find them surprisingly responsive.

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