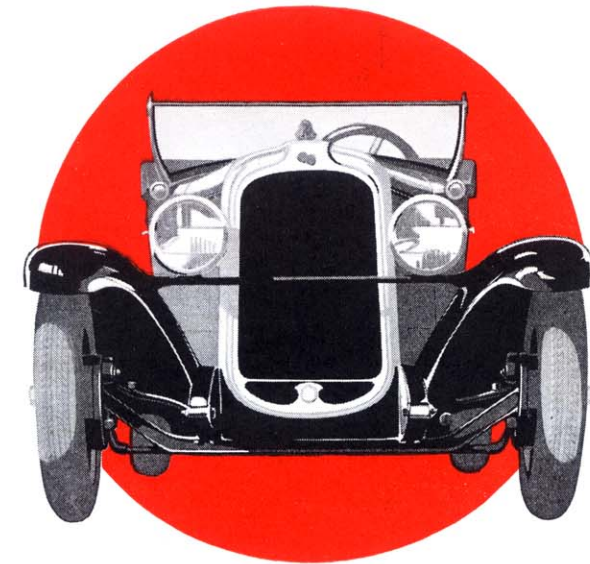


Announcing the *New Series*

PONTIAC SIX



An original and vivid type of beauty—distinctive, arresting, ultra-smart—but in no sense extreme! Higher, narrower radiator—sweeping full-crown fenders—newly designed headlamps—every detail an expression of motor car fashion at its height. As a result of such progress in creating beauty of line, the New Series Pontiac Six takes a prominent place among the style leaders of the year.



-a Successful Six
now bids for Even
Greater Success

Read This Partial List Of Added Features

NEW FISHER BODIES—New lines, new Duco colors, new double beading, new elongated windows, new hood and cowl.

NEW FENDERS—New head lamps and tie rod, new running boards with 3 hangers and paneled shields.

NEW FOUR-WHEEL BRAKES—Equalized and mechanically operated.

NEW GMR CYLINDER HEAD—Developed by General Motors Research. Proved on the Oakland All-American Six. Reduces knocking or detonation and eliminates thump with any type of fuel.

NEW FUEL PUMP—with gasoline filter. Replacing conventional vacuum tank.

NEW CRANKCASE VENTILATION—eliminates crankcase condensation.

NEW CARBURETOR—with accelerat-

ing pump, internal economizer and venturi choke.

NEW MANIFOLDS AND MUFFLER—for more efficient fueling and exhaust gas scavenging.

EVEN GREATER POWER—achieved by the foregoing engine improvements.

NEW CROSS-FLOW RADIATOR—Revolutionary new type cooling system. Virtually eliminates water vapor and alcohol losses. New Indian Head emblem.

NEW THERMOSTAT—automatically assures proper temperature of cooling system water.

NEW WATER PUMP—balanced impeller type with oil feeding bushing.

NEW INSTRUMENT PANEL—tricolor type. Indirectly lighted.

NEW COINCIDENTAL LOCK—on instrument panel. Turning ignition key also locks transmission.

NEW GASOLINE GAUGE—on instrument panel. Liquid level indicator.

NEW STOP LIGHT—Tail-light unit.

NEW CLUTCH—single dry plate type. Softer, smoother, more positive in action.

NEW STEERING GEAR—for exceptionally easy steering. New steering wheel.

