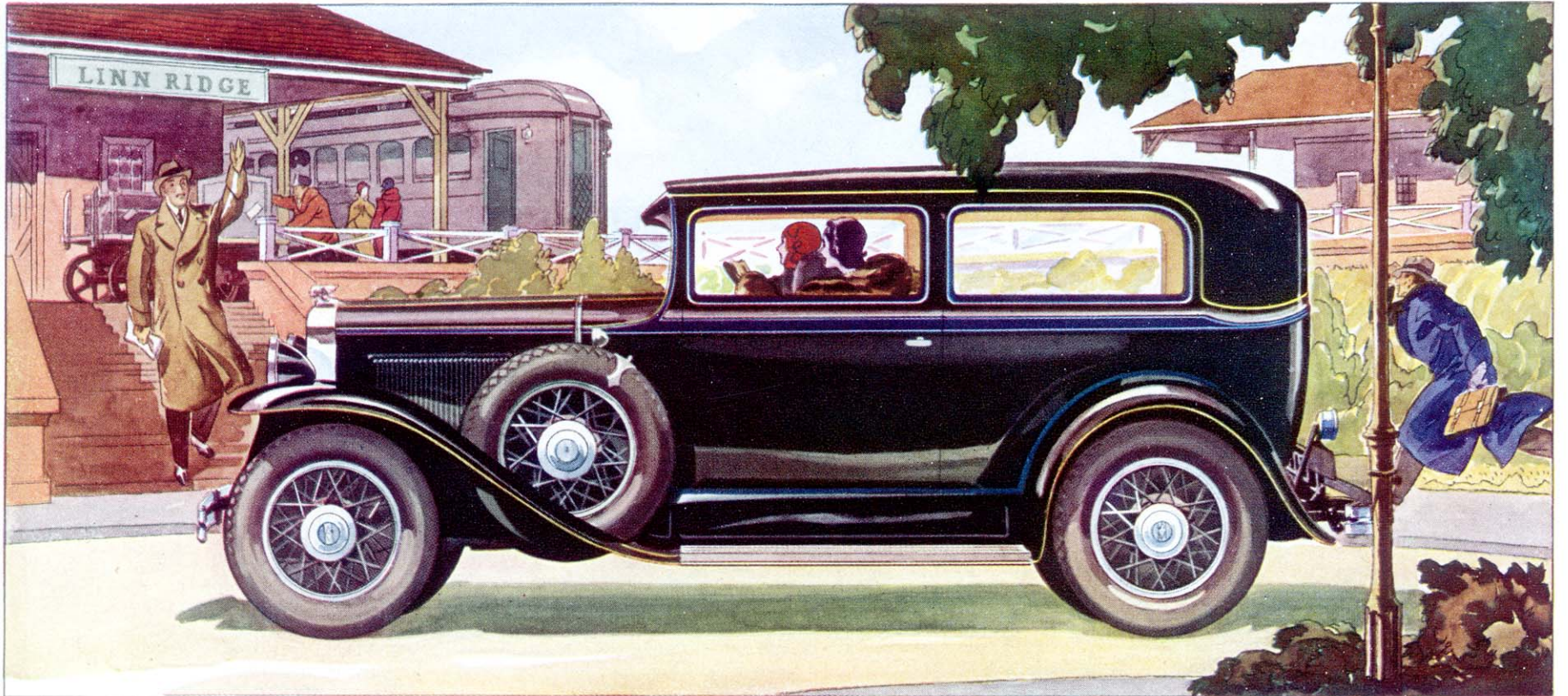


“So smart • safe • luxurious
yet so sensibly economical.”



Tonneaux are spacious, luxuriously comfortable. Upholstery is smartly tailored of durable, beautiful materials.



The 2-Door Sedan • Body by Fisher
Wire Wheel Equipment Extra

WE ARE grateful to the alert young matron who so concisely expressed this opinion of her Pontiac: “It is so smart, safe, luxurious—yet so sensibly economical.” In ten words, she crystallized what thousands upon thousands of progressive American women have learned about this automobile by driving it.



A few turns of the convenient handle and the driver's seat is adjusted for your greatest comfort.

“So Smart”—Being an obliging chauffeur, or out with the youngsters for a brisk morning spin, or just going shopping—one experiences a joyous thrill of pride at the wheel of the Pontiac Big Six. Long, low lines give its beautiful new bodies by Fisher that touch of dashing smartness characteristic of fine cars. A choice of modish Duco colors, and chrome-plated radiator, lamps and cowl band completes the perfect ensemble.

“So Safe”—Always important, particularly when there are youngsters in the car. Pontiac's large, non-squeak four-wheel brakes are exceptionally effective. They work quickly, surely,

with light pedal pressure. Fully enclosed, they are protected from mud, rain, snow or extremes of temperature. Sturdily constructed Fisher bodies, too, provide extra protection. And a safety toe button enables you to dim or brighten the headlamps without taking your hands from the wheel—a splendid convenience on unfamiliar or narrow roads when you are driving at night.

“So Luxurious”—Pontiac enjoys the luxury and comfort advantages provided by Fisher bodies. The interiors are roomy. The upholstery is trimly tailored of beautiful as well as durable materials. Cushions are wide, deep, soft. The driver's seat is adjustable. Lovejoy hydraulic shock absorbers make riding especially smooth, relaxing.

“—Yet so Sensibly Economical”—After a recital of its many exceptional qualities, Pontiac's low

price and economy of operation come as a delightful surprise. When you drive the New Series Pontiac Big Six, you will admire its mechanical excellence because you rarely have to give it a thought. Advanced engineering, over-size parts and sound basic design have resulted in Pontiac's solid reputation for economy and long life. Women say it has given them a new appreciation of how carefree motoring can be.

We hope you will visit your nearest Oakland-Pontiac showroom very soon. There you will learn why the New Series Pontiac Big Six—with its new beauty, its new smoothness, comfort and handling ease—is a finer car with a famous name. Invite your husband to come with you. He will be most agreeably surprised to discover how easy and convenient it is to own and enjoy the New Series Pontiac Big Six.

Snugly windproof, weathertight and cozy are Pontiac's Fisher bodies. Large quick-acting brakes afford extra safety.



Seven body types. Prices, \$745 and up, f. o. b. Pontiac, plus delivery charges. Oakland Motor Car Company Pontiac, Michigan

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