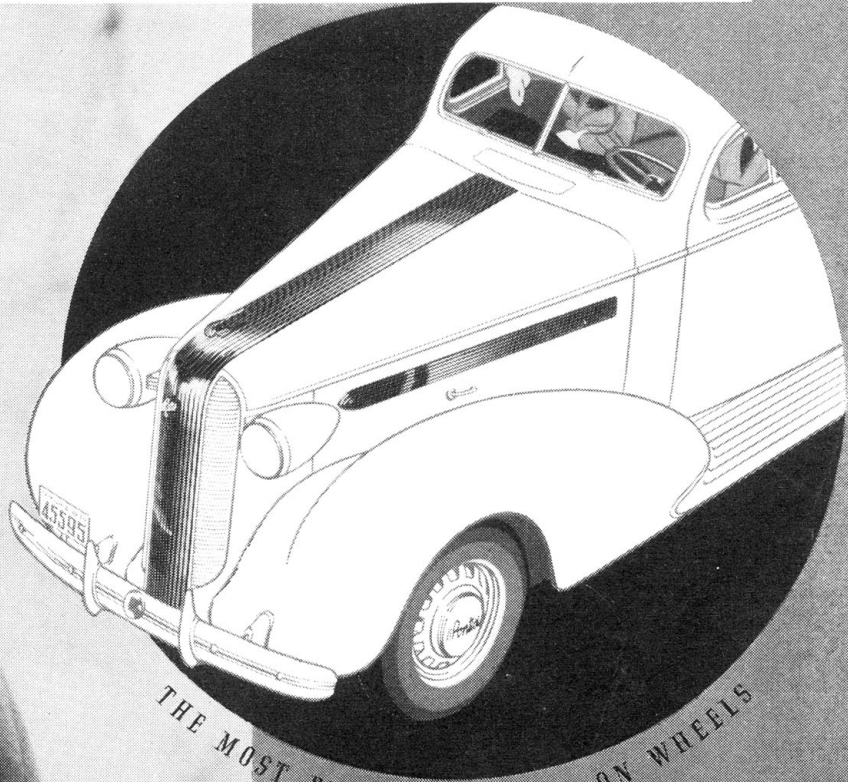


PONTIAC PRESENTS

The Style of The Month + The Car of The Year
A MATCHLESS COMBINATION



THE MOST BEAUTIFUL THING ON WHEELS

IT ISN'T only consummate smartness that wins this swagger ensemble the place of honor this month. Good Housekeeping stylists were impressed as well by its amazing usefulness. It is practically a whole wardrobe in itself! Exactly the same reasoning has won Pontiac the title of "car of the year." Pontiac needs no special background to appear the most beautiful thing on wheels. *It is certain to inspire admiration, anywhere you take it!* And that's not all! Pontiac is safer, more comfortable . . . a marvel for economy and dependability. Pontiac is low-priced, yet it yields nothing to any car in luxury. *In fact Pontiac is everything you ever hoped a car could be!*

PONTIAC

List prices at Pontiac, Michigan, 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. **\$615**

Casual, smart in the true British manner, Fortnum and Mason create this sports costume—the suit, checked and belted with a skirt designed for active sports; the classic top coat, of beige tweed. They were selected as the sports costume of the month by Good Housekeeping Fashion Salon.