

ROBBING PETER TO PAY PAUL IS NOT ECONOMY!

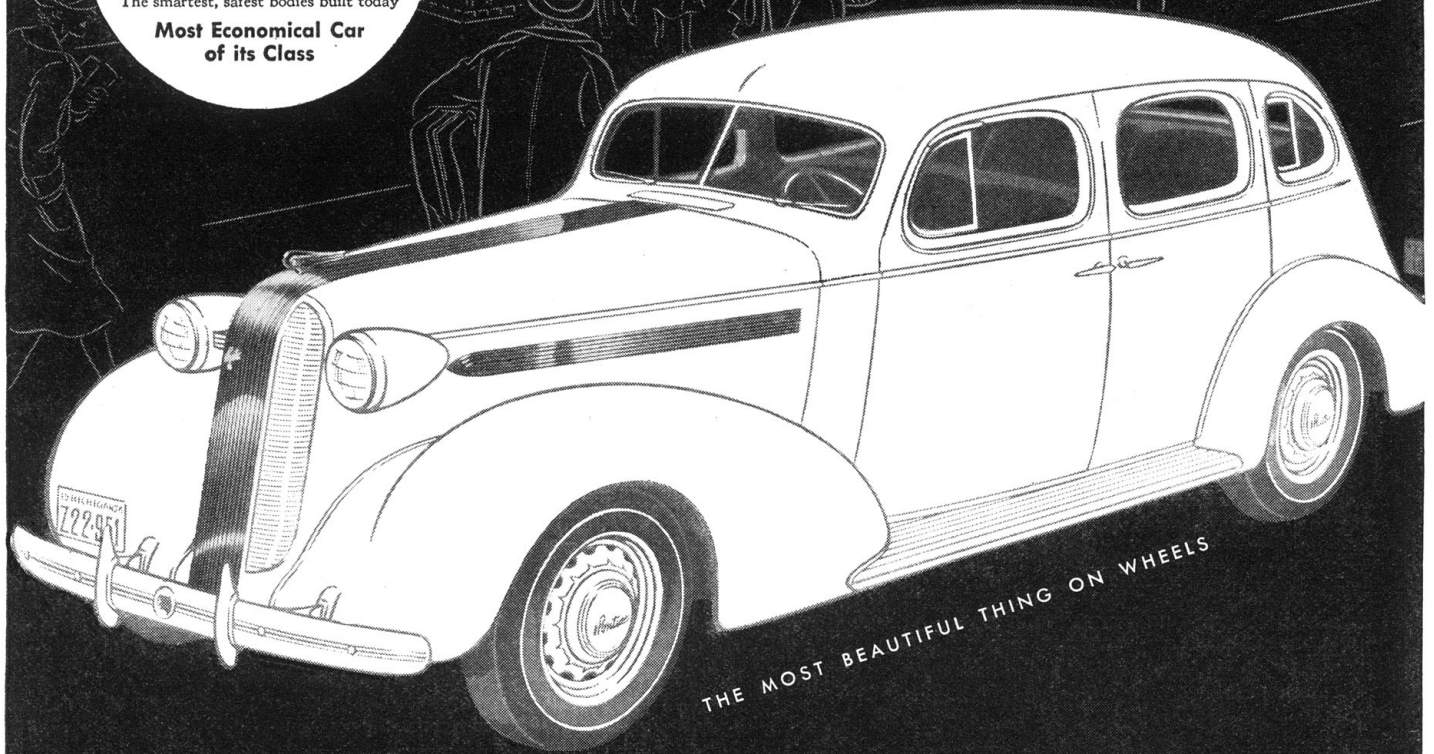
Triple-Sealed Hydraulic Brakes
Smooth and sure in any weather

Knee-Action Ride
For safety and comfort on any road

Level Floors—Front and Rear
Foot room for all

"Turret-Top" Fisher Bodies
The smartest, safest bodies built today

Most Economical Car of its Class



THE MOST BEAUTIFUL THING ON WHEELS

De Luxe Six 4-Door Sedan, \$770*

THERE is much more to motor-car economy than low gas consumption: First cost, repair charges, oil consumption, yearly depreciation, all have an equal bearing on thrift. If you save on one and lose on another, you are merely robbing Peter to pay Paul. The Pontiac is so remarkably thrifty because we have taken every factor into account. Starting with a very moderate price, Pontiac provides the basic economies of gas and oil savings surpassing those of any

car of comparable weight, phenomenal dependability and long life, and styling so advanced that yearly depreciation is surprisingly small. In fact, we sincerely believe that, *from the day you buy it until the day you sell it*, a Pontiac will cost you less than any other car.

Pontiac \$615
SIXES AND EIGHTS

*List prices at Pontiac, Mich., begin at \$615 for the Six and \$730 for the Eight (subject to change without notice). Safety plate glass standard on De Luxe Six and Eight. Standard group of accessories extra. All Pontiac cars can be bought on G.M.A.C.'s new 6% Plan, which greatly reduces the cost of buying on time. A General Motors Value.

SATISFY YOURSELF
WITH
SOMETHING BETTER
BUY A PONTIAC

