

Smooth riding . . .

nothing quite so smooth in the *low price field*

Of all the qualities in your motor car which give you enjoyment, probably the most important is—*riding comfort!*

So consider Pontiac on that basis. Comfort depends on smoothness—and it is our sincere opinion that no low price car is quite so smooth as Pontiac.

Smooth riding requires ample wheelbase. *The Pontiac Six leads all other low price cars in this respect with a wheelbase of 114 inches.* This extra length enables Fisher craftsmen to build bodies which are spacious and genuinely comfortable. You enjoy in Pontiac the wide, deep seats and the leg room which some buyers pay hundreds of dollars more to obtain.

Another Pontiac feature, new in any low price car, is Ride Control. With a convenient button on the dash, you can instantly adjust the hydraulic shock absorbers to assure smooth, easy riding regardless of road conditions or number of passengers.

Then, too, Pontiac has a complete system of rubber cushioning throughout motor, chassis and body. At 47 points, metal-to-metal contact has been completely eliminated by means of live-rubber insulation. Even the shock absorbers are insulated from the frame. What this means to smooth riding is obvious. The same is true of the long, easy-acting springs, which are enclosed, self-lubricating and free from rattles.

Pontiac's big, powerful motor is an important factor. This motor answers every demand—even to holding its top speed of 70 honest miles per hour—with an ease that sets you completely at rest. Pontiac's improved Syncro-Mesh transmission makes gear-shifting a smooth, silent motion—and Free Wheeling adds the final essential to restful, comfortable travel.

These are the reasons why we say that, in Pontiac, you enjoy smoothness and comfort totally new to the low price field. Try the Pontiac—and see for yourself what a pleasantly different ride it gives you—a ride comparable to the performance and comfort of cars costing hundreds of dollars more.

**CHIEF OF
VALUES**



NEW PONTIAC 6 AND V-8

Tune in on PAUL WHITEMAN and his "Pontiac Chieftains" every Friday evening—NBC coast-to-coast Blue Network at 10 o'clock E.S.T.