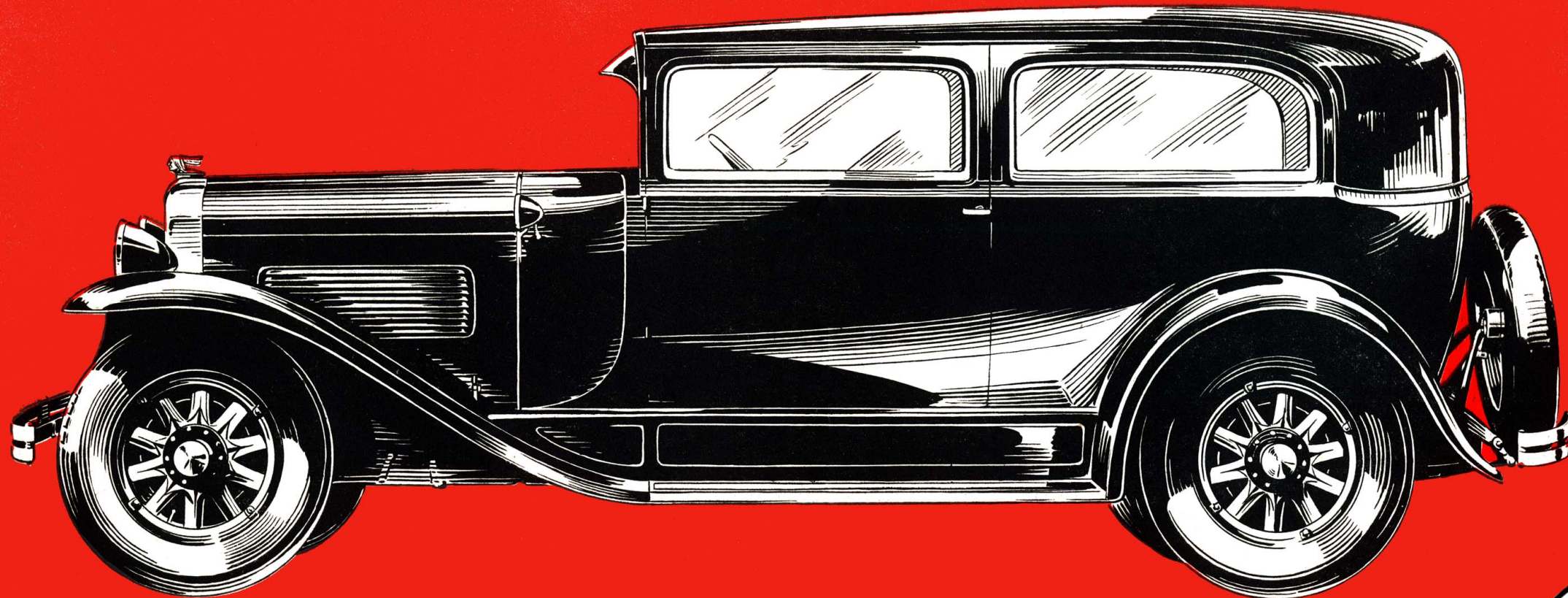




Introducing **BIG CAR** Standards of Luxury, Style and Performance at Low Prices



TODAY a new type of low-priced motor car is available. It embraces big car luxury, style and performance. It provides big car riding comfort. It embodies big car quality in unseen parts. It is 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. The New Pontiac Big Six was designed for them.

It comes to them entirely new in appearance. Stunning new bodies by Fisher contribute to its big car beauty and big car style.

It offers the luxury of a car 169 inches in overall length, with deep, richly upholstered cushions, charming appointments, and such advanced comfort features as adjustable drivers' seats.

It provides the power of a larger L-head engine and the 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 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. 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 CO., PONTIAC, MICH.

THE

NEW

PONTIAC BIG

PRODUCT OF GENERAL MOTORS

