

PERSONAL  
AND  
CONFIDENTIAL INFORMATION  
FOR THE  
RETAIL SELLING ORGANIZATION  
OF  
Oakland Motor Car Company  
PONTIAC, MICHIGAN  
CONCERNING THE  
NEW PONTIAC SIX

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OAKLAND MOTOR CAR COMPANY  
PONTIAC, MICHIGAN



## Introduction

A survey of the motor car market has evidenced the fact that there was a gap between the Fours, or the low priced cheaply constructed Six, and the better Sixes—a gap offering wonderful possibilities but never filled until the advent of the Pontiac Six, a companion of the Oakland Six, manufactured by the Oakland Motor Car Company at Pontiac with the same degree of accuracy and refinement as is featured in the Oakland Six.

It was the vision of this great gap in the market, that prompted General Motors to invade the field with the Pontiac Six, at a price well within reach of a vast number of possible purchasers.

The Oakland Motor Car Company was selected by the General Motors Corporation to design, build and market the first Six ever conceived and produced by the parent institution. This selection was made because of Oakland's long experience, especially in the six-cylinder field, and a rather remarkable record of pioneering. Many practices now common to the industry were developed and proven by the Oakland Motor Car Company.

In no respect is the Pontiac Six a cheap car. This new and admittedly beautiful automobile involves features usually to be had only in the higher priced field, as will be demonstrated by a careful reading of this Manual.

The Pontiac Six is built to withstand the most exacting requirements and to continue to give service at a minimum cost over a long period of time.

The General Motors Proving Ground, near Pontiac, affords every known scientific means of determining what is best in motor car engineering. All of these facilities have been applied in a deliberate attempt to produce high quality with comfort and beauty of line and color in an automobile especially designed to appeal to the present owner of a Four, or a low priced cheaply constructed Six.

The Pontiac Six is especially remarkable from the standpoint of appearance, acceleration and power. Smoothness and roadability are particularly noteworthy.

Point by point, there is absolutely nothing to be had in the light Six field that compares with the Pontiac Six, or even in some higher priced fields.



## THE BODIES

1. Low, graceful appearance.
2. Composite type of Fisher construction exclusive to the Pontiac Six.
3. Substantial and well braced with steel panel upper structure.
4. Wide cowl gives liberal leg room.
5. Instruments glass enclosed on indirect lighted panel.
6. Attractively shaped head lamps on neatly designed supports.
7. Instrument board is well designed for utility and appearance.
8. The hood is designed to give an unbroken body line.
9. Cowl lamps are of attractive pattern.
10. Fisher one-piece windshield affords greatest vision with ventilation.
11. Windshield regulator and automatic windshield wiper are standard equipment.
12. Patented dove tails in doors prevent rattling.
13. Inside door handles are in harmony with other hardware.
14. Sun visors, rear window shades and rear view mirrors are fitted.
15. Plate glass windows are fitted throughout.
16. Crank type regulators give quick adjustment of windows.
17. All bodies finished in Duco.
18. Mouldings are in attractive colors with paralleled striping.

