

... YOU GET REAL  
MOTORING COMFORT  
WITH LOW PRICE

... Costing only a little more than the lowest-priced cars, Pontiac gives you riding comfort.

Pontiac's seat cushions have more than just softness and form-fitting depth. . . . They rest on springs of the "tied down" type which furniture makers put into fine chairs.

The hydraulic shock absorbers, instead of working independently, are designed to soften and equalize spring action.

Built into Pontiac at 43 important points are thick rubber pads—they take up vibration that escapes springs and shock absorbers.

The Fisher body is tightly insulated against heat, cold and dampness. . . . The driver's seat adjusts to the position most comfortable for you. . . . There is indirect ventilation . . . a non-glare windshield . . . a "smoked" rear-vision mirror.

And out on the road you learn that Pontiac has weight and balance for secure steadiness—steers at a light touch—brakes easily and positively.

## BEAUTY, TOO

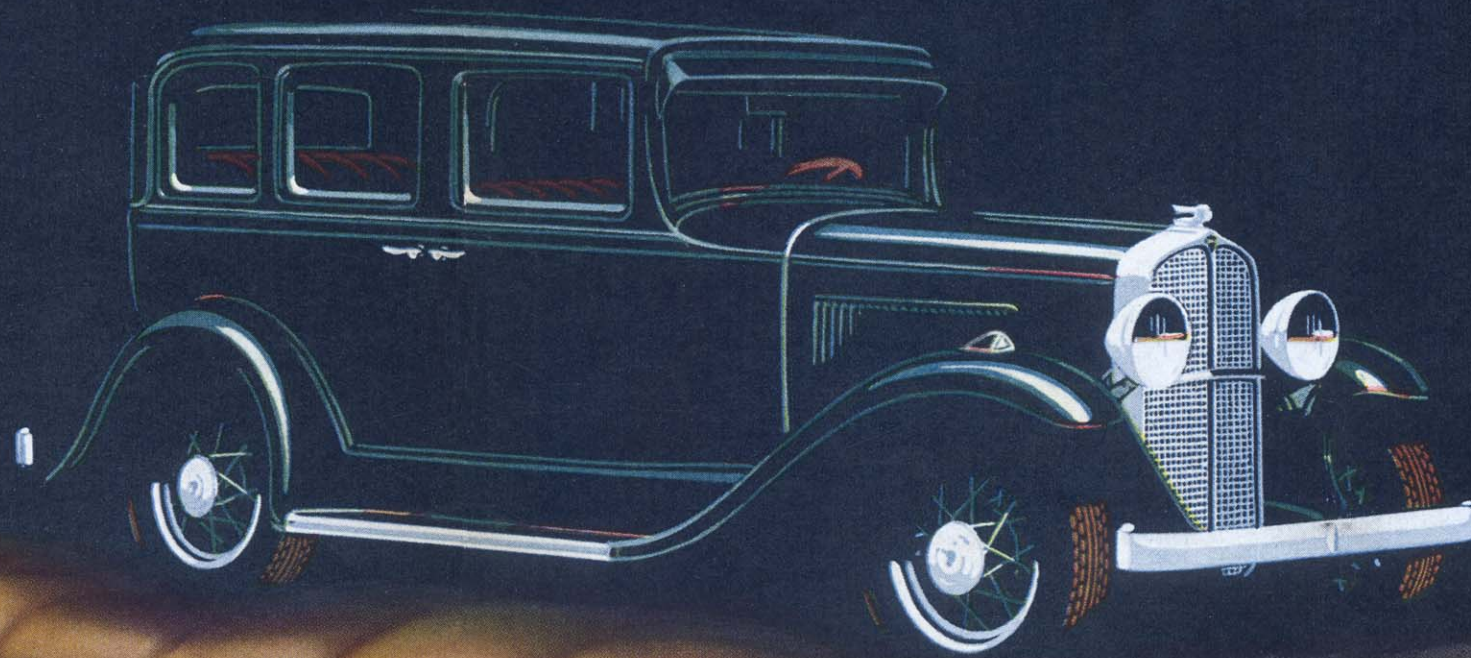
Built low to the ground and ample in length, Pontiac has the sweeping lines you want today. The deep "V" radiator with its chrome screen makes the front view distinctive. Heavy single-bar bumpers add a lot—as do tailored splash aprons and neat built-in fender lamps. Fine whipcord or mohair upholstery gives the interior genuine quality. Fittings and finish are impressive.

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Drive this smart car with its powerful, dependable engine—learn its low fuel consumption—feel the unusual comfort. Pontiac is indeed an outstanding value. And the value is still greater when you consider that Pontiac's price, delivered to you, includes complete factory equipment—front and rear bumpers, hydraulic shock absorbers, five wire wheels, and extra tire, tube and tire lock. Remember, too, that if you wish to purchase on time, you have the advantage of G. M. A. C. convenient terms.

OAKLAND 8—PONTIAC 6  
TWO FINE CARS

# riding comfort



# PONTIAC

AN OUTSTANDING GENERAL MOTORS VALUE