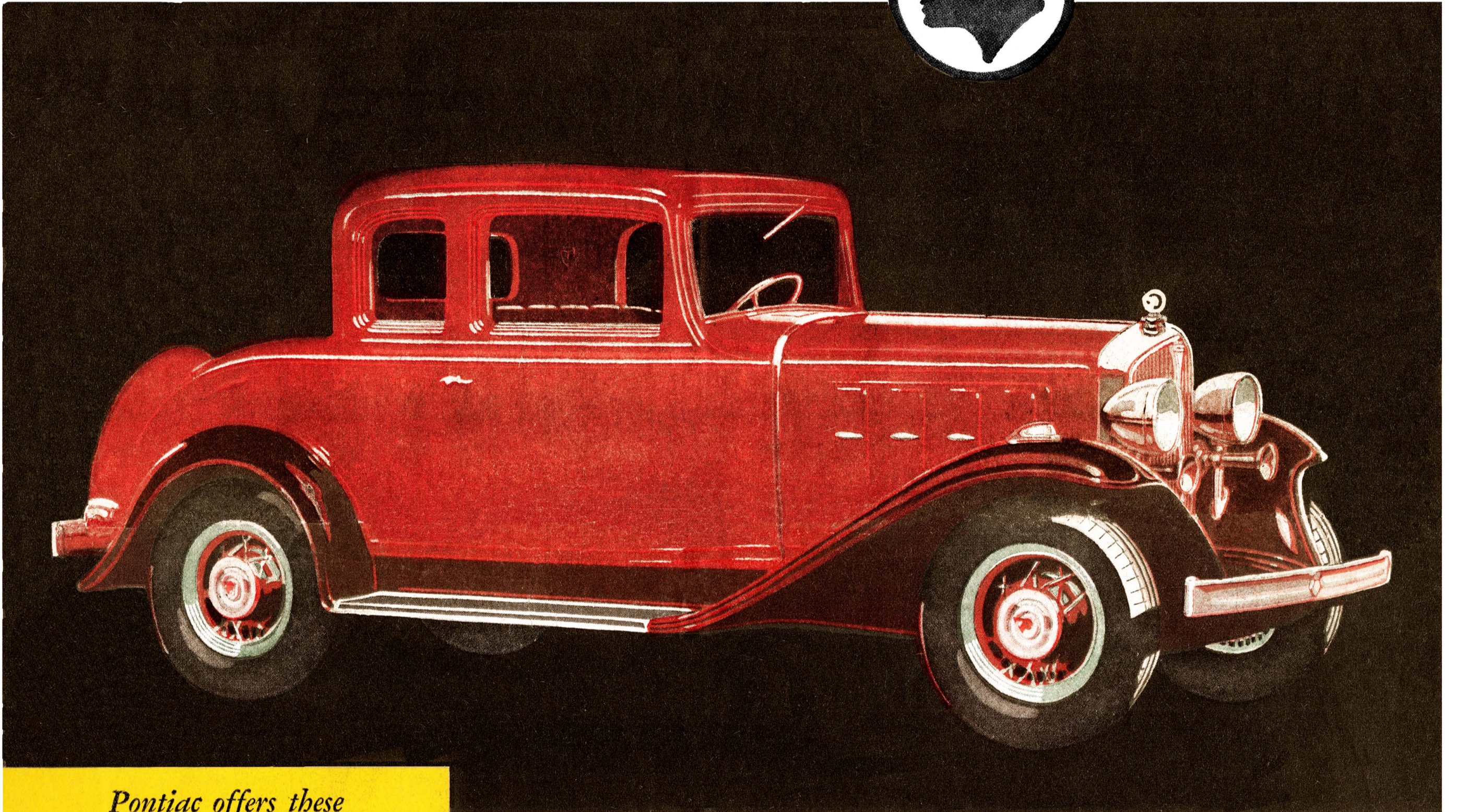
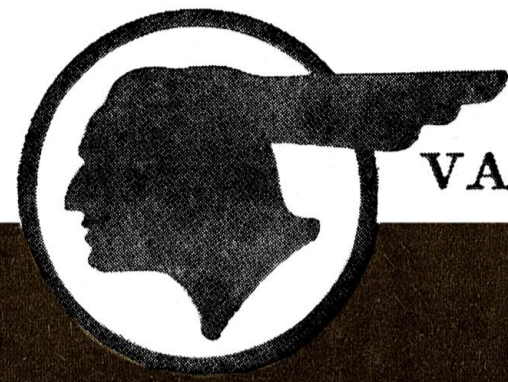


