

Sunny days ahead—new highways and byways to discover new thoughts, new hopes . . .

For your own and your family's enjoyment, now is an ideal time to trade in your worn and travel-tired car on a smart, new, up-to-the-minute Pontiac.

Pontiac — you know — is the low price car that "has everything."

By that, we do not mean that it is the largest or most luxurious car you can buy. But we do say that it has the wheelbase, weight, roominess and luxury of finish to assure your entire comfort. We do not say it is "the fastest thing on wheels," but any Pontiac will deliver speed to match your most exhilarated mood, and thrill you with its performance all day. Its riding comfort is exceptional. Ride Control adjusts

shock absorber action to every type of road and to any number of passengers. Then, there is a complete

system of rubber cushioning, with live-rubber pads insulating the motor, springs, axles, frame and body — 47 points in all. Pontiac has this year's important engineering developments . . . Syncro-Mesh transmission with quiet second gear . . . Free Wheeling . . . greater power and speed, yet economy of fuel and oil . . . new, roomy Fisher bodies . . . inside locks on all doors . . . full pressure lubrication even to piston pins . . . and many other features - yet this big Six costs no more to own, and little more to buy, than cars built for economy alone.

Look, then, to Pontiac for the motoring qualities you want. Check its low delivered prices with the dealer in your community. Compare it with the car you now own by driving

> Pontiac personally over any testing ground of your choosing. Then, and only then, can you truly appreciate the value that Pontiac offers in the low-price field.

IN CANADA