

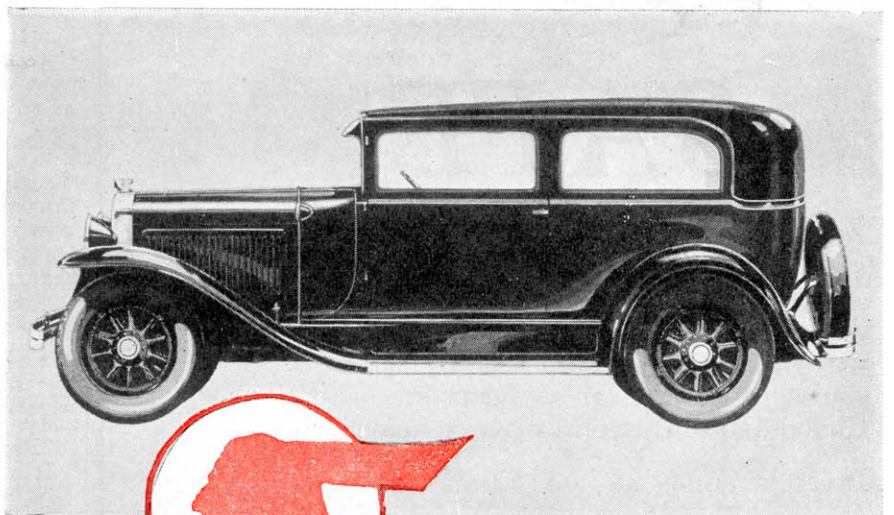
# He values its *big* car performance



**M**OST men *do* value big car performance. They like to hear the smooth, steady purr of a Big Six engine. They like to feel the throb of its power as it takes all obstacles like a thoroughbred in the hunting-field. They like the calm assurance of a Big Six . . . the absence of strain and effort in everything it does. They like the ease with which it carries you mile after glorious mile.

Men . . . all men . . . all motorists, whether men or women . . . value these things, the things that only a Big Six can give. And Pontiac, knowing this, has built a Big Six. Past years' success made it possible for Pontiac to do it well . . . to make it a big six in every respect (save price) . . . to put into it every feature that contributes to Big Six performance, including a real Big Six engine with the new G.M.R. cylinder-head, fuel pump, big, internal-expanding four-wheel brakes, Lovejoy Hydraulic Shock-Absorbers . . . to give it flashing acceleration, astounding power on hills, sparkling speed on the open road and deep, luxurious comfort at all speeds, over all roads, at all times.

That is Big Car Performance as Pontiac sees it. And it is available at amazingly little cost. Let your Pontiac dealer explain.



**Pontiac**  
*big 6*

PRODUCT OF  
GENERAL  
MOTORS  
OF CANADA,  
LIMITED

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