# Pontiac

the low-priced car *that has everything*

CHIEF OF VALUES



*Pontiac offers these important developments at no extra cost*

- SYNCO-MESH
- 
- QUIET SECOND
- 
- FREE WHEELING
- 
- RIDE CONTROL
- 
- LONGER WHEELBASE
- 
- INCREASED POWER AND HIGH SPEED
- 
- GREATER ECONOMY
- 
- NEW, ROOMIER FISHER BODIES
- 
- RUBBER CUSHIONING AT 47 CHASSIS POINTS
- 
- ENCLOSED SPRINGS

## THE NEW PONTIAC SIX

**Brings the Important Developments of the Year to the Low-Price Field**

Riding comfort, great power and speed, modern styling, and 1932's modern advantages—these you find in the new Pontiac Six.

*Yet Pontiac's price is low—and its running expense actually no more than in cars built for economy alone.*

With the new Syncro-Mesh transmission, shifting is effortless. The new second gear is *quiet*. In free wheeling you coast along, then slip back into gear again without touching the clutch. . . . *Pontiac gives you not just one of these improvements, but all three—Syncro-Mesh, quiet second, free wheeling—at no extra cost.*

Few cars will match you when lights say "Go," or on the open road. Pontiac has a big, powerful motor—no wonder you get extra speed, extra power, extra life.

Riding comfort is yours. By simply moving the Ride Control button, you can adjust shock absorber action to rough or smooth roads. Then, Pontiac has a long wheelbase, rubber cushioning at 47 chassis points, and enclosed self-lubricating springs.

There's unusual quality in the new Pontiac interior. Well-tailored upholstery . . . easy-reading clock-type instruments on the dash . . . attractive appointments. Examine Pontiac closely . . . let us demonstrate it. You'll agree it is indeed an outstanding General Motors value. Buy, if you wish, on G. M. A. C. terms.

## THE NEW PONTIAC V-8

**Offers the Distinction of V-8 Performance at a List Price under \$850**

You know it is the V-type motor that makes some of the world's finest cars so brilliant and reliable. Traditionally, this distinguished power plant has been reserved for expensive cars.

*But now it is offered in a splendid new Pontiac at a list price less than \$850—the only V-Eight anywhere near that price.*

If you have owned smaller, less capable cars, the Pontiac V-Eight will enable you to advance all your motoring standards without greatly increasing your expenditure. If you are accustomed to driving expensive cars, Pontiac V-Eight will give you most of the same advantages at far lower cost.

Of course Pontiac V-Eight has the year's important new advantages—Syncro-Mesh, quiet second gear, free wheeling, and Ride Control, all at no extra cost. Naturally, too, it has the weight and strength a powerful, fast car needs for fine balance—and ample length to permit roominess inside the bodies.

Most important, too, Fisher craftsmen have given Pontiac bodies every benefit of beautiful design and rich interior finish.

Test the Pontiac V-Eight according to your own most exacting tastes. Let us show you how it has brought engineering leadership and luxury of riding to a price never before known in automotive history for a car of this type.

WESTLAWN MOTOR SALES  
12025 GRAND RIVER AVENUE  
DETROIT, MICH.

GOREY WOOD MTR. SLS., INC.  
118-20 MICHIGAN AVENUE  
DEARBORN, MICH.

OLIVER CADILLAC CO.  
208 W. 5TH STREET  
ROYAL OAK, MICH.

SCHIESEL & MALONE, INC.  
8057 GRATIOT AVENUE  
DETROIT, MICH.

E. H. COOK MOTOR SALES CO.  
6666 VAN DYKE AVENUE  
DETROIT, MICH.

CHIEF MOTOR SALES, INC.  
6520 MICHIGAN AVE.  
DETROIT, MICH.

OAKLAND MOTOR CAR CO.  
(Retail Branches)

Main—6400 SECOND BOULEVARD  
East Side—14615 E. JEFFERSON AVE.

West Side—8600 GRAND RIVER AVE.  
Northwest—15385 LIVERNOIS AVE.

KRAMER & EBERTS  
MOTOR SALES  
10222-26 W. JEFFERSON AVENUE  
DETROIT, MICH.

FULLER MOTOR SALES  
12893 WOODWARD AVENUE  
DETROIT, MICH.

HIGGINS SALES & SERVICE  
22547 WOODWARD AVENUE  
FERNDALE, MICH.

HARRIS AUTO SALES  
EAST MICHIGAN AVENUE AT SIMS  
WAYNE, MICH.

VAN WORMER & HEININGER  
BELLEVILLE, MICH.