



# Famed Big Six Value...

FROM its first year—when it shattered all new car records—Pontiac has had a splendid reputation for value. And today it is an even finer car that bears this famous name. For the Pontiac Big Six retains all the qualities which have made Pontiac so outstandingly popular and has added materially to its intrinsic worth by many important improvements.

For example . . . there is added smoothness in the 60-horsepower Pontiac engine which is now cradled on rubber cushioned engine supports. There is greater safety in the big, more efficient, weather-proof four wheel brakes . . . and in the new, sloping windshield

which lessens headlight glare at night. There is increased driving ease in the steering mechanism acting on roller bearings. There is fresh charm in the modish new bodies by Fisher . . . while Lovejoy hydraulic shock absorbers, front and rear assure you of big car riding ease at no extra cost.

With such additions as these Pontiac's Big Six value is even more pronounced. Visit a Pontiac showroom and learn the many impressive qualities of the Pontiac Big Six which a demonstration will reveal. And make full use of the G.M.A.C., General Motors' own deferred payment plan, which makes purchasing easy.



**PONTIAC BIG SIX**  
PRODUCT OF GENERAL MOTORS  
OF CANADA LIMITED

IT'S BETTER BECAUSE IT'S CANADIAN