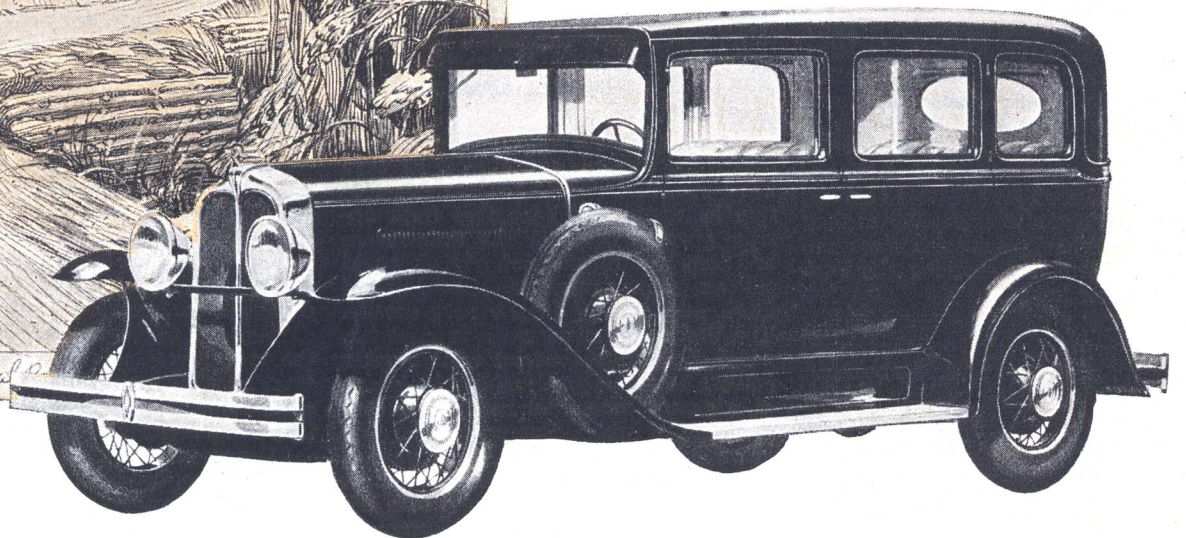


Not only greater smooth- ness . . .



Near Sinclair Summit, Kootenay National Park



TRUE, the Pontiac Big Six offers greater smoothness . . . due to the fact that the 60-horsepower engine now rests on rubber-cushioned four-point engine mountings . . . But this is only one of many developments which make the Pontiac Big Six a finer car than ever. All the changes made in Pontiac are further refinements of qualities which are already outstanding. For the fundamental excellence of Pontiac design continues to receive whole-hearted public acceptance. In its essentials this design remains unchanged.

The developments in the Pontiac Big Six are all the more noteworthy, therefore, because they definitely *add* to its high Big Six value . . . the value which has long made Pontiac famous for big car standards of performance and beauty.

The Pontiac Big Six is safer by reason of its big, internal, weatherproof brakes and the sloping windshield which lessens the glare of headlights at night. It is easier to handle as a result of a steering mechanism acting on roller bearings. It is more comfortable because of the roominess of its big car interior and because of such features as the four Lovejoy hydraulic shock absorbers. And it is made even smarter by the bodies by Fisher, finished in attractive new color harmonies.

Renowned for its long life and economy of operation . . . there is much more to learn about the extraordinary value of the Pontiac Big Six. Ask the nearest Pontiac dealer for a demonstration. Inspect the car in detail. The G.M.A.C., General Motors' own Deferred Payment Plan is always at your service.



PONTIAC BIG SIX

IT'S BETTER BECAUSE IT'S CANADIAN