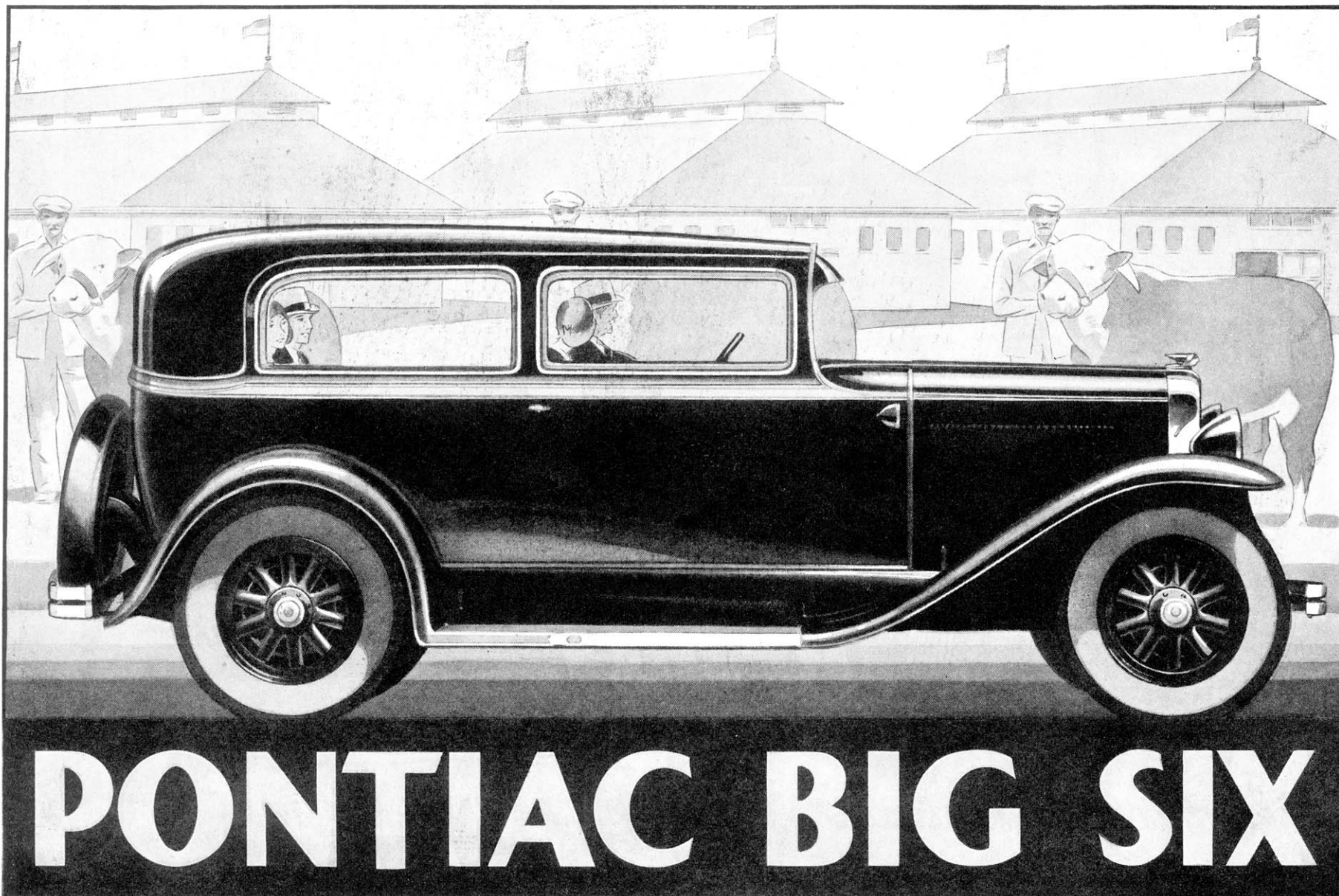


Big Value—



combining big car quality and
dependability with low cost



The 2-Door Sedan, Body by Fisher

SOME say a car is a good value if it provides reliable transportation for little money. And by that test the Pontiac Big Six, with its dependability and its big savings in first cost, upkeep and running expense, is certainly one of the very best buys on the market today.

But when you own and drive a Pontiac you quickly learn that its value includes much more than this. For Pontiac also offers you a remarkably high degree of driving safety—complete control at all times—ease of handling—big car comfort—and swift, smooth, big car performance all the year 'round. All these and other Pontiac qualities must be considered to appreciate how much motoring satisfaction Pontiac's low cost provides.

Write for an interesting booklet which illustrates and describes the design of the Pontiac Big Six with its many important improvements.

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AND UP

That is why we urge you to investigate the Pontiac Big Six. Examine its new bodies by Fisher. Ask for a trial drive. See for yourself the exceptional performance that awaits you in its great 60-horsepower engine. Notice the impressive smoothness that results from the design of its rigid crankshaft, the Harmonic Balancer and rubber engine mountings.

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