

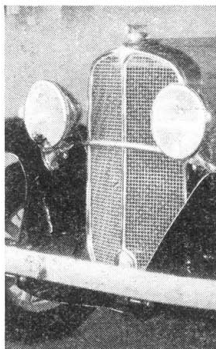


MAKING  
NEW FRIENDS  
AND KEEPING  
THE OLD

## An Earnest Purpose, Earnestly Pursued

To make every car so sound and good that it will inevitably make a friend. . . . Such is the guiding spirit of the entire Oakland-Pontiac organization. . . . It is the spirit of

the executives, of the engineers at their drawing boards, of Oakland-Pontiac sales and service representatives. . . . It is not a studied, artificial atmosphere, but the policy of men who sincerely prefer to serve well—who have



a model plant and unlimited resources to aid them—who believe in endowing their products with that extra goodness and reliability which are the real key to making new friends and keeping the old. . . . You will find pleasing evidence at your local dealer's of how fully the new Oakland

and Pontiac cars reflect this spirit. He offers both Oakland, the fine Eight and Pontiac, the fine Six in six attractive Fisher body types. Both cars are introduced at new low prices with five wire wheels standard equipment.

OAKLAND 8



PONTIAC 6

*with Bodies by Fisher*

PRODUCTS OF GENERAL MOTORS