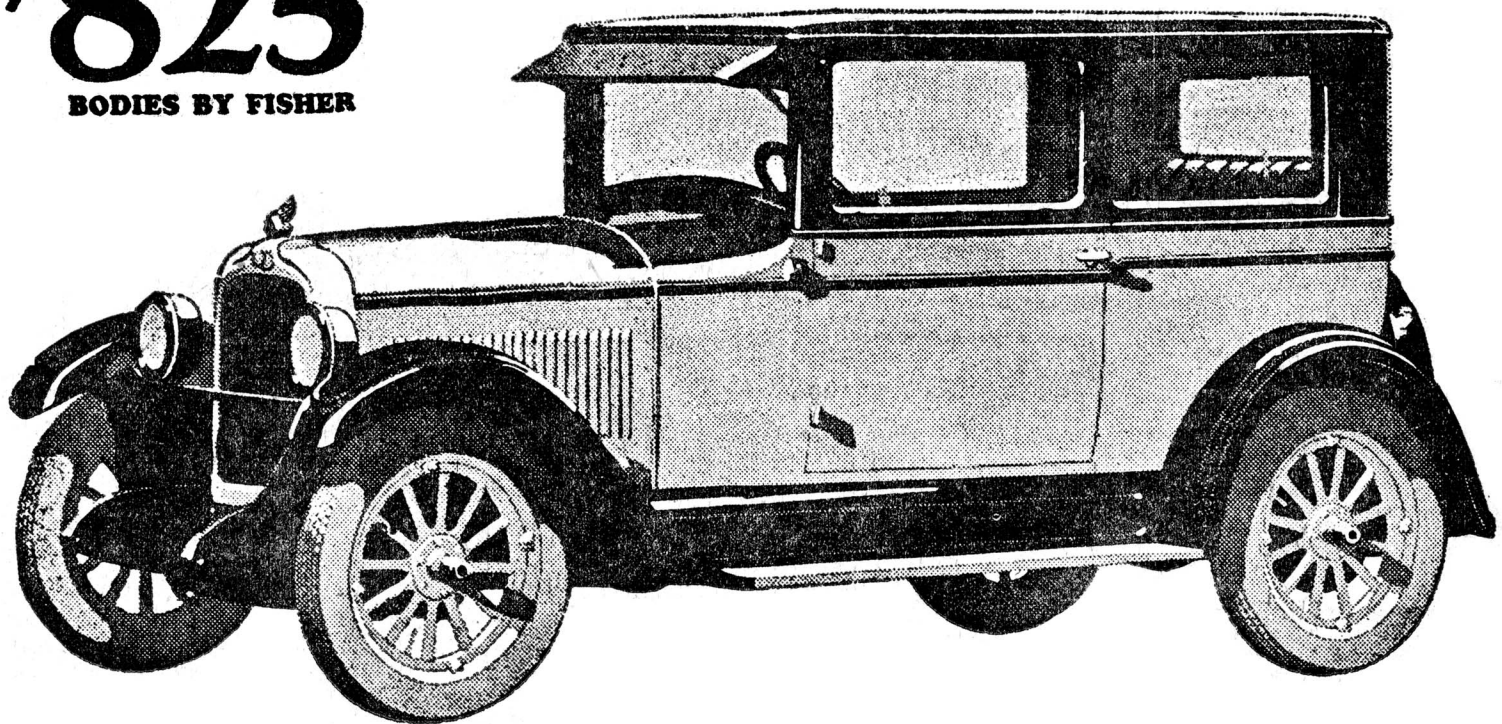


COACH OR COUPE  
**\$825**  
BODIES BY FISHER



## Exploded! The Old Theory of Low Cost Design

In developing and introducing the new Pontiac Six, General Motors has completely shattered the theory that high quality could not be achieved in a low cost Six.

From the day of its public presentation, the Pontiac Six has been making giant strides toward leadership in its field—because it is the living expression of quality in every aspect of motor car value.

With the Pontiac Six priced at \$825, it is no longer necessary to accept the limitations of high priced fours nor those that have hitherto characterized low priced sixes.

In breath-taking performance, in striking beauty, in luxurious comfort, in staunch construction, the Pontiac Six is the vital embodiment of quality—yet it sells for a price so low that only General Motors could possibly achieve it.

*Oakland Six, Companion to the Pontiac Six—\$975 to \$1295. All prices at factory  
Prices on Oakland and Pontiac Sixes Have Been Reduced in Accordance With the New Tax Rate*

# PONTIAC SIX

CHIEF · OF



THE · SIXES