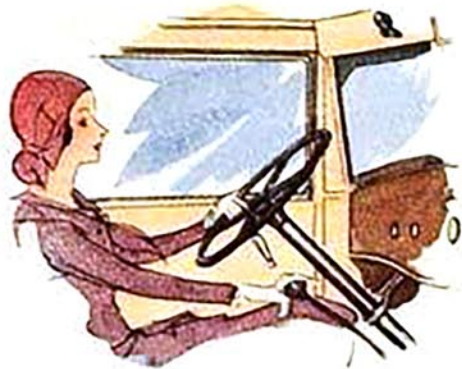


"because it satisfies a desire for quality yet helps me to practice thrift"

COMING from one who has made a gratifying success of managing her household on a moderate income, this statement will be of interest to thousands of American women: "I am happy in the choice of a New Series Pontiac Big Six, because it



The new sloping windshield protects against glare. New grouping of instruments aids convenient, easy handling.

satisfies a desire for quality, yet helps me to practice thrift."

This capable young home executive is typical of many women who drive Pontiacs. They do so because it is a car they can be proud of, and yet one which has a benevolent influence on the family budget.

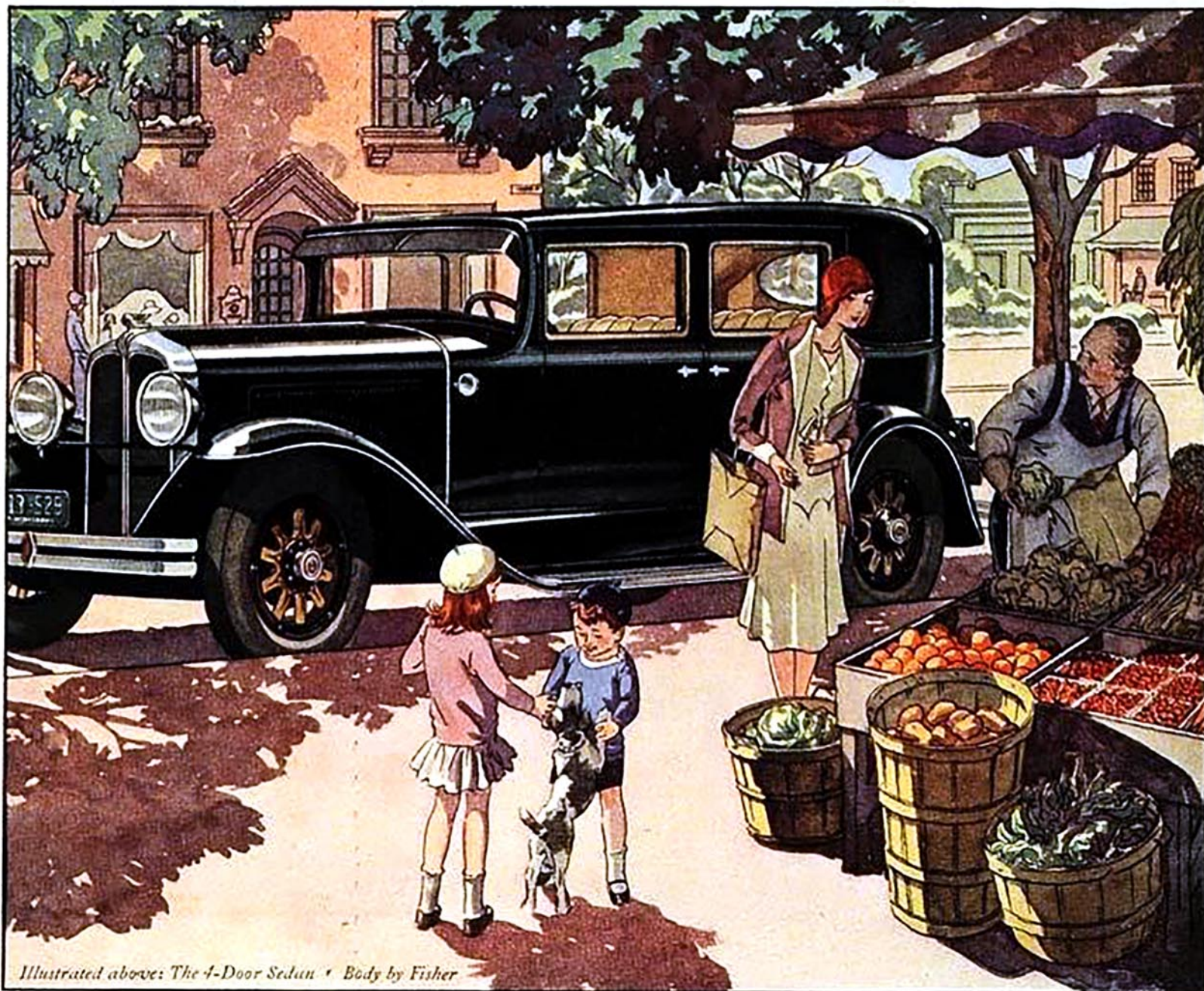
"—satisfies a desire for quality"—The first evidence of quality you'll notice in the New Series Pontiac is its big car beauty. Whether on a tour of the shops, or paying an afternoon call, or going to the movies of an evening, one is happily aware of Pontiac's smart stream-line contours, its deeply upholstered interior, its attractive Duco colors and lustrous chrome-plated bright parts. For these you may thank Fisher body designers and craftsmen.

