



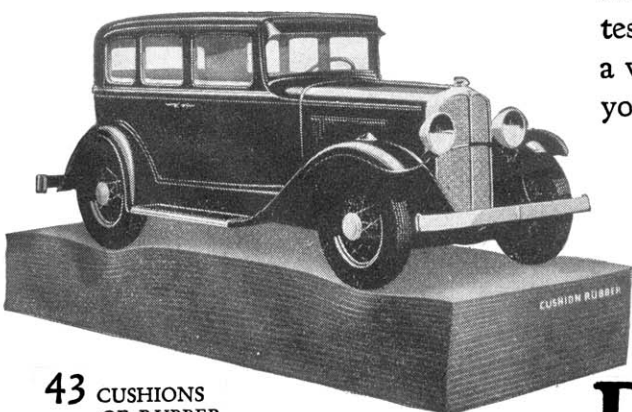
IT IS from people who know the best in transportation that we are hearing some of the most pleasant things about Pontiac. For instance, people who are accustomed to the swift, smooth flight of airplanes are among the first to exclaim over Pontiac's riding comfort. And high praise comes from families owning two or three cars—motorists who are accustomed to owning and driving the finest.

Riding comfort is perhaps the severest test—and there you'll give Pontiac a very high rating indeed. It's a car you can really relax in while driving—due to ample wheelbase, hydraulic shock absorbers, and a chassis quieted and cushioned by rubber insulation at 43 points. Then, too, Pontiac's engine is big

and powerful enough to do anything you ask—smoothly, without overworking. It's built for a long, long life of faithful service.

Furthermore, everything about Pontiac is smart and modern—lines, coloring, finish of every detail. The splendid upholstery and interior fittings would grace a really high priced car. But Pontiac sells at low prices, and you can buy on convenient time payments through GMAC.

Finally, you are extended every assurance of continued fine performance by the broad and generous provisions of the General Motors Owner Service Policy, in force at every one of the thousands of General Motors dealers throughout North America. See your dealer today and allow him to show you Pontiac's riding comfort.



43 CUSHIONS OF RUBBER

PONTIAC

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

