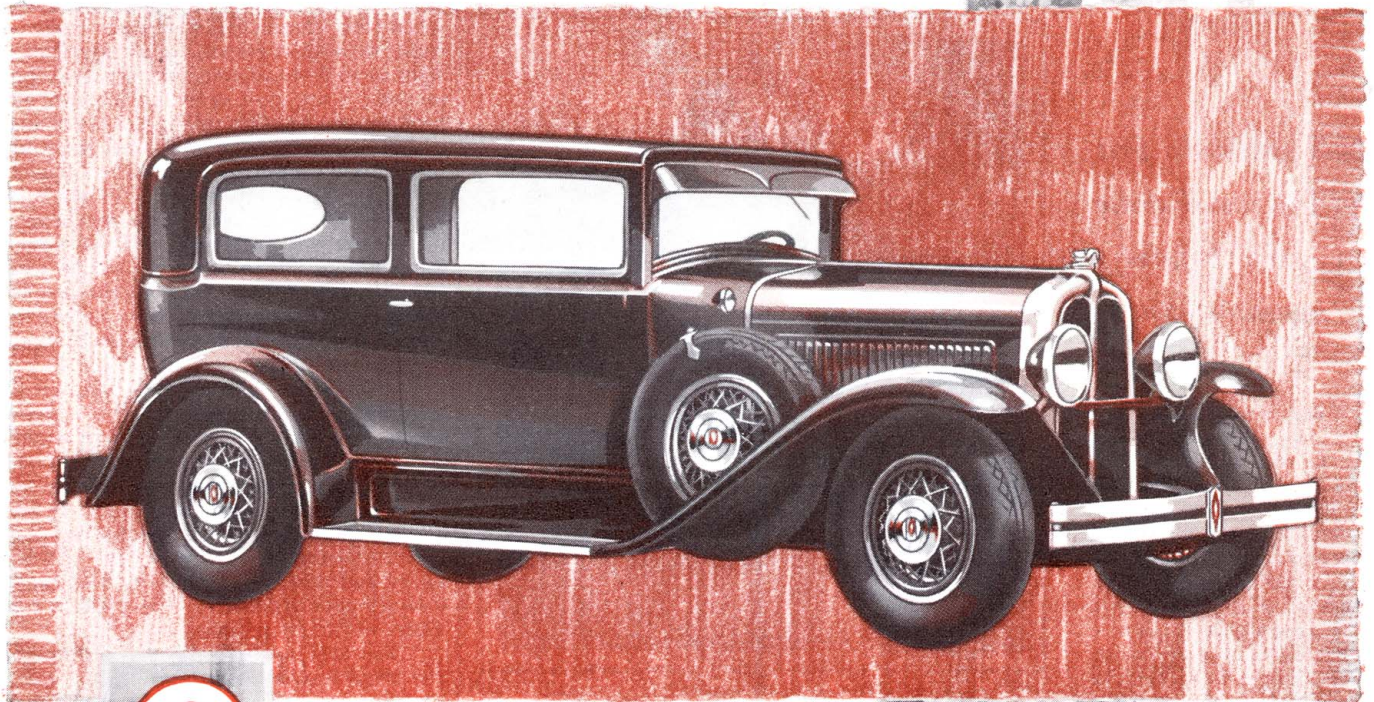


Proving that
distinction in automobiles
is not a matter of price



The 2-Door Sedan / Body by Fisher

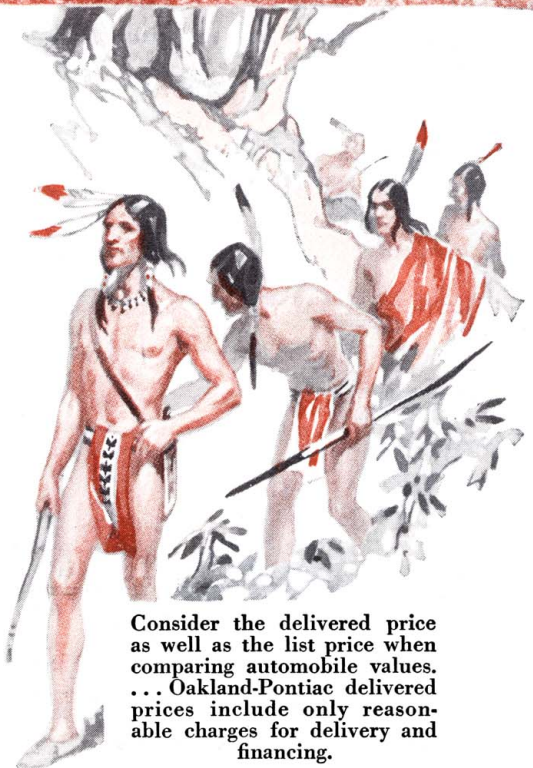
Not long ago, when you bought a low-priced car, you received a low-priced car and, to all outward appearances, nothing else. But now that condition has changed. The New Pontiac Big Six has brought big car appearance into the low-priced field. It is proving that distinction in automobiles is not a matter of price.

For in the New Pontiac Big Six you find the smart proportions and the rakish contours of a beautifully modeled Fisher body. You find flaring fenders, comparable to those on the finest cars produced today. You find a distinctive chrome-plated radiator, a sweeping hood, a rear view of attractively low and graceful lines. And you find all these in addition to the performance, long life and mechanical superiorities for which the Pontiac is famous everywhere.

Progressive Americans have discovered in the New Pontiac Big Six the car they have long been seeking. It satisfies their desire for beauty, style and big car performance. And it enables them to *step up* the quality of their cars without leaving the low-priced field.

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

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN



Consider the delivered price as well as the list price when comparing automobile values. . . . Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

The **New PONTIAC BIG SIX**

PRODUCT OF

\$745

2-DOOR SEDAN

GENERAL MOTORS