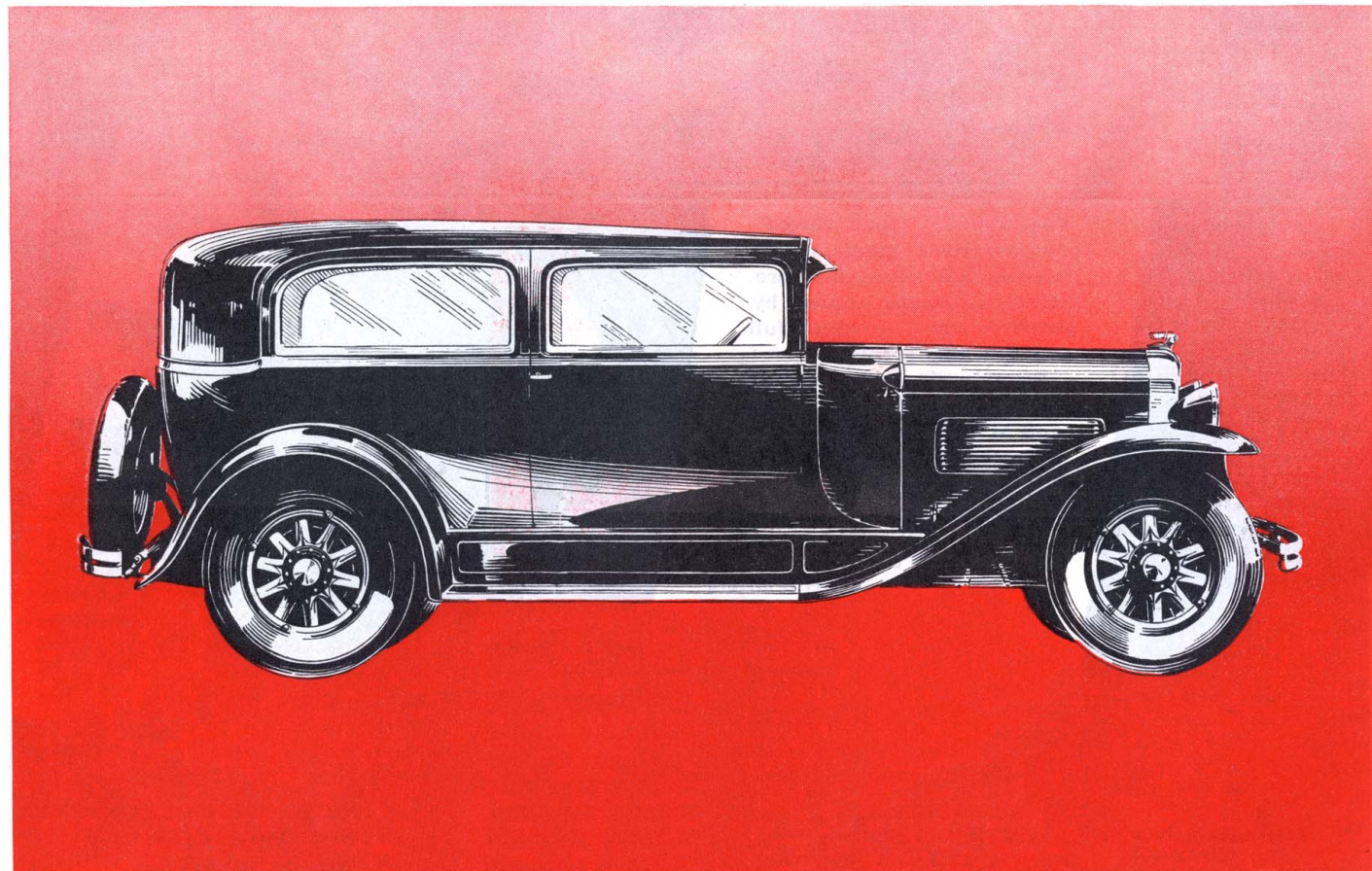


Introducing BIG CAR STANDARDS AND PERFORMANCE

OF LUXURY, STYLE AT LOW PRICES

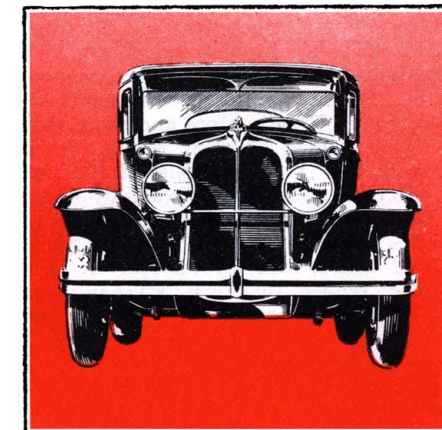


Today a new type of low cost motoring luxury is available. It embraces big car style. It provides big car riding comfort. It embodies big car quality in unseen parts. It includes big car performance even to the point of developing big car power and traveling at big car speed. It is offered by a brand new automobile—the New Pontiac Big Six.

Frankly, the New Pontiac Big Six was designed to appeal to a certain group of people. True, every motor car owner in America will find in it many things to admire. But the group for which it is primarily intended is made up of people who are beginning to move up in the world. Many of them will soon make the first important *step up* in the quality of their cars. All are progressive. The New Pontiac Big Six was designed for them.

It comes to them entirely new in appearance. Stunning new bodies by Fisher contribute to the big car beauty and style presented by the car as a whole. It offers them the luxury of a car

169 inches in overall length, with deep, richly upholstered cushions, charming appointments, the smooth-riding qualities achieved by accurately balanced



rotating mechanical parts and such advanced comfort features as adjustable drivers' seats.

It is a six, but more than just a six. It is a six with the added power of a larger L-head engine and the added smoothness imparted by a dynamically balanced counter-weighted crankshaft

and the famous Harmonic Balancer. From fan to rear axle, its "line of drive" is in accurate dynamic balance. Its new brakes are of the internal-expanding four-wheel type, protected against mud, rain and ice.

As for its performance, you can drive it at express train speed. You can watch it accelerate alongside the finest cars on the road. You can test its power under any conditions, confident of its ability to pull through. Meanwhile, it continues to provide that unmatched dependability for which every Pontiac Six has been famed.

Only a few highlights in its construction have been mentioned. Just enough to prove that the Pontiac Big Six is entirely new and capable of meeting progressive Americans' demand. But the amazing thing about it is that it gives so much big car luxury, style and performance at prices which come within practically everyone's reach!

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICH.

THE NEW
PONTIAC



BIG 6

PRODUCT
OF
GENERAL
MOTORS