



“There goes *another* thoroughbred!”

THOROUGHBREDS have both beauty and pace . . . and surely the 1931 Pontiac qualifies on these counts!

It has a stylish beauty that implies much more than its very low cost. It is also easy to manage . . . eager to obey. Speed for acceleration, speed for steady going . . . either kind comes easily, quietly and economically.

See it . . . put it through its paces for yourself. Observe its beauty, its pleasing lines



PRICED FROM
\$875
at factory, Oshawa
Taxes Extra

flowing gracefully from the new V-shaped radiator to the smart rear bumper.

Try the luxurious interiors, with that richness of upholstery and fittings that is characteristic of Fisher Bodies. These bodies are specially insulated against cold and noise.

Drive the 1931 Pontiac . . . float on rubber! The 1931 Pontiac is rubber insulated at 43 chassis points to absorb road shocks, to eliminate body squeaks as well as to muffle engine vibration.

Then too, there are many added mechanical refinements,

such as electroplated pistons which give added lubrication efficiency and longer, quiet engine life.

Inspect the stronger frame, the new air silencer. Reflect on the added value given by 5 wire wheels, as well as Lovejoy shock absorbers, as standard equipment without extra cost. Then learn how, even at its greatly lowered prices, you may buy Pontiac out of income through GMAC, General Motors own time payment plan. And how the General Motors Owner Service Policy assures your complete and lasting satisfaction.



P O N T I A C

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

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