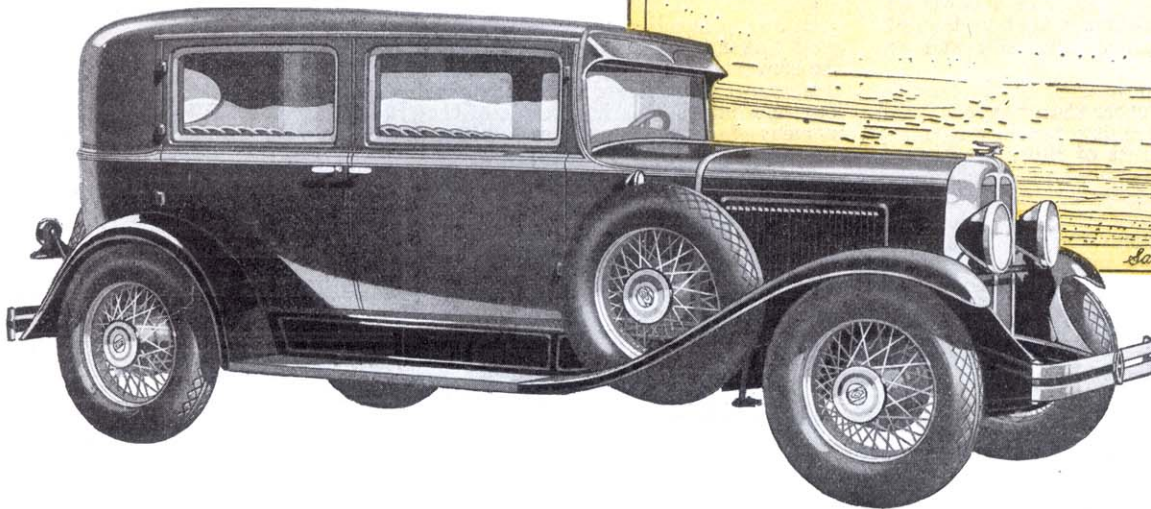
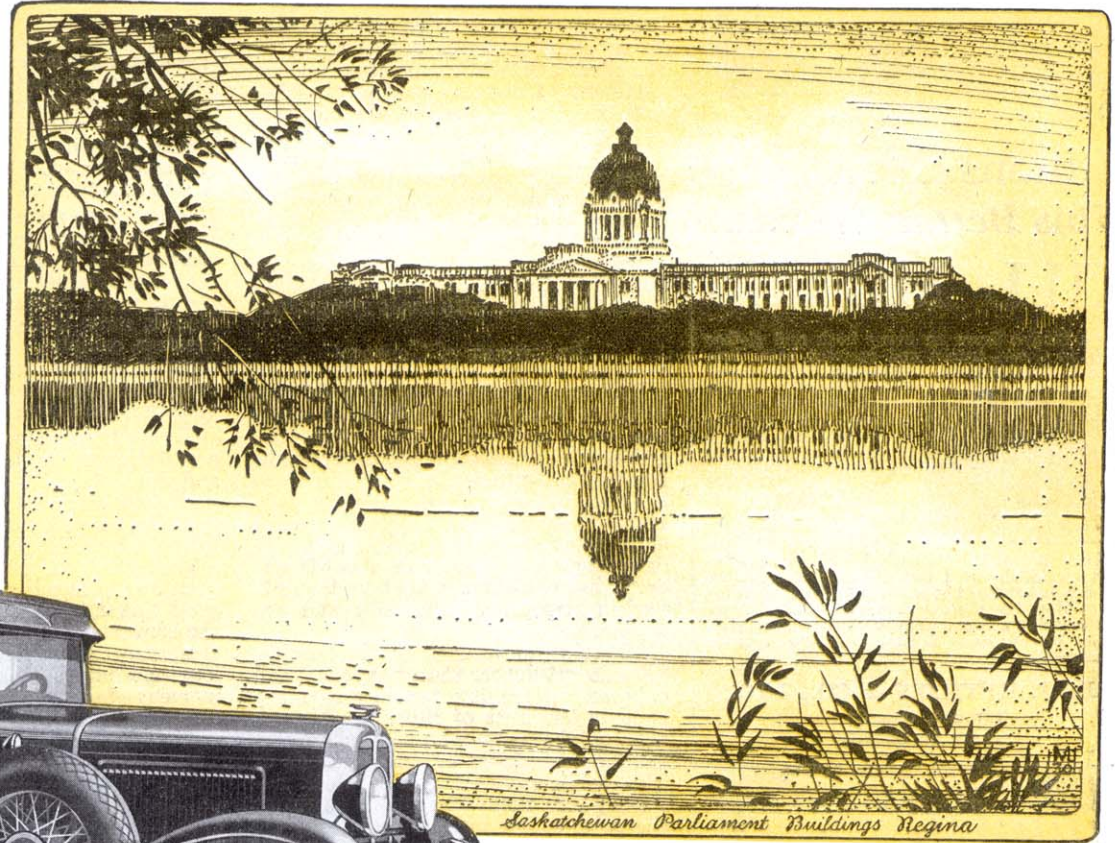


Longer Life - Greater Economy

~due to moderate
engine speed



IT is a significant fact that the big, 60 horse-power engine of the Pontiac Big Six develops maximum power and road speed *at extremely moderate engine speed*. The result is, of course, less wear on moving parts at all times . . . longer life for the engine . . . and less expense per mile of driving.

And this is only one reason why the Pontiac Big Six is so unusually long-lived and economical. New-type rubber mountings, cushion the engine from the frame. The crankshaft has a harmonic

balancer to counteract torsional vibration. Crankcase ventilation prevents water vapor from diluting the engine oil. And, as an added factor of economy, the strongly-built wood-and-steel bodies by Fisher preserve their beauty for years, and thus enhance trade-in values.

There is much more to learn about the Pontiac Big Six. See it. Drive this "finer car with a famous name." Then, if you wish, use the G.M.A.C. deferred payment plan . . . designed by General Motors for your convenience.

PONTIAC BIG SIX



IT'S BETTER BECAUSE IT'S CANADIAN