

IN PONTIAC YOU
GET REAL RIDING
COMFORT AS WELL
AS ECONOMY . . .

Pontiac is the low priced car that gives you riding comfort as well.

By this we mean that when you ride or drive in a Pontiac you get an entirely different kind of a ride than you really expect in a low priced car.

We have done a great many things to give you this 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, heavy, and their strength is adjusted to the requirements of the different body models. There are four hydraulic shock absorbers that have not just been added on but have been carefully engineered with the springs to give smooth spring and rebound action.

Cushions of rubber have been placed at 43 points, and these 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. This balance also prevents strain or over-exertion of the car no matter what it is expected to do.

LOW FIRST COST

Pontiac, too, is a very economical car. Its first cost is low. In fact, with all its comfort and size, it is one of the very lowest priced cars. And when it comes to you, it is factory equipped, ready for use, and the price our dealer will quote you is the price *delivered* in your home town with this equipment, which includes front and rear bumpers, four shock absorbers, five wire wheels and extra tire, tube and tire lock.

Pontiac's gasoline consumption is considered very low, and the experience of owners and fleet operators has been that its operating costs are as low as even the smallest cars.

If you, like most people, would like to have comfort *with* economy—

Drive a Pontiac!

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Other Pontiac conveniences and features are: big, weather-proof brakes . . . 17-inch thin-rim steering wheel . . . toe-button control of headlamp beams . . . indirect ventilation . . . non-glare windshield and "smoked" rear vision mirror . . . narrow body pillars and wide windows . . . upholstery in genuine whipcord, mohair or leather . . . and a big, capable motor developing a full 60 horsepower that gives you fast pickup and smooth performance at any speed. Remember, you can buy Pontiac on G. M. A. C. terms.

OAKLAND 8—PONTIAC 6
TWO FINE CARS

riding comfort



PONTIAC

AN OUTSTANDING GENERAL MOTORS VALUE