## COACH

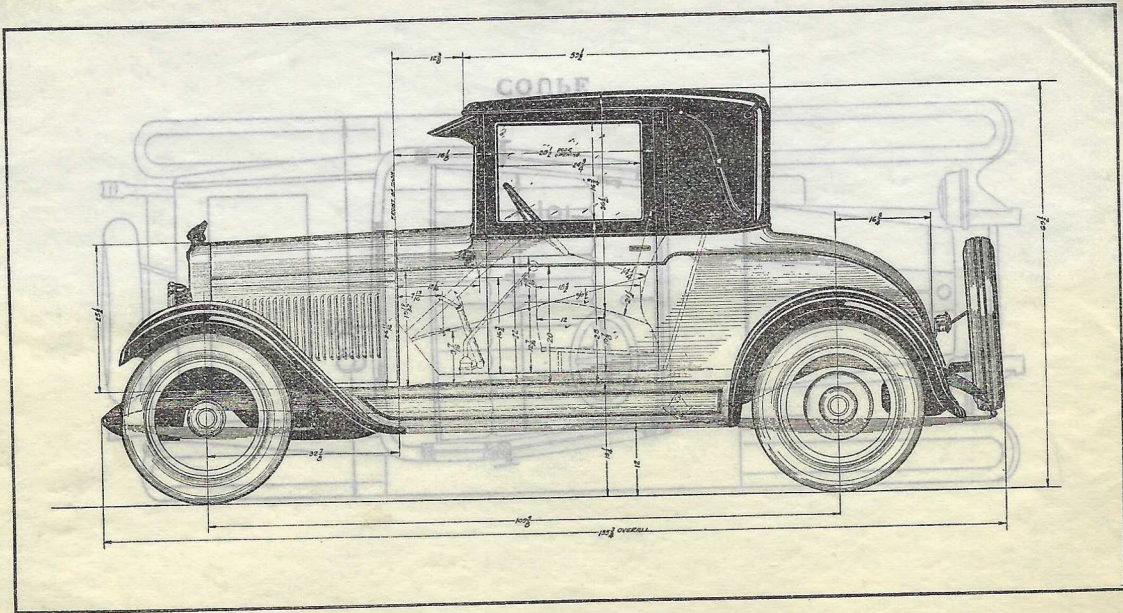
19. Doors are 33 $\frac{3}{4}$  inches wide.
20. Dome light gives a pleasing finish to body interiors.
21. Comfortable roomy seats.

## COUPE

22. Wide comfortable seat.
23. Large luggage carrying capacity.

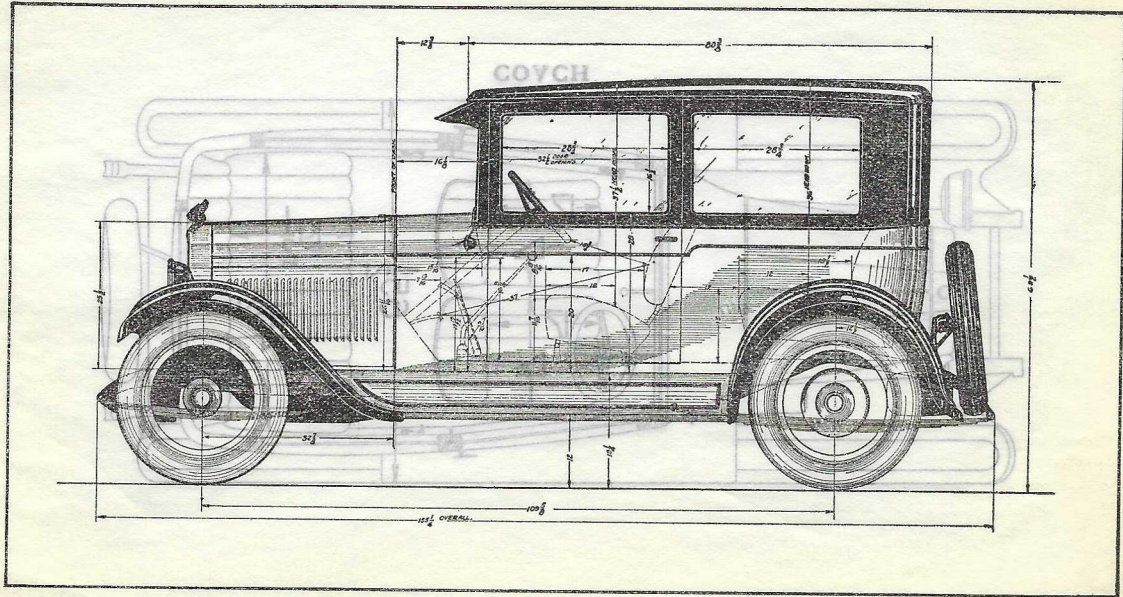


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COUPE

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COACH