

Get some fun out of LIFE

BUY A PONTIAC

*... the low price car
that "has everything"*

CHIEF OF



VALUES

The **PONTIAC SIX** brings every important development of the year to the low price field

The **PONTIAC V-EIGHT** provides v-type brilliance at a remarkably low cost

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VALUES

HOW DOES YOUR
PRESENT CAR
MEASURE UP
WITH THE
FEATURES YOU
GET IN THE NEW
PONTIAC



**MEASURE
THE VALUE**

-
- 1 SYNCRO-MESH
-
- 2 QUIET SECOND
-
- 3 FREE WHEELING
-
- 4 RIDE CONTROL
-
- 5 LONG WHEELBASE
-
- 6 POWERFUL MOTORS AND HIGH SPEED
-
- GREATER ECONOMY
-
- NEW ROOMIER FISHER BODIES
-
- RUBBER CUSHIONING AT 47 CHASSIS POINTS
-
- ENCLOSED LUBRICATED SPRINGS
-
- FULL PRESSURE LUBRICATION
-
- CRANKCASE VENTILATION
-
- AIR SILENCER AND CLEANER
-
- INSIDE LOCKS ON ALL DOORS



1

2

3

4

5

6

DRIVE THE NEW PONTIAC!



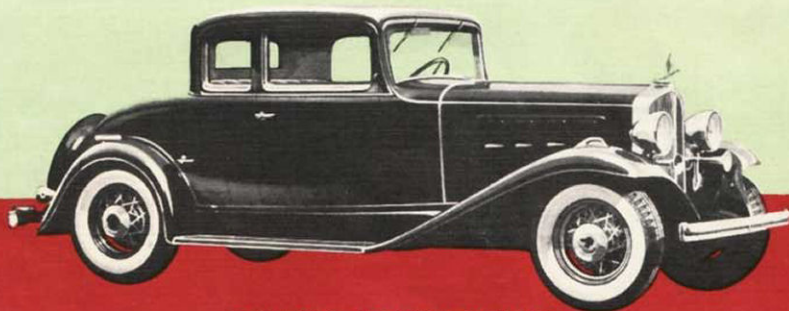
*Let the car itself tell you
why it is the chief of values
for 1932*

You owe it to yourself to keep abreast of the latest developments in performance, beauty, comfort, safety and economy in automobiles. Take the wheel of the new Pontiac Six and discover how much its new, modern features add to the pleasure of motoring. Or if you want to know the extra thrill of brilliant V-Eight performance, drive the Pontiac V-Eight. In either case, you will appreciate why Pontiac is known as Chief of Values for 1932.



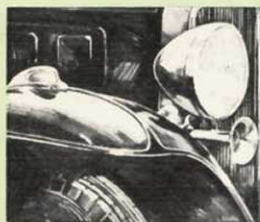
THE NEW PONTIAC SIX

This is the low-priced car that *has* everything—Synco-Mesh with Quiet Second, Selective Free Wheeling, Ride Control, Rubber Cushion Drive, Beautiful, Modern, Roomy Fisher Bodies on a 114-inch wheelbase and powered by a smooth, quiet 65-horsepower engine. Greater comfort than you have ever enjoyed and performance that will astonish you.



THE NEW PONTIAC V-EIGHT

Pontiac offers you at a very moderate cost the advantages of *proved* V-Eight brilliant performance. Smoothness such as you have never experienced, instant response of 85 horsepower, quiet operation at all speeds, durability and long life. Beautiful streamline Fisher Bodies on a 117-inch wheelbase, Synco-Mesh with Quiet Second, Free Wheeling, Ride Control and 37 other features.



There is sweeping grace in every exterior detail of the new Pontiac



Riding comfort alone has led many people to choose the new Pontiac



Pontiac's Synco-Mesh Transmission is quiet, smooth and easy to shift



You may select either Free Wheeling or the conventional gear at your will



Pontiac's Ride Control enables you to enjoy riding comfort on any road