

**Wide Interest Shown
in New Pontiac Six
and V-Eight Models**

High public interest in the new Pontiac Six and V-Eight is reported by Smith & Garfield Service and Sales, where the 1932 models were placed on display yesterday.

Roy Smith asserts that the number of persons visiting his showroom during the day was the largest that has attended a new car showing in the history of Smith & Garfield's existence.

Several who had been waiting to see what Pontiac would offer this year placed orders for immediate delivery, Mr. Smith said, while a number of others indicated that they intended to take delivery upon either the Six or V-eight before spring.

"The new stream lining and smart appearance of the new cars drew much favorable comment, said Mr. Smith, "but I believe that they are making just as strong an appeal from a mechanical standpoint.

"The major appeal of the new cars appears to be the manner in which the easy silent shifting of the quiet second gear syncro-mesh transmission has been combined with the advantage of free wheeling that permits shifting without depressing the clutch pedal."

**Chicago Auto Show in
Coliseum Opens Jan. 30
Elaborate Preparation**

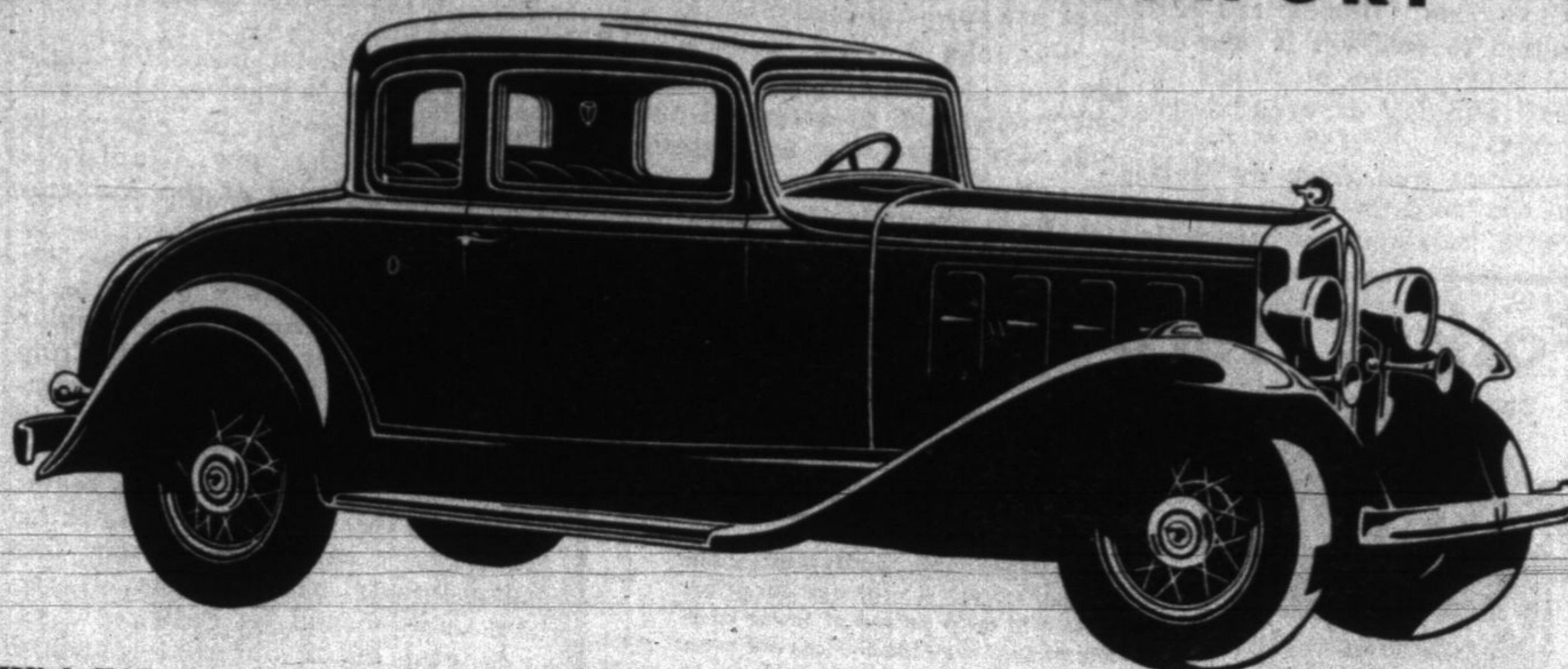
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pour into Chicago's historic building on S. Wabash avenue, which has been the setting for the National Automobile Show since the first display of one-cylinder "horseless carriages" in 1901. A total attendance of between 250,000 and 300,000 is looked for, based on the noteworthy revival of interest in new models and on the fact that the National Automobile Show in New York earlier in January showed a 30 per cent increase in visitors compared to a year ago. Many business leaders say that a new epoch in the automobile industry has arrived and that the Chicago National Automobile Show will usher it in in an immensely popular way.

The National Automobile Show throws its doors open to the public on Saturday, Jan. 30, at 2:00 p.m., remaining open until 10:30 p.m. The hours thereafter, including Sunday, will be from 10 a.m. to 10:30 p.m., up to and including Saturday, Feb. 6. In the exhibit will be more than 300 of the finest motor cars and trucks ever built, representing 40 makes. There will be about 100 exhibits in the accessories division.

The setting of the 1932 Show is to be unexcelled in its history. A swarm of decorators, painters, artists and architects have been busy making over the interior of the Coliseum into a mammoth conservatory, the balconies being transformed into a modern version of the "Hanging Gardens of Babylon." Under the great dome there have been arranged vistas of gardens, forests, waterfalls and lakes, with a luxurious reproduction of the floral beauty of the Orient and Occident.

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AND LONGER WHEELBASE GIVE
PONTIAC RIDING COMFORT**



With Ride Control—the newest development—you adjust shock absorber action to rough or smooth roads, by touching a button on the dash. Then, there is rubber cushioning at 47 chassis points—a remarkably complete system which insulates the motor and other mechanical units from the frame, and the frame from the body. The long wheelbase assures road-steadiness, and the enclosed, self-lubricating springs further promote easy riding.

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at no extra cost.**

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- QUIET SECOND
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- FREE WHEELING
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- RIDE CONTROL
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- LONGER WHEELBASE
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- INCREASED POWER AND HIGH SPEED
-
- GREATER ECONOMY
-
- NEW, ROOMIER FISHER BODIES
-
- RUBBER CUSHIONING
AT 47 CHASSIS POINTS
-
- ENCLOSED SPRINGS
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- RIDING COMFORT
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*Brings the Important Developments
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All through Pontiac you find important advantages... Ride Control, Syncro-Mesh transmission, a quiet second gear, and free wheeling... *at no extra cost!*

Pontiac's powerful motor, further improved and refined, offers flashing pick-up and topspeed. Yet you use no more fuel than in cars built for economy alone.

Fisher craftsmen have provided beauty of design, and true luxury in finish and appointments. See the new Pontiac—let us give you a demonstration. G. M. A. C. time payment plan available if desired.

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*Offers the Distinction of V-8 Performance
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V-Eight motors have been identified with the world's finest cars. Now Pontiac V-8 offers this brilliance and reliability at moderate cost.

If you have owned smaller cars, the Pontiac V-8 will enable you to advance all your motoring standards without greatly increasing your expenditure. If you are accustomed to driving expensive cars, Pontiac V-8 will give you most of the same advantages at far lower cost... See the new Pontiac V-8 at your earliest opportunity.

Smith & Garfield Service and Sales
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