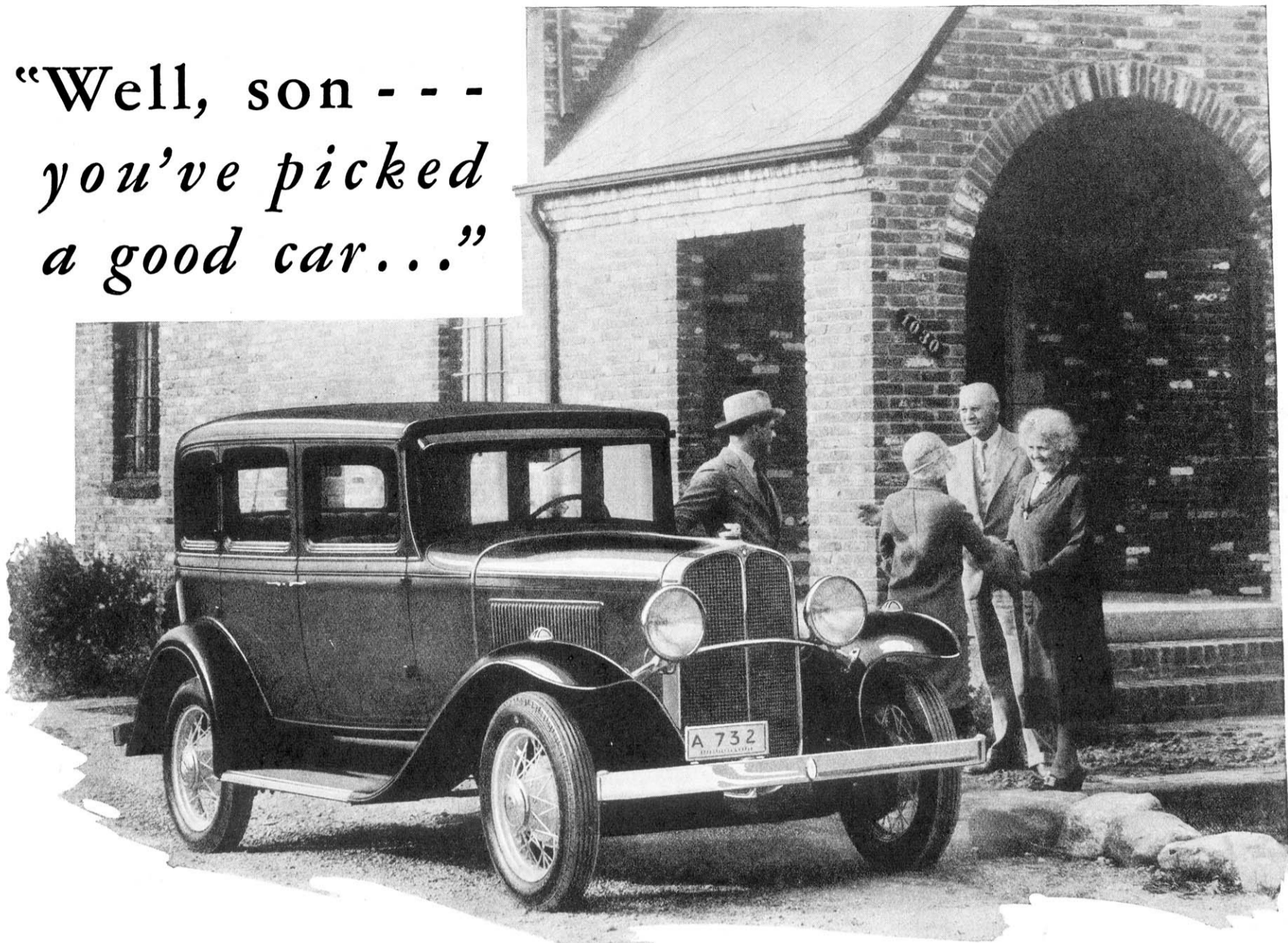


*"Well, son - - -
you've picked
a good car..."*



YOU will find that people who know substantial value, and who demand a high degree of motor car comfort and performance at reasonable cost, have always thought highly of Pontiac.

To this fine reputation, the 1931 Pontiac adds the gratifying features of larger size, bright new beauty, and many mechanical refinements to increase the pleasure and comfort of motoring.

And it is enjoyable to note that many more people can be in the happy position of owning Pontiacs because the 1931 car sells at considerably lower prices . . . as much as \$85 less than last year. This, you will agree, is a large reduction on a car so fine as Pontiac, and listing under a thousand dollars.

The modern V-shaped radiator, in gleaming chromium-

plate, presents a pleasing front view. A longer wheelbase has given the designer opportunity to create lines of graceful beauty. The spacious Fisher Bodies are furnished with rich, tasteful fabrics and finely designed hardware. Special insulation keeps them warm and comfortable.

Extraordinary efforts have been made to assure quietness and smoothness. Rubber insulation at 43 points throughout the chassis absorbs vibration and road shock, eliminates body squeaks and many points of lubrication.

The 1931 Pontiac has many items of equipment that, in view of its low cost, are agreeably surprising. There are Lovejoy hydraulic shock absorbers front and rear. Five wire wheels are standard equipment on all regular models at no extra cost.

Look under "General Motors" in

the yellow pages of your 1931 telephone directory for the address of the nearest Pontiac dealer. He will let you drive and examine this fine car. Learn the convenient GMAC terms, with the lowest rates available, on which you may buy Pontiac. Consider, also, that the dependability of the 1931 Pontiac, and your continued satisfaction, are protected by the General Motors Owner Service Policy.

NEW LOW PRICES

2 Door Sedan	\$875
4 Door Sedan	970
Sport Sedan	1015*
Sport Coupe	925*
Coupe	875
Convertible Cabriolet	970*



All prices at factory, Oshawa. Government Taxes, Bumpers and Spare Tire Extra. *Six wire wheels, fender wells and trunk rack included as standard equipment on sport models at slight extra cost.



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