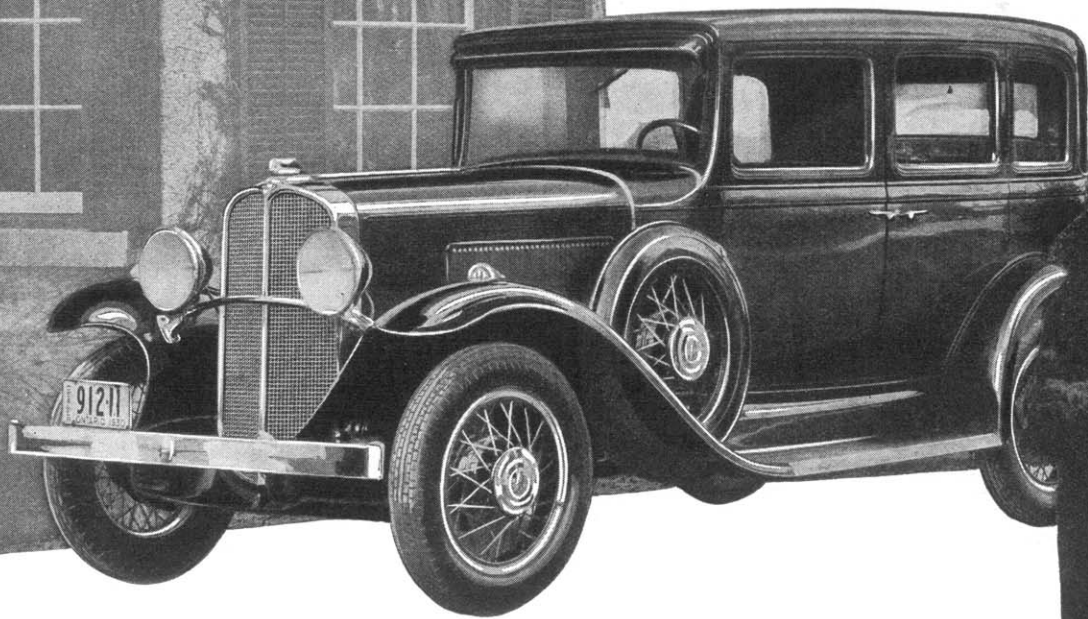


“The 1931 Pontiac ... Isn't it a beauty?”



TRULY the 1931 Pontiac is a beautiful car. From the distinguished V-shaped radiator, with its in-built chromium-plated screen, to the rear bumper, the flow and sweep of its lines are pleasing and conform to the most modern ideas.

But the 1931 Pontiac is more than beautiful. It is a practical car. Great economy, dependability and serviceability are disguised in its beauty.

Notwithstanding its new beauty, its refinements, and its larger size, the 1931 Pontiac sells at lower prices. On seeing this car you will be cheered by the value which General Motors has made possible.

You will find a larger car—longer, more spacious and more restful. This added size makes possible more pleasing lines. Other details of appearance that will be noted are the graceful, one-piece fenders, the useful and decorative fender parking lamps and the generous use of chromium plating.

The new Fisher Bodies, of com-



bination hardwood and steel construction, assure lasting quietness. Interiors are luxurious. Greater vision is attained through narrower windshield posts. Insulation protects the driver's compartment from heat and cold.

In consideration of the owner's comfort and pleasure, General Motors has included many mechanical refinements in the 1931 Pontiac, so that it will be known for its riding ease, smoothness and quietness. For instance, there are 43 points of rubber insulation throughout the chassis to absorb vibration, muffle chassis noises and smother road shocks.

There is a new air silencer that chokes “power roar.” The frame has been greatly strengthened. Pistons are electroplated to assure a closer fit and assist lubrication. Proven elements, such as the harmonic

balancer, the cross-flow radiator and Lovejoy shock absorbers are continued. As another indication of added value, five wire wheels are standard equipment at no extra cost on all regular models.

The new 1931 Pontiac may be purchased out of income through the facilities of G M A C, General Motors own deferred payment plan, with the lowest rates available. Your complete and continued satisfaction is assured by the protection of the liberal General Motors Owner Service Policy.



PONTIAC

.... a fine car, a modern car, a great value

THERE IS A PONTIAC DEALER NEAR YOU TO SERVE YOU