



3-Door Sedan, \$745
Body by Fisher

announcing The New PONTIAC BIG SIX

Introducing Big Car Standards of Luxury, Style and Performance at \$745

TODAY a new type of low cost motoring luxury is available. It embraces big car style. It provides big car riding comfort. It embodies big car quality in unseen parts. It includes big car performance even to the point of developing big car power and traveling at big car speed. It is offered by a brand new automobile—the New Pontiac Big Six.

The Pontiac Big Six represents more than a new assembly of gears and gadgets. Of course, some people delight in specifications. Pontiac's new specifications will open their eyes. But these specifications are only a fraction of what the Pontiac Big Six brings into the picture. They fail to hint at the luxury, the beauty and the pride of ownership upon which Pontiac's appeal to the American public is based.

Frankly, the New Pontiac Big Six was designed to appeal to a certain group. True, every motor car owner in America will find in it many things to admire.

Two-car families will find it an ideal second car. But the group for which it is primarily intended is made up of people who are beginning to move up in the world. Their wants are enlarging. Their ideas of beauty and luxury are growing. Many of them will soon make the first important step up in the quality of their cars. The New Pontiac Big Six was designed for them.

These up-and-coming Americans are continually on the lookout for new, more arresting style. The Pontiac Big Six comes to them entirely new in appearance. Stunning new bodies by Fisher contribute to the big car beauty and big car style presented by the car as a whole.

Progressive people are seeking greater luxury. The Pontiac Big Six offers them the luxury, the deep, richly upholstered cushions and the charming appointments for which bodies by Fisher are famous the world over. It provides the smooth-riding qualities of a car 167

inches in overall length, with accurately balanced rotating mechanical parts and such advanced comfort features as adjustable drivers' seats.

Forward-looking Americans can be satisfied only with a car that comes close to mechanical perfection. Let's see how this great new Pontiac meets this particular demand.

It is a six, but more than just a six. It is a six with the added power of a larger L-head engine and the added smoothness imparted by a dynamically balanced, counter-weighted crankshaft and the famous Harmonic Balancer. It is a six with the added efficiency and silence achieved by means of the G-M-R cylinder head. It is a six with the added cold-weather advantages provided by the cross-flow radiator, thermostatically controlled.

From fan to rear axle, its "line of drive" is in accurate dynamic balance.

Its new brakes are of the internal expanding four-wheel type which neither mud nor rain nor ice can prevent from operating efficiently.

As for its performance, you can drive it at express train speed. You can watch it accelerate alongside the finest cars on the road. You can test its power under any conditions, confident of its ability to pull through. Meanwhile it continues to provide that unmatched dependability for which every Pontiac since the first one has been famed.

Only a few high lights in its construction have been mentioned. Just enough to prove that the Pontiac Big Six is entirely new and capable of meeting progressive Americans' demand. *But the amazing thing about it is that it gives so much big car luxury, style and performance at prices which come within practically everyone's reach!*

Prices \$745 and up, f. o. b. factory, plus delivery charges. Bumpers and rear fender guards regular equipment at slight extra cost. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

VICK BROS.

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