

# YOU WILL KNOW IT BY ITS "SILVER GRILL"



PONTIAC is different to the other cars of the year. You can identify it, at a glance, by the graceful "Silver Grill" which plays such a big part in its striking streamline. Nor is beauty the only characteristic feature. There's price. For 1935, Pontiac introduced a low-cost Six that is the sensation of the year from the standpoint of value and of popularity. The new Eight, though moderately priced, is a big car in every sense of the word.

Mechanically, Pontiac has been improved in performance, safety, comfort and economy. Solid steel "Turret Top" Bodies by Fisher. Syncro-Mesh Transmission; Cross-Flow Radiator; Sealed Chassis; No-Draft Ventilation and scores of additional advancements contribute to a motoring enjoyment known, hitherto, only in expensive cars.

Most important to you, Pontiac is easy to own. First see and drive the Six or Eight at a nearby Pontiac dealer's. Subtract from Pontiac's low price the liberal allowance he will make on your present car and settle this balance, at your convenience, through the low-rate financing terms of GMAC. Think it over, will you?



# PONTIAC 6 AND 8 STRAIGHT

SOLID STEEL TURRET TOP BODIES BY FISHER . . . BIG POWERFUL HYDRAULIC BRAKES . . . SILENT SYNCRO-MESH TRANSMISSION . . . EXCLUSIVE CROSS-FLOW RADIATOR . . . A GENERAL MOTORS VALUE