



"There goes another thoroughbred"

THOROUGHBREDS have both beauty and pace . . . and certainly the 1931 Pontiac qualifies!

This fine car has the sleek grace of a blooded horse . . . indeed it has a beauty and luxury much greater than its low price implies.

Large, spacious Fisher Bodies are tastefully upholstered in rich fabrics. They are carefully insulated against cold and noise. Rubber insulation at 43 chassis points smothers noise and vibration, and eliminates many bothersome points of lubrication.


As an instance of added value, note also that the 1931 Pontiac has 5 wire wheels as standard equipment on all regular models without extra cost.

Then too, you will find the 1931 Pontiac easy and comfortable to drive. It's a real thoroughbred, easy to manage, eager to obey. The famous 60 horsepower motor

has speed for acceleration and speed for steady going . . . and either kind comes easily, quietly and economically.

Put this car through its paces yourself. Consider its value . . . a General Motors value, easy to buy through GMAC, General Motors' own, time payment plan, and with continued satisfaction pledged 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.

PONTIAC

a fine car, a modern car, a General Motors value

See these models at the General Motors Show, Bay and Grenville Streets, or at our Showrooms.

TORONTO MOTOR CAR CO., LIMITED **G. W. HOGAN, LIMITED**
 348 Danforth Avenue

Downtown Uptown
 120 Adelaide St. East 2340 Yonge St. ROSS H. FAWCETT, Weston

