

You bet it's a real

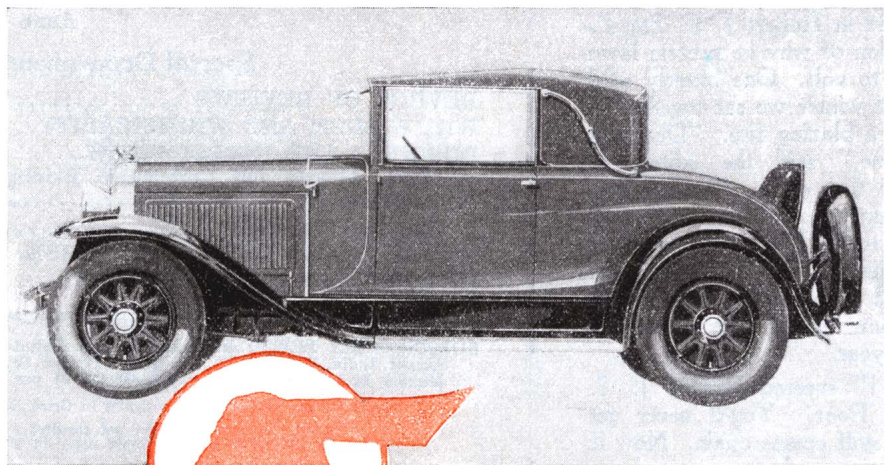
big six



"AT first they all told me, 'You expect far too much of your Pontiac.' Now they're waxing enthusiastic. They spend most of the time egging me on to tear wide gaps in the speed regulations, urging me up tough and nasty hills, picking out bits of road that somebody forgot to finish, in order to show the stern stuff of which Pontiacs are built.

"And does my Pontiac like all this rough treatment? She revels in it. A real BIG six. A Big Six-cylinder engine to eat up the miles. A Big Six Fisher Body with a style that is positively the last word in ultra-modern distinction. A big six chassis filled with big six features from stem to stern. And a big six luxury when I sink down into those cushions that I never expected to strike within several hundred dollars of its price.

"Don't let the low price deceive you. Not only in the way it looks, but in the way it acts . . . it's a real BIG SIX."



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