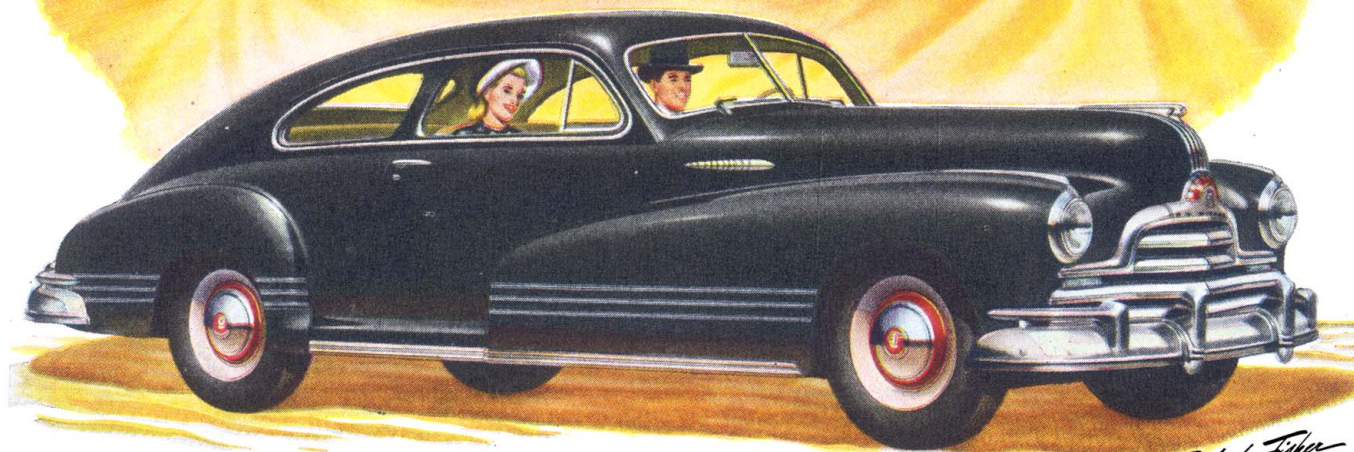


A fine car made finer



PONTIAC



Farther in a minute . . . farther in a day!

Pontiac owners contend that no other car is so pleasant and easy to drive—regardless of what test is applied.

During that first minute after the light turns green—when so much depends upon quickness and nimbleness of action—Pontiac owners enjoy a distinct advantage. And out on the open highway—whether the road be concrete, dirt or gravel—a Pontiac settles down easily and comfortably, at whatever speed the driver determines. Owners say they consistently drive their Pontiacs farther in a day than any other car they ever owned.

Pontiac engineers have always recognized that a motor car is designed primarily to *drive*—and

that smooth, quick, comfortable performance is an absolute essential to the highest motor car satisfaction. And this fine performance must *endure!* The thrill of the first mile must last throughout the years.

That's why so few people, once they have owned a Pontiac, can ever be made happy with any other car. For nowhere else can they find such a pleasing and permanent combination of smooth, easy power—a soft, stable ride—and straight-line, finger-tip steering.

No matter when you plan to purchase your next car—we suggest that you make it a Pontiac—the sweetest performer of them all!

A PRODUCT OF GENERAL MOTORS