



LIFE is a great deal happier when you own a Pontiac. Healthy recreation, outdoor pleasures are easier to attain in this smooth-riding, economical car.

We have done a great many things to give you extra comfort. The car is longer and heavier than its price might lead you to expect. This is important, because you just can't get this riding comfort without such length and weight.

The springs, too, are long and heavy, and their strength is adjusted to the requirements of the different body models. There are four hydraulic shock absorbers, carefully engineered with the springs to give smooth resistance and rebound action.

Cushions of rubber, which have been placed at 43 points, play an important part in absorbing the little and always annoying

road shocks. The bodies are by Fisher and they are insulated to keep out heat and cold.

These are some of the comfort reasons that you can see. Our engineers tell us, however, that the most important reason for this unusual riding comfort can't be seen at all, but is found in the nice balance that enables the car to keep to the road so securely and take the curves so safely.

Pontiac is very economical, too. With all its comfort and size, it is one of the lowest-priced cars. Furthermore, you may purchase on low time payments through GMAC. And reasonable assurance of continued satisfactory performance is contained in the General Motors Owner Service Policy. Look in your telephone book under "General Motors Cars" for the name and address of the nearest Pontiac dealer. Ask today for a demonstration.

PONTIAC

a fine car, a modern car, a General Motors Value

