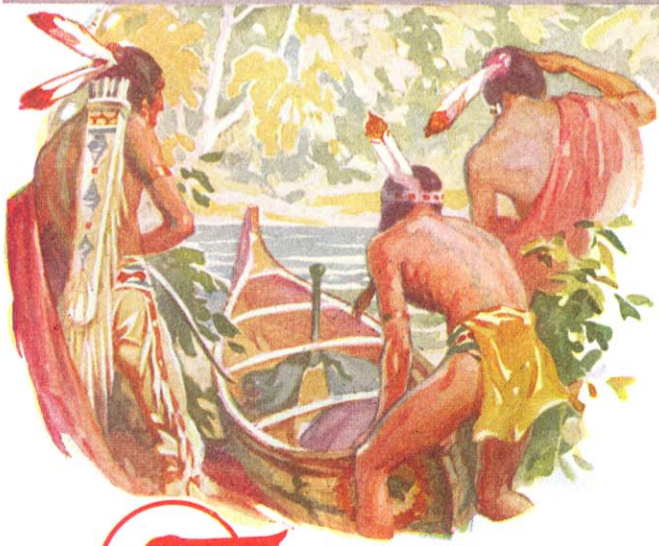
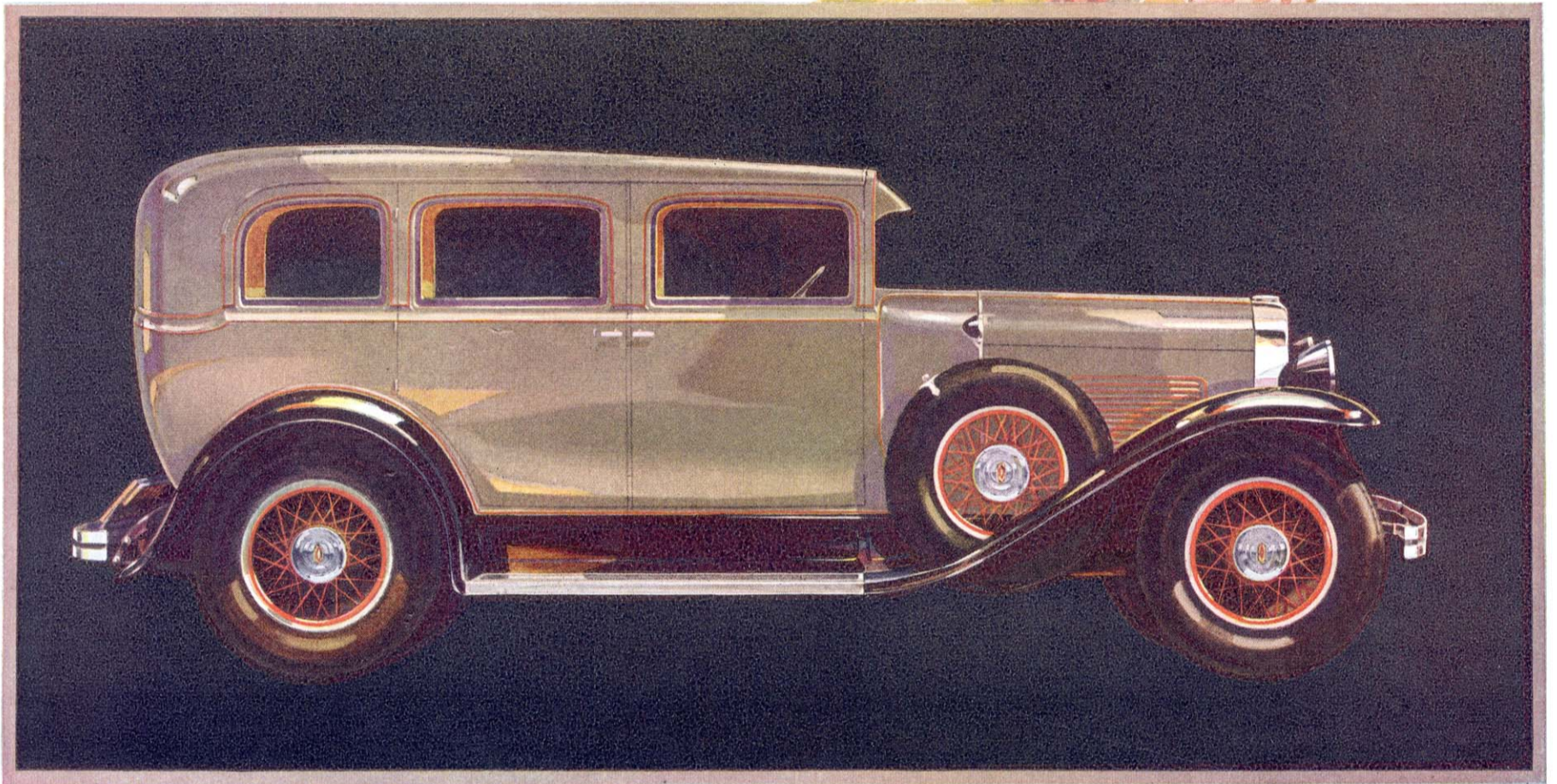
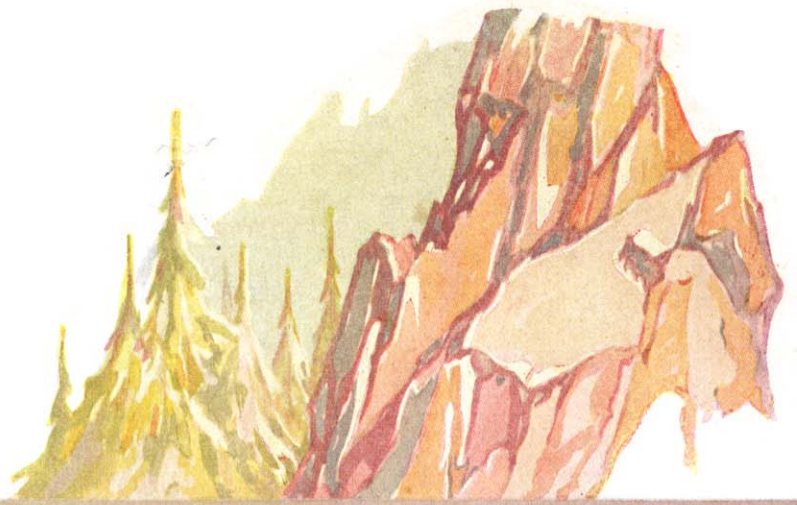


Stepping Up the Standard of what a Low-Priced Six should be . . .



FOR several years there has been an accepted value standard in each of the various motor car price groups. If you paid about so much—you got this. If you paid so much more—you got that. But now, in the field of low-priced sixes, a new standard has been established—that of the New Pontiac Big Six.

This new standard provides for big car performance—big car speed, power and acceleration. It offers big car smoothness—and the big car safety resulting from dirt-and-weather-proof internal four-wheel brakes. It offers big car luxury, beauty and style as well. That is what you get in the New Pontiac Big Six, plus the untold advantages of roomy,

beautifully appointed bodies by Fisher, flaring full-crown fenders and big car proportions in length and height.

In fact, the New Pontiac Big Six was created to bring big car standards of luxury, style and performance within the reach of those hundreds of thousands of progressive people who love fine things—and who want to *step up* the quality of their automobiles. In achieving its purpose it has raised the standard for low-priced sixes to a point far above anything ever before reached by any car in this field.

Pontiac Big Six, \$745 and up, f. o. b. factory, plus delivery charges

OAKLAND MOTOR CAR CO., PONTIAC, MICH.

The **New PONTIAC BIG SIX**

PRODUCT OF GENERAL MOTORS

