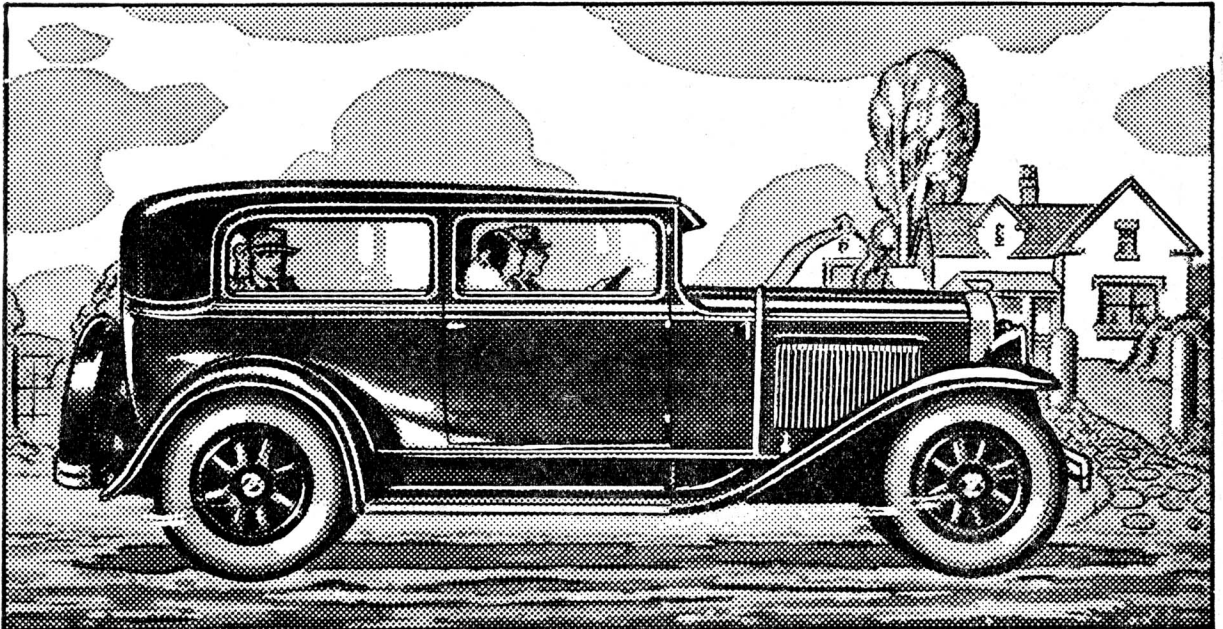




Pontiac's Added Features Mean Extra Value for You



TODAY, even more completely than before, Pontiac has anticipated every need of the country motorist, for incorporated in the Pontiac Big Six are added features that mean extra value for him.

—power, speed and pick-up provided by a 60-horsepower motor of advanced design, cradled in improved-type rubber mountings to give added smoothness.

—safety factors that include noiseless, weatherproof brakes . . . foot-controlled headlamps for easier night driving . . . road-gripping ability achieved by a better weight distribution, thus lowering the centre of gravity . . . and a sloping non-glare windshield to make motoring a pleasure under all circumstances.

—riding comfort increased by Lovejoy hydraulic shock absorbers, semi-elliptic springs and self-adjusting spring shackles and a new steering system which acts on roller bearings.

—long, low bodies beautifully conceived in 7 smart models by Fisher.

Thus, in performance, durability, comfort and safety developments . . . in actual value per dollar . . . the Pontiac Big Six offers the rural motorist the advantages of much more costly cars at a price that is surprisingly low.

Visit your dealer today. Enjoy a demonstration. We want you to see and inspect this splendid new car, to drive it . . . to know through actual experience why the added features of the Pontiac Big Six mean extra value for you!

You can use the G.M.A.C. plan of payments, a convenient way in which to buy your new Pontiac

PF-230

IT'S BETTER BECAUSE IT'S CANADIAN

PONTIAC BIG SIX