

WE DO OUR SELLING IN THE FACTORY

**Triple-Sealed
Hydraulic Brakes**

Smooth and sure in any weather

Knee-Action Ride

For safety and comfort on any road

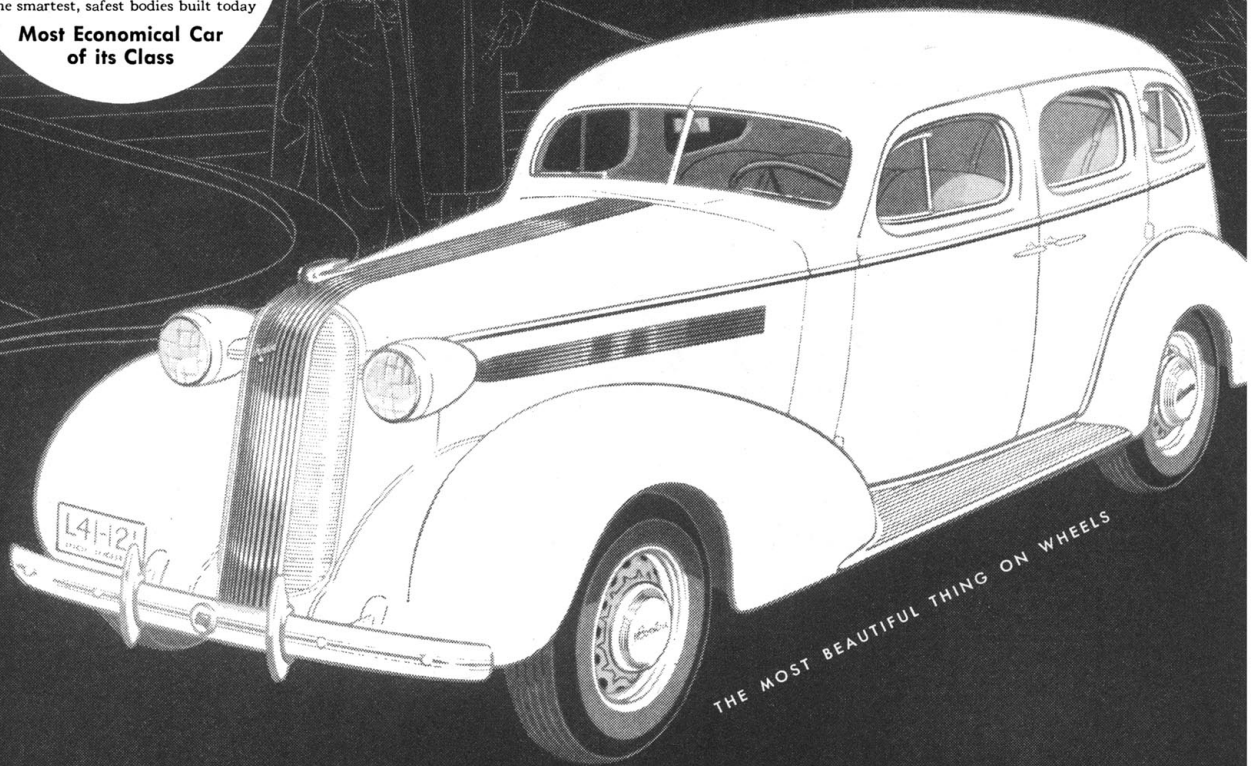
Level Floors — Front and Rear

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

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

"BALLYHOO" and extravagant claims can undoubtedly boost motor car sales in short order. But it still happens that eventually the truth will out. And when that occurs, popularity won by questionable methods drops with the speed of a meteor. We who build the Pontiac are not interested in gambling with the future. We would rather rely on the steady and inevitable rise in public favor that always comes to a product honestly built and honestly sold. We prefer to do our selling in the factory by way of a truly fine product. Accordingly, we have taken good care that in the three fundamentals

of owner satisfaction—beauty, economy and dependability—the Pontiac need bow to no car. We are building what we honestly believe to be *America's lowest-priced fine 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. Offered on G. M. A. C.'s new 6% Time Payment Plan.*

SATISFY YOURSELF
WITH
SOMETHING BETTER
... BUY A PONTIAC

