



Pontiac meets the new demand with a new kind of low-priced car

The fine response of our dealer organization to the 1935 Pontiac line is naturally gratifying to us who built these cars. Yet this enthusiastic reception contained no element of surprise. It was the inevitable result of carefully matured plans to fill an urgent and growing need not met by any other manufacturer of automobiles.

Some time ago, we became aware that the change in the economic structure was bringing about a change in the public's attitude toward automobiles. The many new buyers of low-priced cars were demanding, along with low price, the same beauty, quality, comfort, dependability, and modern features found in the high-price field. With our great modern plant, embodying the latest methods for reduc-

ing manufacturing costs, we were ideally situated to meet this need . . . and we determined to be the first to do so. The result is the new Pontiac Six which, with the Improved Eight, gives Pontiac dealers the finest line of cars ever presented in Pontiac's new low-price range—a line which they assure us *will double their sales in 1935.*

It is this frequently demonstrated ability to perceive fundamental buying trends, and act accordingly, that leads so many able business men to acquire the Pontiac franchise. They know their future is safe and assured in the hands of an organization that rules out guesswork as a basis for success.

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN

IF YOU are interested in acquiring the Pontiac franchise, please communicate with A. W. L. Gilpin, Vice-President and General Sales Manager, Pontiac Motor Company. Your communication will be regarded as strictly confidential.

PROSPER *with*
PONTIAC
DIVISION OF GENERAL MOTORS