



The Longer You Drive It - the Better You Know

IT'S A *big* SIX

THE longer you drive it...the farther you travel... the better you will like your Pontiac Big Six... the more you will respect its brilliant performance; the more you will admire its dashing, original beauty; ...the more, in fact, you will appreciate the fact that Pontiac is unmistakably a BIG Six.

When you let your Pontiac out on the highways, when you thread in and out of traffic, when you soar up the hills, when you break away first in the traffic line... then you know that nothing short of a BIG Six could perform with such spirited agility and calm assurance.

When you park your Pontiac beside the curb or in the driveway. When you meet your friends on the road. When you seek out your own car after the

show and compare it mentally with those around it. You feel a pardonable pride in the distinguished bearing of your Pontiac Big Six, in its distinctive modern beauty.

And Pontiac Big Six is a car in which your confidence grows with the miles and months... a car in which you are continually finding fresh proof of Big Six abilities and Big Six satisfaction.

If you have not checked Pontiac prices, you do not know how little a BIG Six really costs.

PONTIAC
BIG 6

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

I T ' S B E T T E R B E C A U S E I T ' S C A N A D I A N