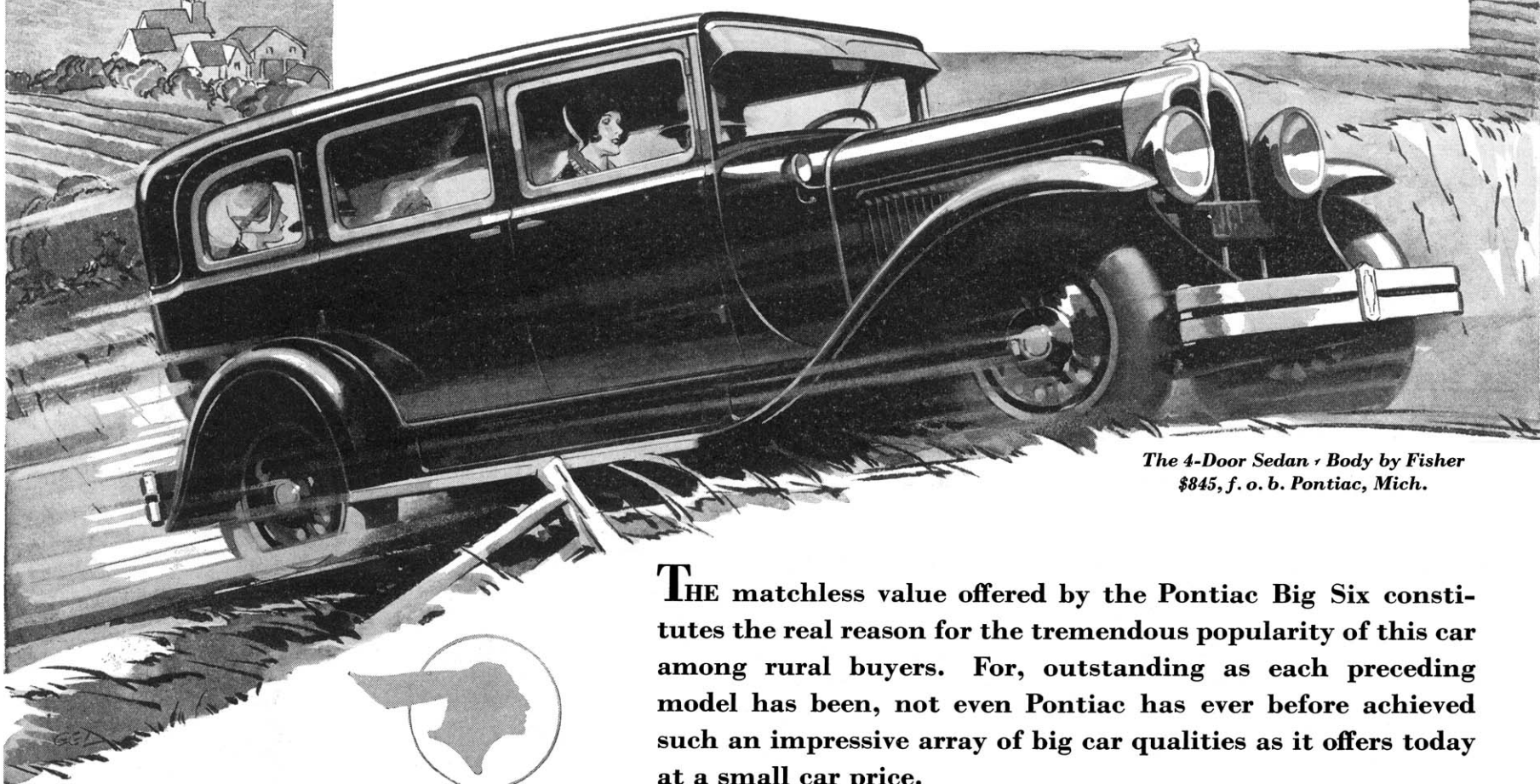


THE PONTIAC BIG SIX

PRODUCT OF
GENERAL MOTORS

at \$745 HAS NO DUPLICATE FOR VALUE



*The 4-Door Sedan, Body by Fisher
\$845, f. o. b. Pontiac, Mich.*

THE matchless value offered by the Pontiac Big Six constitutes the real reason for the tremendous popularity of this car among rural buyers. For, outstanding as each preceding model has been, not even Pontiac has ever before achieved such an impressive array of big car qualities as it offers today at a small car price.

Big car power—A big L-head engine . . . increased to 200 cubic inches of piston displacement . . . 60 horsepower at 3000 r.p.m. . . . faster . . . smoother . . . quieter . . . and quicker than ever on the getaway.

Big car durability—Full-pressure adjustable lubricating system to keep bearing friction always at the lowest possible point . . . a 53-pound, short-stroke, counter-weighted crankshaft with the Harmonic Balancer to stop torsional vibration . . . crankcase ventilation to prevent water vapor from diluting engine oil . . . automatic temperature control with a water pump to assure positive water circulation and do away with radiator shutters . . . the cross-flow radiator for efficient cooling at all speeds . . . and many additional features that make for absolute dependability and longer life for the car.

Big car safety—Two separate, independent braking systems . . . an emergency brake working on the transmission . . . and four-wheel, noiseless, internal, dirt-and-weather-proof service brakes . . . complying with all state laws and providing big car driving safety.

Big car comfort—Smart new bodies by Fisher in a wide variety of colors . . . deeply upholstered in attractive and durable materials . . . highest quality hardwood and steel construction . . . Fisher VV windshield . . . chromium-plated bright parts . . . adjustable driver's seat and innumerable other comfort features characteristic of fine car design.

Investigate these and the many other big car qualities which the Pontiac Big Six brings

you at a low price which remains unchanged. Ask an Oakland-Pontiac dealer about them. Arrange for a demonstration. Do the driving yourself. Make any comparisons you like . . . and you will find, as thousands of others already have, that there is no duplicate for Pontiac value.

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

Consider the delivered price as well as the list price when comparing automobile values . . . Oakland-Pontiac delivered prices include only reasonable charges for handling and for financing when the G.M.A.C. Time Payment Plan is used.

OAKLAND MOTOR CAR CO., PONTIAC, MICH.