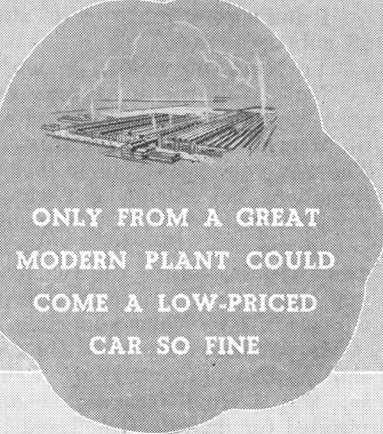


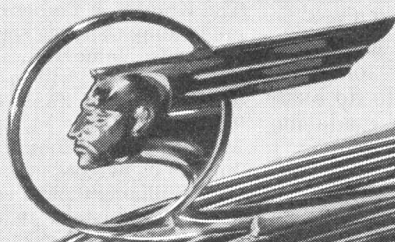
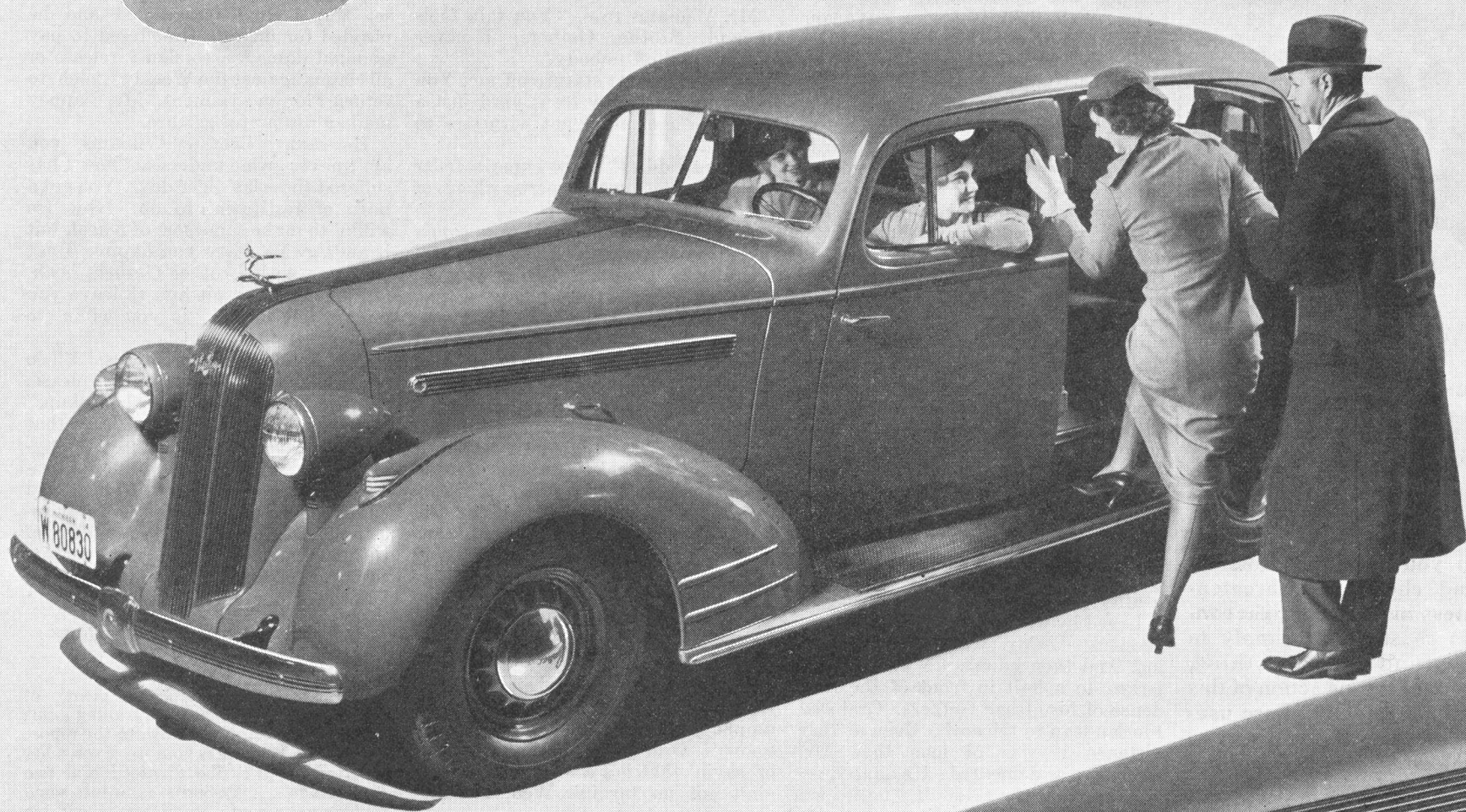
It didn't take

**A**merica long to decide

*"it's the most beautiful  
thing on wheels"*



ONLY FROM A GREAT  
MODERN PLANT COULD  
COME A LOW-PRICED  
CAR SO FINE



Popular enthusiasm coined the phrase on announcement day. The crowds about the Pontiac at the automobile shows repeated it again and again. Today it can be called the unanimous opinion of America—the 1935 Pontiac is the most beautiful thing on wheels. But don't let its beauty blind you to its other sterling qualities. The Pontiac dominates its price field just as surely in everything else. It's a super-safe car, made so by its special combination of a steel-topped Fisher Body, and triple-sealed hydraulic brakes that neither dust nor moisture can affect.

It's a dependable car, thanks to such features as a completely sealed chassis and silver-alloy bearings. It is doubtful if any car can give you more satisfactory performance—smooth, silent, lively, and incredibly economical. And, above all, the Pontiac is a quality car—fine enough to rank with the very best. If a bargain depends on the value you get for the money you pay—then the Pontiac is the bargain of the year. In fact, its super-fine quality, and costly car features make its low price phenomenal. A look, a ride, and you'll decide you can't do better than a Pontiac in 1935.

#### Highlights of Pontiac Quality for 1935

■ ■ ■  
Solid Steel "Turret-Top" Bodies by Fisher ■  
Triple-Sealed Hydraulic brakes ■ Speedlined  
Styling ■ Completely Sealed Chassis ■  
Silver-Alloy Bearing Engines ■ 10-Second  
Starting at Zero ■ Even Greater Economy ■  
No Draft Ventilation ■ \*Knee-Action ■  
Luggage and Spare Tire Compartment.

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN. Division of General Motors



# NEW PONTIAC

SIXES  
and  
EIGHTS

\$ 615

AND UP. List price of Standard six-cylinder Coupe at Pontiac, Mich. Standard group of accessories extra. Available on easy G. M. A. C. Time Payments. \*On the Eight and De Luxe Six models.