

**43 CUSHIONS OF RUBBER
BETWEEN YOU AND THE
ROAD**

You get riding comfort in Pontiac, and you don't have to pay a lot for it, either. Pontiac costs just a little more than the lowest-priced cars, and yet . . .

You find cushions of rubber preventing metal contacts at 43 points—taking up road shocks and vibration. *That* says pleasant riding, doesn't it?

You get four hydraulic shock absorbers which are not just "accessories," but are built in so that they gently equalize the spring action. Another real advantage—especially on rough roads!

You learn that the springs themselves are long, flexible, and nicely adapted to the car's weight.

Because of long wheelbase, you find ample provision for riding comfort there, too.

Driving the Pontiac, you feel how securely it holds the road. There is adequate weight and the car is finely balanced and soundly built throughout.

Expecting much of the Fisher Body, you get *more*. . . . Seat cushions rest on springs of the "tied-down" type found in fine chairs. Body insulation plus snug windows and doors shuts out heat, cold and dampness. Upholstery is genuine mohair or whipcord. Notice the many little refinements, too, such as the non-glare windshield, "smoked" rear-vision mirror, and toe-button light control.

DEPENDABILITY, 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.

Pontiac's braking power is obvious the moment you feel the big, easy-working brakes grip the wheels.

And of course many things of which you are hardly aware—such as electroplated pistons in matched sets, and the hairbreadth accuracy of bearings and crankshaft and all moving parts—are mighty important factors in Pontiac's mile-after-mile dependability!

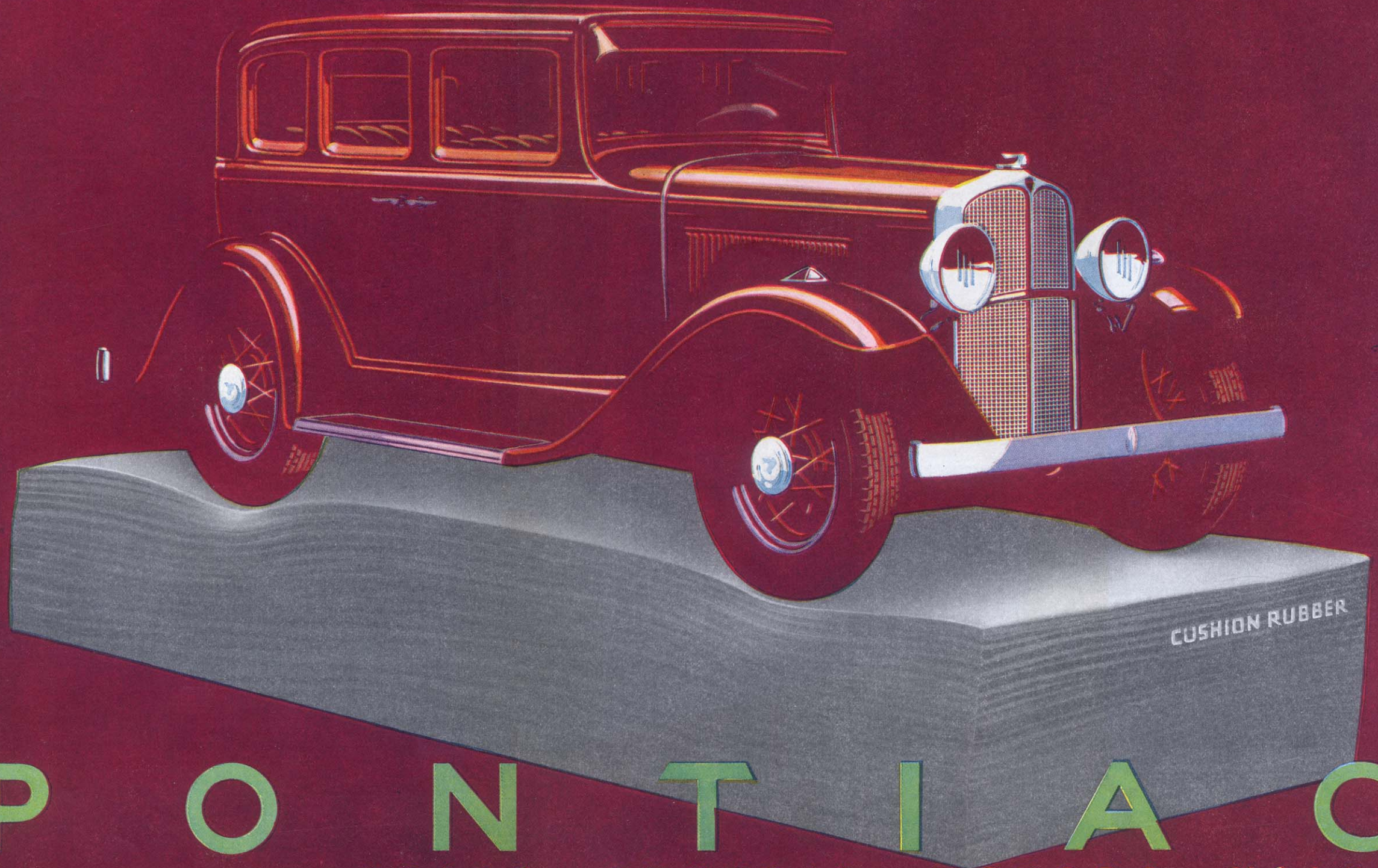
* * *

The low price your dealer quotes on Pontiac is the price *delivered* to you with full factory equipment, including front and rear bumpers, four shock absorbers, five wire wheels, and extra tire, tube, and tire lock . . . convenient G. M. A. C. terms if you want to purchase on deferred payments.

Drive a Pontiac. Experience its riding comfort—its reliability. You'll call it an outstanding value.

**OAKLAND 8—PONTIAC 6
TWO FINE CARS**

riding comfort



PONTIAC
AN OUTSTANDING GENERAL MOTORS VALUE