

"AN EYE TO THE FUTURE - AN EAR TO THE GROUND"

— this describes General Motors' policy, a policy by which the public is given what it wants in better cars year after year, and yet is safely protected against ill-timed or dubious experiments.

Now GENERAL MOTORS offers you the Solid Steel "TURRET TOP"

Body by Fisher

SEE it on the 1935 Pontiacs, Oldsmobiles and Master Chevrolets and you'll want it for its beauty, because it puts a fresh allure into the sweep and contour of the closed car roof. And just as important, it puts over your head a roof of seamless-drawn steel, braced with steel, like the battleship gun-turret from which it takes its name.

It was far from a simple job to perfect this difficult construction—which explains why it was left to General Motors to build the first successful solid-steel-roofed automobiles.

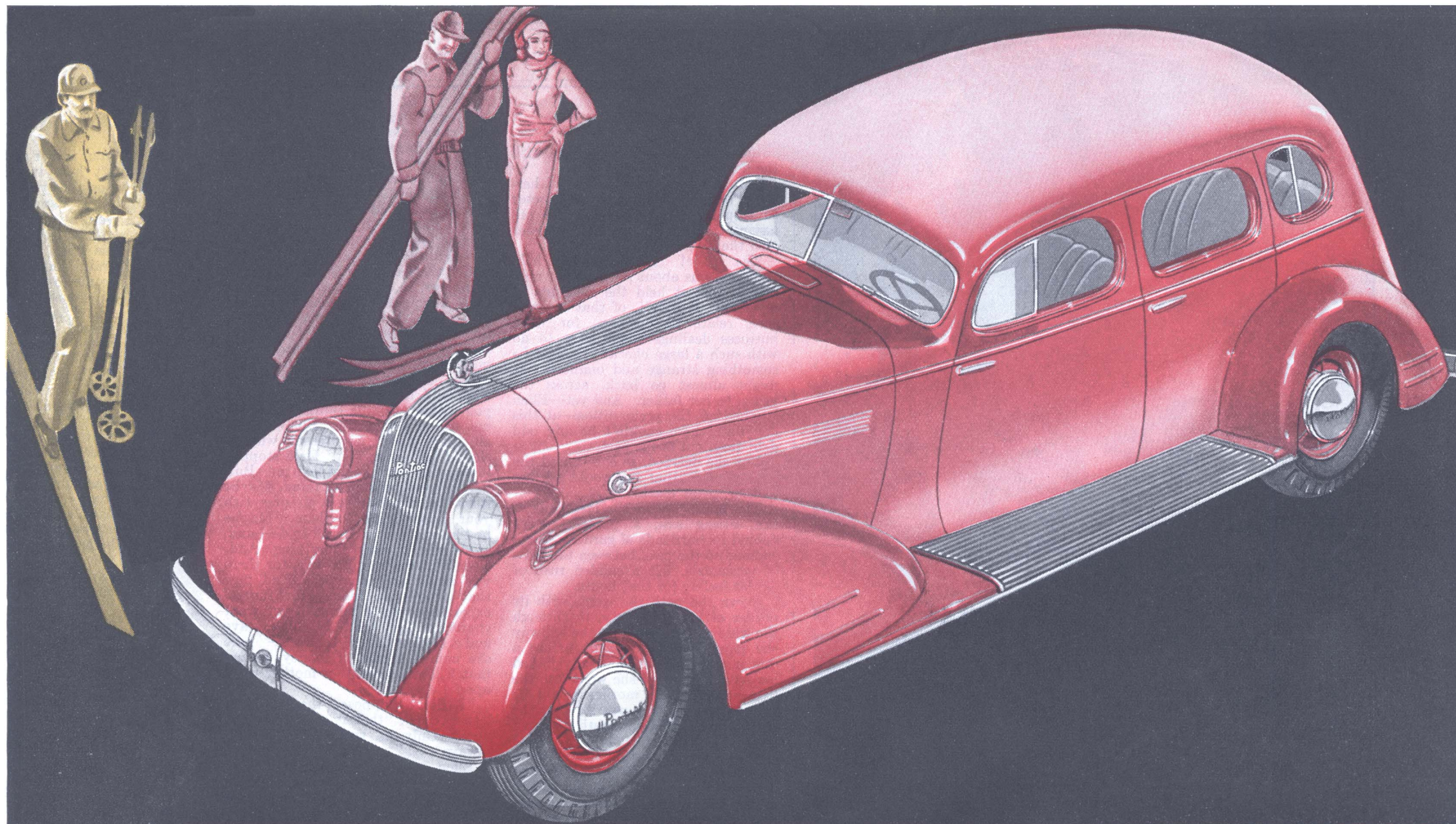
Countless laboratory and proving ground tests have established the many advantages of this new type of automobile body. The car interior is cooler and more comfortable in summer, for example, because steel in motion dissipates heat quickly and efficiently.

When you examine the new "Turret Top" Body by Fisher, we are sure you will find that it meets all your desires. And you'll find, too, that it is an exclusive *General Motors* advancement.

GENERAL MOTORS

PRODUCTS OF CANADA LIMITED

A PUBLIC MINDED INSTITUTION



General Motors Presents the **PONTIAC SIX**

newcomer to the Low Price Field



There will be a surprise in store for you at all Pontiac dealers! It's the Pontiac Six for 1935 . . . General Motors' new contribution to the low price field.

In this car you will see scientific streamline interpreted as Canadian motorists want it, according to General Motors Customer Research survey. You will learn the advantages of the solid steel, "Turret-Top" Body by Fisher. You will discover many extra features which make Pontiac a typical General Motors value. For example . . . Hydraulic Brakes . . . Concealed Tire and Luggage Compartment . . . Fisher No-Draft Ventilation . . . En-

closed Knee-Action (on the Eight and Deluxe Six models) . . . Silent Syncro-Mesh Transmission and the Cross-Flow Radiator.

Look critically into this great car that widens your choice in the low price field. All the characteristics which have won for Pontiac its high percentage of owner friendship are retained. In fact, nothing has been sacrificed. Nothing could be. For, on this model depends Pontiac's reputation for long, economical, and expense-free service.

In addition to the Six, there is, of course, a Straight Eight . . . a bigger, better, more capable automobile at lower medium price.

ALSO AN IMPROVED PONTIAC STRAIGHT EIGHT

