



Now -  
 An even *better* car at even *lower* prices

Since its first day before the public, the Pontiac Six has been scoring a series of triumphs. First came the triumph of its introduction, which resulted in world record sales for a new make of car! Then came a steady succession of important improvements in quality, luxury and convenience—

—improvements that resulted in smoother operation and greater handling ease, in greater comfort, greater economy and greater owner pride—in higher standards of quality and higher levels of popularity!

And now Pontiac Six again represents a sensational new standard of value—the result of this notably finer quality, combined with beautiful new Duco colors on Bodies by Fisher, at lower prices on all body types.

This history-making announcement has turned all eyes on the Pontiac Six.

It has created a known standard of what buyers have a right to expect in a low-priced six. It is causing thousands to make *comparison* the basis of their buying—

—and because no other six at or near \$745 offers so many luxury and quality features, Pontiac Six sales continue to establish new high levels. Visit your nearest dealer. See and drive the finest low-priced six in automobile history!

New low prices announced July 15th on all passenger cars

Two-Door	\$745	Sport	\$795
Sedan	-	Cabriolet	-
Sport	\$745	Landau	\$845
Roadster	-	Sedan	-
		DeLuxe	\$925
		Landau Sedan	-

Pontiac Six De Luxe Delivery, \$585 to \$770. The New Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN  
 General Motors Products of Canada, Ltd.—Pontiac Division—Oshawa, Ontario

*The New and Finer*  
**PONTIAC SIX**

