



MAKING NEW FRIENDS
AND KEEPING THE OLD



THE KIND OF PEOPLE YOU LIKE TO DO BUSINESS WITH

It is more than likely that in your neighborhood there is some store at which you particularly like to deal. Something about it—perhaps a warmth and friendliness—a natural honesty—an unassuming generosity—seems to set it out from the rest.

It's the same way in buying automobiles. Of course the value that is built into the car must be your first consideration. But we feel that it is also important that when you meet an Oakland-Pontiac dealer you will feel kindly disposed toward him—and want to deal with him. And so we have sur-

rounded ourselves with the kind of dealers who we know will not only be glad to see you when you come in to look at a car, but will treat you right after you have bought it.

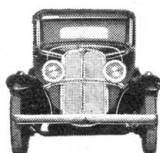
We make the very best car that we can make. We take full advantage of low-cost General Motors group purchasing in order to establish moderate prices. In short, we put into the hands of our dealers values that we can depend on to make friends.

We want you to like to drive our two fine cars, and we want you to like to do business with our dealers.

OAKLAND 8

PRODUCTS OF

Bodies by



PONTIAC 6

GENERAL MOTORS

Fisher