Quality is also evident in the New Series Pontiac's many other advanced



Pontiac is a full-size car with wide doors. In it legs are never crowded, elbows have room to spare, entrance and exit are unimpeded.

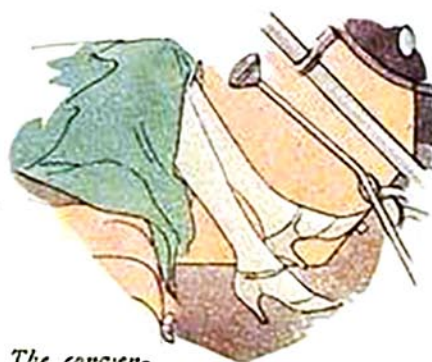
features. A new steering system acts on roller bearings and makes the car delightfully responsive, easy



Illustrated above: The 4-Door Sedan • Body by Fisher

to handle. Improved four-wheel brakes—powerful, silent, easy to operate—afford extra safety. New type engine mountings and improved Lovejoy Hydraulic Shock Absorbers provide increased smoothness and riding comfort. Gears are exceptionally easy to shift.

Features which give added protection are a sloping non-glare windshield, a toe button control for the headlamps, and a strong wood-and-steel body. On long trips, you can drive a Pontiac with complete confidence. Its progressive engineering, basic soundness of design and sturdy construction assure freedom from mechanical worries.



The convenient toe switch controls headlamps, leaves both hands free for wheel. Driver's seat can be adjusted while occupied—quickly, easily.

"—yet helps me to practice thrift"—Pontiac's impressive quality is all the more remarkable in view of its low first cost. Its basic goodness

also makes it economical to operate under all conditions, and adds years to the car's life. Consequently, by owning a Pontiac you practice thrift when you purchase, as you drive, and later when you trade it in.

We would like you to drive the New Series Pontiac Big Six and learn about its many advantages through personal experience. Ask your nearest Oakland-Pontiac dealer to arrange a demonstration. And ask him also to tell you how easily you can own this car.

Seven body types. Prices, \$745 and up, f. o. b. Pontiac, plus delivery charges.

Oakland Motor Car Co., Pontiac, Mich.

Write for an interesting booklet which illustrates and describes the design of the New Series Pontiac Big Six

NEW SERIES

PONTIAC

BIG SIX

PRODUCT OF GENERAL MOTORS

\$745
AND UP