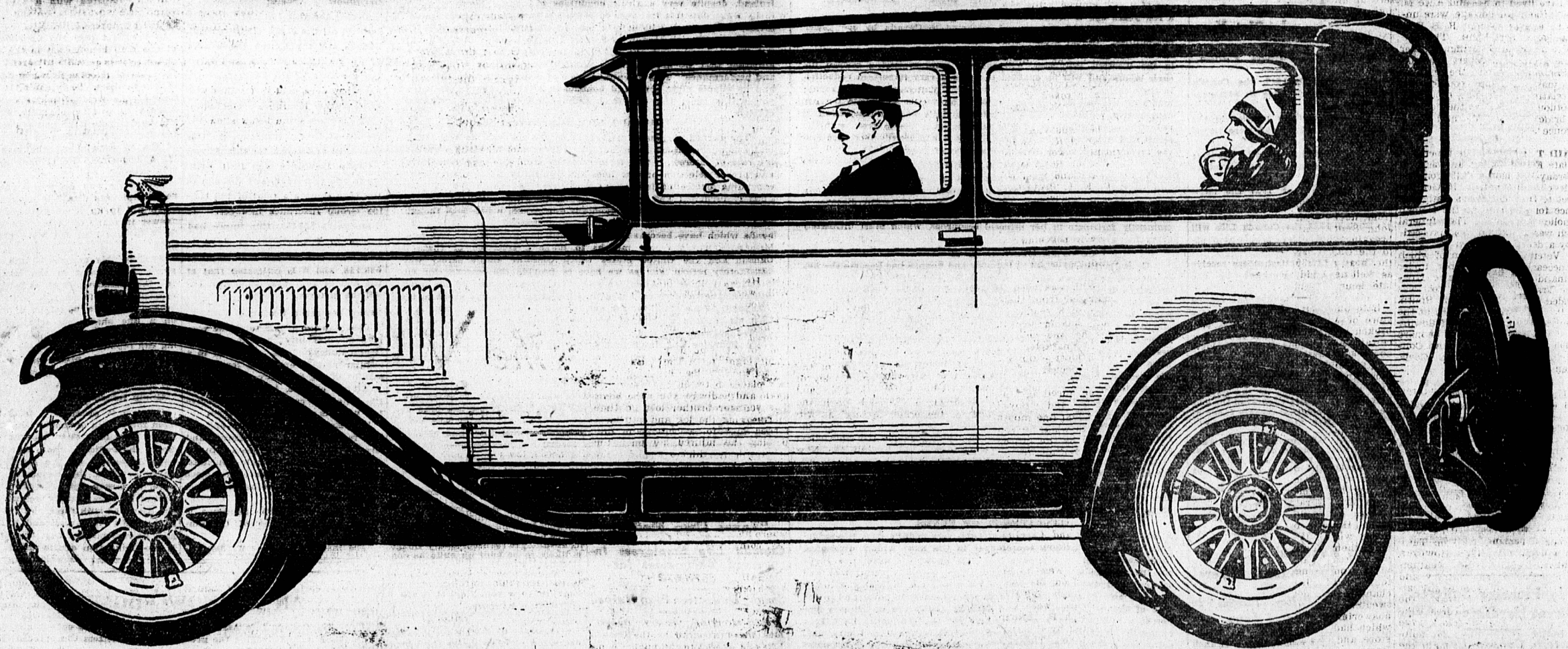


Announcing the  
**New Series**  
**PONTIAC - a Successful Six**  
**SIX**



with **Smart New Style** and **Sweeping New Refinements**

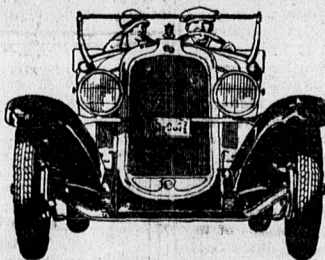
**A**FTER two years of the most spectacular success ever accorded any new car, Pontiac Six is again making motor-car history . . . is bidding for even greater success.

In introducing the New Series Pontiac Six . . . new from radiator to tail-light . . . Pontiac is taking the greatest forward step in all its brilliant career.

Here is a car that is vividly and vitally new . . . with a tremendous reserve of power . . . with a compelling beauty, ultra stylish yet not extreme . . . with elements of comfort, luxury and safety never before combined in any six at or near its price . . .

Here is a car conceived by the engineering staffs of Pontiac and General Motors . . . a car that reflects the utmost in Fisher craftsmanship . . . a car that has been tried and proved on the General Motors Proving Grounds before being presented to you . . . a car that demonstrates by its amazing value the General Motors policy of passing along to the consumer, the economies of volume purchasing and production.

Words cannot adequately describe it . . . See this remarkable car **TODAY** at our showrooms.



An original and vivid type of beauty—distinctive, arresting, ultra-smart—but in no sense extreme! The New Series Pontiac Six takes a prominent place among the style leaders of the year.

- LOVEJOY SHOCK ABSORBERS**
- NEW FISHER BODIES**—New lines, new Duco color, new double heading, new elongated windows, new hood and cowl.
- NEW FOUR-WHEEL BRAKES**—Equalized and mechanically operated.
- NEW GMR CYLINDER HEAD**—Developed by General Motors Research. Proved on the General Motors Proving Ground. Reduces knocking and eliminates thump with any fuel.
- NEW INSTRUMENT PANEL**—tri-cluster type. Indirectly lighted.
- NEW CRANKCASE VENTILATION**—eliminates crankcase condensation.
- NEW CARBURETOR**—with accelerating pump, internal economizer and Venturi choke.
- NEW MANIFOLDS AND MUFFLER**—for more efficient fueling and exhaust gas scavenging.
- EVEN GREATER POWER**—achieved by the foregoing engine improvements.
- NEW STEERING GEAR**—for exceptionally easy steering. New steering wheel.

2-DOOR SEDAN

**\$950**

At Factory, Oshawa  
 Government Taxes Extra

- NEW THERMOSTAT**—automatically assures proper temperature of cooling system water.
- NEW FUEL PUMP**—with gasoline filter. Replacing conventional vacuum tank.
- NEW WATER PUMP**—balanced impeller type with oil feeding bushing.
- NEW COINCIDENTAL LOCK**—on instrument panel. Turning ignition key also locks transmission.
- NEW GASOLINE GAUGE**—on instrument panel. Liquid level indicator.
- NEW CROSS-FLOW RADIATOR**—Revolutionary new type cooling system. Virtually eliminates water vapor and alcohol losses.
- NEW STOP LIGHT**—Tail-light unit.
- NEW CLUTCH**—New disc clutch, dry plate type. Softer, smoother, more positive in action.
- NEW FRAME**—stronger, stiffer. Adapted for Lovejoy Shock Absorbers. Includes new tire carriers.
- NEW AXLES**—front and rear.
- NEW WHEELS**—front and rear. more massive in appearance.

**4 WHEEL BRAKES**

**A. J. HORNE & CO.**  
 CHARLOTTETOWN

**PRINCE MOTORS**  
 SUMMERSIDE,

Dealers for Prince Edward Island

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED