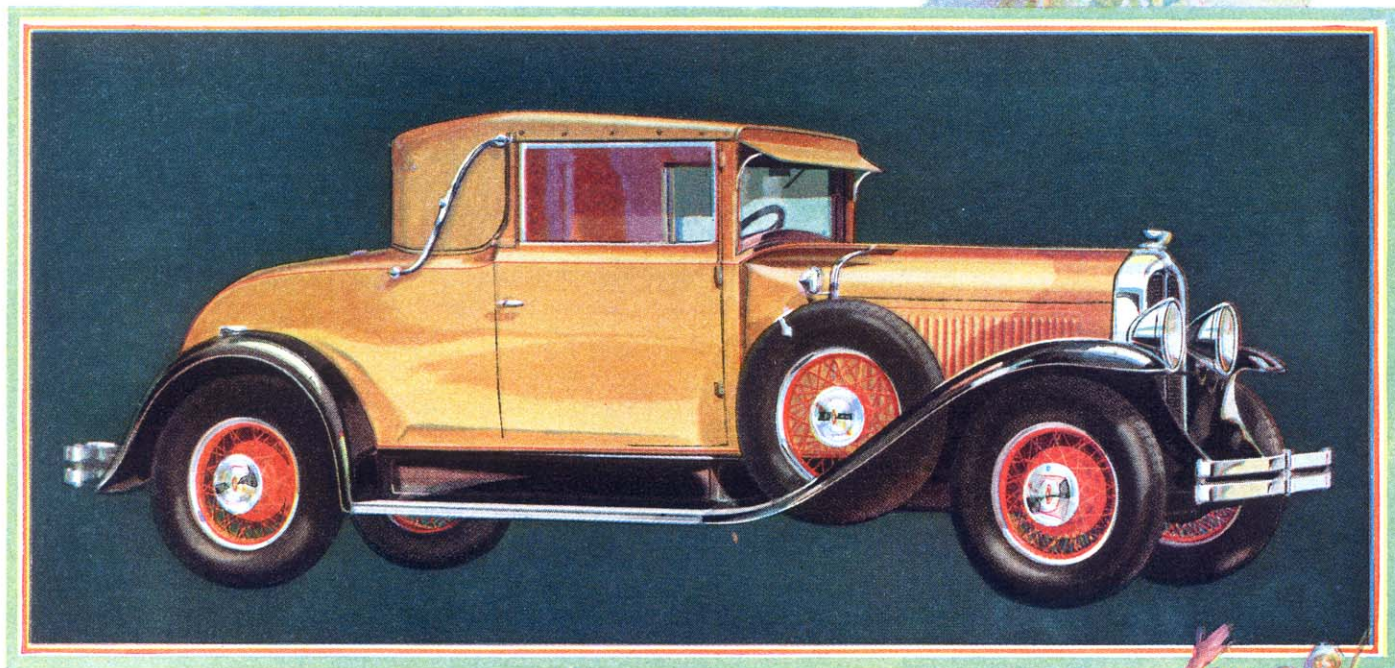


It's a big car because its qualities are big



The Cabriolet, Body by Fisher

PEOPLE have been inclined in the past to judge the bigness of an automobile by its price. If a car cost upward of a thousand dollars, it was a big car. If it cost less, it was a small car. But now all that is changed. The New Pontiac Big Six has changed it.

And in this way. It offers big car proportions, style and roominess in smart, luxurious bodies by Fisher. It offers big car power, speed and acceleration developed by a big, new engine equipped with a large, highly-perfected carburetor. It offers big car smoothness and silence achieved by means of the Harmonic Balancer which elimi-

nates crankshaft vibration, the G-M-R cylinder head which minimizes spark knock and thump in the engine, noiseless internal four-wheel brakes and many additional big car advancements. And it offers all these big car qualities at a remarkably low price.

So the New Pontiac Big Six is a big car, despite its low price, because its qualities are big. And it is enabling progressive buyers to *step up* the quality of their automobiles without leaving the low-priced field.

Pontiac Big Six, \$745 to \$895, f. o. b. Pontiac, Mich., plus delivery charges.

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICHIGAN



The New PONTIAC BIG SIX



\$745
2-DOOR SEDAN

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