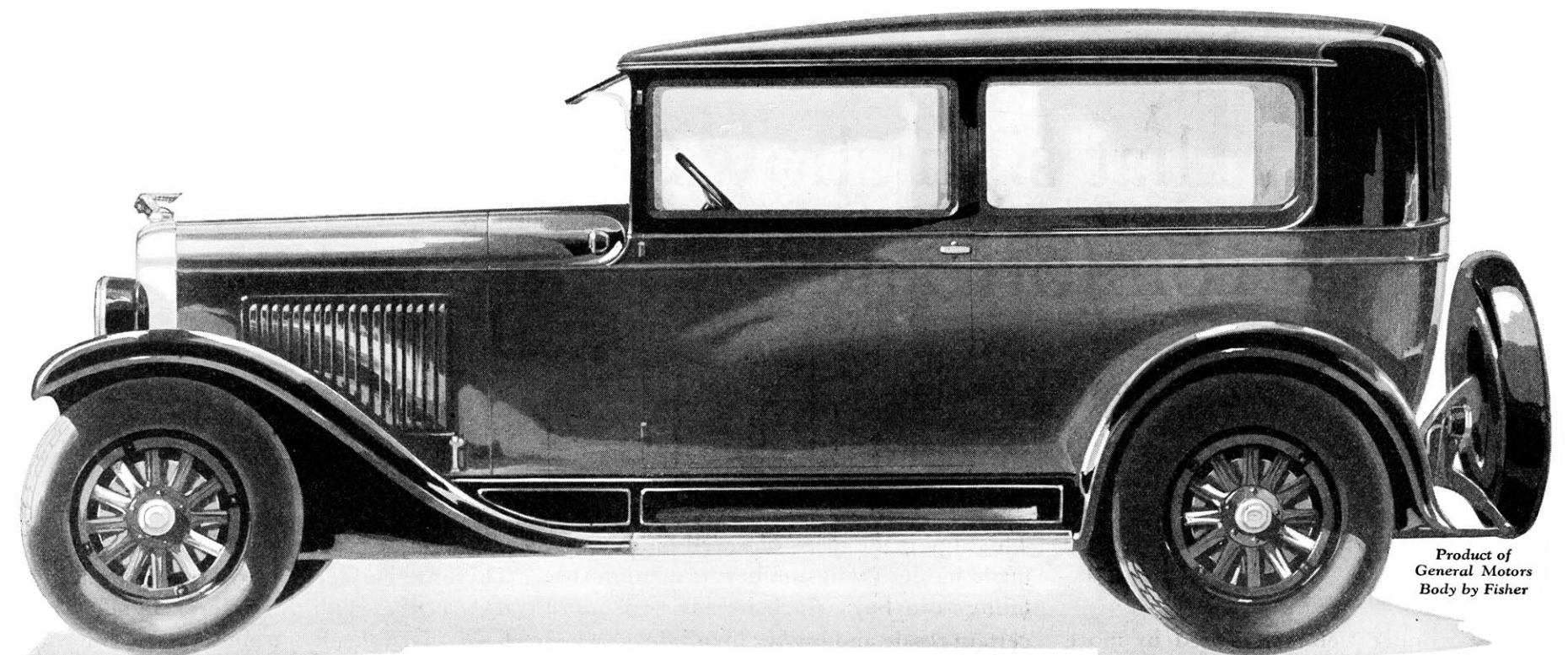
NEW FRAME—stronger, deeper. Adapted for Lovejoy Shock Absorbers. Includes new tire carrier.

NEW AXLES—front and rear. One inch greater road clearance.

NEW WHEELS—larger and more massive in appearance. New hub flanges.

New In Style
from Radiator to Tail-Light
Offering Scores of Vital
Advancements
at No Increase In Price!

\$745 **2-DOOR SEDAN**
(at factory)



Product of
General Motors
Body by Fisher

Even the impressive array of new features given above cannot convey the extent to which the New Series Pontiac Six surpasses all previous attainments in the field of low-priced sixes. After enjoying a spectacularly successful career, Pontiac Six now

bids for even greater success with a car greater in every way. Emphasizing the importance of this announcement are two entirely new and additional body types: the Four-door Sedan; and the Sport Landau Sedan, a close-coupled, swagger

creation, exemplifying the highest art of Fisher closed body craftsmanship. This history-making line of sixes is available in the following body types—2-Door Sedan; Coupe; Sport Roadster; 4-Door Sedan; Sport Cabriolet; Sport Landau Sedan.