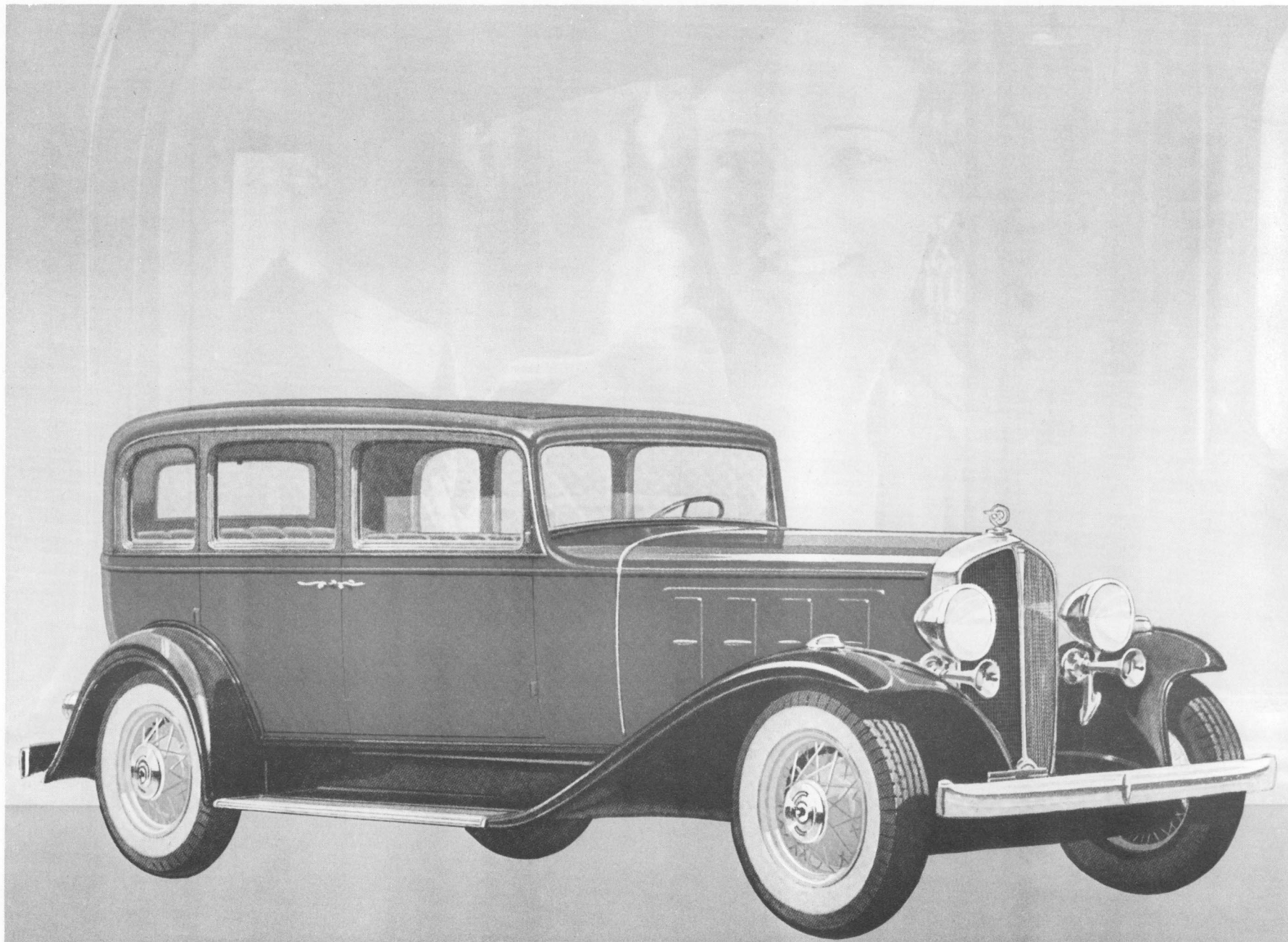


*step out in style and comfort*



## PONTIAC GIVES YOU FINE-CAR LUXURY AT A LOW PRICE

Pleasure bound? A dance at the Country Club . . . a gay dinner party on a roof garden under the stars . . . a week-end jaunt to some place where smart people and smart cars gather? Then step out in style and comfort in a new Pontiac Six or V-Eight.

Never, we believe, has a car of Pontiac's low price so richly deserved to be called "luxurious." Its Fisher bodies are strikingly beautiful and harmonious in proportions. Its smart V-shaped radiator and sharply slanting windshield proclaim it a car styled in the distinctively new manner of today.


Inside the car, luxury abounds. In big-car roominess—in rich fabrics and faultless appointments—in deep, wide seats and high, carefully fashioned backs. And Pontiac's extra long wheelbase, Ride Control and live-rubber insulation at 47 chassis points assure that smooth, cushioned riding ease formerly found only in the most expensive cars.

The powerful Pontiac motor—either the Six or the V-Eight—gives you a type of performance

warranted to delight you and to thrill your friends. With improved Syncro-Mesh transmission, getaway is swift, smooth and silent. Pontiac's high top speed is faster than the average driver ever cares to drive. Free Wheeling is, of course, standard equipment. And there is power and stamina in these big Pontiac motors to meet any demand you may make of them, easily and without strain.

We hope you will see and drive the Pontiac. You will find, we believe, that it is an outstanding General Motors value, and that it offers all the advantages you want in your automobile at a very low price. The Pontiac Six has recently been reduced in price and is now offered at the lowest cost in its history. If you care to buy on G.M.A.C. terms, you'll find the down payment very little more than that of the lowest priced car you can buy.

In the delightful summer months ahead—step out in style and comfort and enjoy yourself. You can do it inexpensively in a new Pontiac.

CHIEF OF  VALUES

# NEW PONTIAC 6 AND V-8