

PONTIAC BIG SIX NOW ON DISPLAY

Seven Body Styles in 1929
Line; Motor Has 20 Per
cent More Power

Bearing little resemblance to the previous product and thus rightly regarded as a new design, the new Pontiac, known as the Big Six, is being displayed by Oakland-Pontiac dealers throughout the West. The Fisher bodies are unusually attractive and exhibit a brand new idea in body architecture, a concave curve at the belt in place of the usual convex curve, which greatly emphasizes the fore and aft lines.

Innovations in the Pontiac line. These two are the convertible cabriolet and the landulet sedan. Both have convertible rear top quarters, which may be raised or lowered as desired. The other models are the 2-door sedan, 4-door sedan, coupe, sport roadster and sport phaeton.

The new motor is larger and develops 20 per cent more power. It has a new counter-weighted crank shaft, new harmonic balancer, and larger carburetor, intake manifold and valves. Other features are new self-engineering four wheel brakes, new rear axle, adjustable front seats, new transmission and Hotchkiss drive.

The new brakes are Midland steering which operate on 11 inch drums providing a brake band area of 194 square inches. Some of the advantages claimed for the new brakes are permanent silence under all operating conditions, complete freedom of all working parts, and that they are not af-

CHRYSLER FEATURES "AIR WING" FENDERS



Chrysler's widely heralded new "air wing" fenders, which made their debut on the recently announced new Chrysler and Chrysler-Plymouth cars, represent still another achievement in improving motor car style and beauty. It is said. The illustration shows how aptly they blend into the general design of the entire car.

1929 Oldsmobile Production Now Being Increased

Produced by mud, dust, water, or changes of temperature. Striking new body creations by Fisher impart to the entire line individuality and custom-like features entirely new in the Pontiac price class. A full side view shows to best advantage the striking lines of the new car. A pleasing concave belt moulding starting at the front and completely encircling the body, and a high waist line effect, distinguish these new Fisher bodies.

All closed bodies have adjustable driver's seats which may be moved forward or back to conform to the stature of the driver. Other features are the smart new military-type gun visor, slender, shaggy rimmed 17 inch steering wheel, shaggy rimmed instrument panel illuminated by two hooded bulbs, Delco-Remy combination transmission and ignition lock on the dash, twin-beam headlights for highway or city driving operated by foot control, theft-proof door locks, and exclusively designed running board mats.

Upholstery material in the closed models is of mohair, corduroy, or velvet in solid colors matching the smart new Dura combinations used on the bodies. The open types are upholstered in Spanish leather with attractive fabricoid trim and with tops of grey clothed.

Production of the 1929 Oldsmobile is being increased rapidly following the enthusiastic reception accorded the car at the National Automobile show in New York where it was displayed for the first time. Reports from automobile shows in other sections repeat the success accorded in Manhattan, factory officials announce.

Employment at the Oldsmobile factories now is practically at the peak reached during the spring and early summer months of last year when new high production records were made. The production scheduled for this month will be several times greater than that of January 1928.

Official report that the New York automobile show this year was the most successful in every respect of any previous exhibit. This was true both with the reception accorded the 1929 Oldsmobiles by the public and the attendance and enthusiasm at the dealer meetings.

More than 1200 dealers and representatives were present at the dealer banquet held in Hotel

Tromsvelt where most optimistic predictions for 1929 were made by Alfred P. Sloan Jr., president of General Motors corporation, L. J. Fisher, president and general manager of Oldsmobile, and H. S. Ed- dles, vice president and general sales manager.

"It is my belief that a new high record in the production and sale of automobiles will be made in 1929 and Oldsmobile will play an important part in making this record," said Mr. Sloan. "Last year I ventured the prediction that Oldsmobile would score an outstanding success in 1928 and events proved the correctness of this forecast. Now once more I will risk the prediction that next year all will agree that Oldsmobile has more than made good again."

Rum Runners Get Even With Agents

TORONTO, Ont., Feb. 2 (AP)—The Mail and Empire Friday printed the following dispatch from Windsor:

The rum running gentry, who ply the Detroit river with Canadian export rum are believed to have gotten even with their enemies, the United States border custom patrol, for the seizure of a couple of rum craft some months back. William Hahn, acting chief officer of the Detroit patrol force, admitted that the two best speed boats used by the patrol had been stolen from the foot of DuBoise street, Detroit, where the force maintains its base.

VERA CRUZ, Mexico, (AP)—Students of the Preparatory School here protested against compulsory military training. They induced the state secretary of education to abolish it.

JERUSALEM, (AP)—Ancient Shiloh, city of Israel's prophets, will be excavated by Danish archaeologists. Shiloh was once the religious center of this region.



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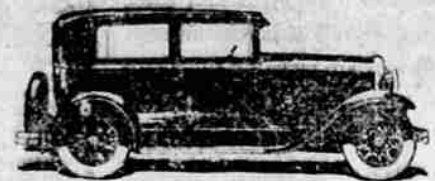
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*No matter what you want
in an automobile, measure this
Oldsmobile by your Highest Standards, then*

COMPARE ITS VALUE

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Oldsmobile for 1929 has not been radically changed. But desirable improvements have been added. And prices have been reduced.

Its big high-compression engine now delivers 62 horsepower. And the piston pins are pressure-lubricated—a characteristic of high-priced cars.

Style touches include new headlamps mounted on chromium-plated standards, a new cadet-visor

and new, sparkling colors. Interiors are more luxurious—with richer upholsteries—deeper, softer seat-cushions—and the wonderful new Fisher adjustable front seat.

See the 1929 Oldsmobile. Check its features and its new, lower prices. Drive it yourself. Then you, too, will join the thousands who give it their unqualified approval.

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The Roadster	\$525
The Phaeton	\$525
The Coupe	\$595
The Sedan	\$675
The Sport Roadster	\$695
The Convertible Landau	\$725
Sedan Delivery	\$595
Light Delivery Chassis	\$460
1 1/2 Ton Chassis	\$545
1 1/2 Ton Chassis with Cab	\$650

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Marvelous six-cylinder smoothness throughout the entire speed range! A freedom from vibration, drumming and rattle that makes driving and riding a constant delight! Increased speed and acceleration, with 32% more power for hills and heavy going!

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range of the four. Such are some of the outstanding reasons why the new Chevrolet Six is enjoying the most triumphant public reception ever accorded a Chevrolet car.

If you have never driven the new Chevrolet Six, you are cordially invited to come in for a demonstration. For until you actually sit at the wheel, you can never know what Chevrolet and General Motors engineers have achieved in the new Chevrolet six-cylinder valve-in-head engine!

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