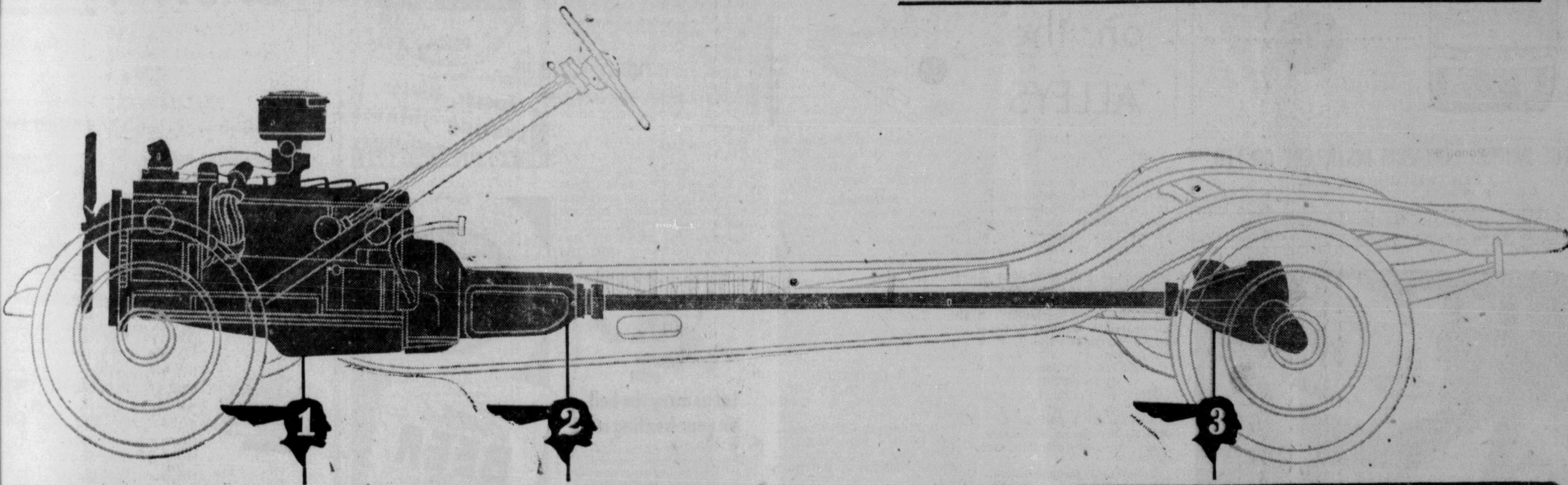




The Great New *Pontiac*

Spectacular New
***Dual-Range Performance!**
Powerful *High-Compression* Engines!
Luxurious Interiors and *Color Ensembles*!



THE POWER YOU WANT

- ① HIGH COMPRESSION ENGINES
- ② NEW DUAL-RANGE HYDRA-MATIC* OR POWERGLIDE AUTOMATIC TRANSMISSION*
- ③ NEW ECONOMY AXLE

Beautiful New Silver Streak Styling
 Choice of Deluxe Upholstery to Harmonize with Body Color
 Complete New Color Ensembles, Inside and Out
 Choice of 6 or 8 Cylinder Engines
 Twin-Duct, Built-In Ventilating System
 Unmatched Record for Long, Trouble-Free Life

*Dual-Range Hydra-Matic Drive optional at extra cost on Chieftain Series. PowerGlide optional on Fleetleader Deluxe Models at extra cost.

WHEN YOU WANT IT

For an enthralling new experience in motoring pleasure and performance, see, test-drive the great new 1952 Pontiacs—just arrived at your dealer's! No words can fully describe the beautiful new Pontiacs in the Fleetleader and Chieftain series. Only when your own eyes have feasted on their luxurious new interiors and color harmonies will you know the full story of their beauty. And only your own foot on the accelerator can demonstrate the eager response of the high-compression Pontiac engines—for horsepower has been stepped-up on both the Pontiac "6" and the Pontiac "8".

Treat yourself, also, to a demonstration of Pontiac's spectacular new Dual-Range Hydra-Matic Drive*. Set it in Traffic Range, and feel how the high-compression engine streaks you out ahead. Then flick over to Economy Range and relax in effortless, silent riding ease.

Or, if you prefer, you can choose a 1952 Pontiac equipped with silk-smooth PowerGlide*—for Pontiac, and only Pontiac, offers you a choice of two completely automatic transmissions, combined with the new Economy Axle.

WHERE YOU WANT IT

Above all, don't forget to check the price-tags on the wonderful new 1952 Pontiac line. In original cost, as in all else, you'll agree that "Dollar for Dollar you can't beat a Pontiac." Come in and see for yourself!

A GENERAL MOTORS VALUE

**Dollar for Dollar
 you can't beat a
 Pontiac**



FRIZZELL MOTOR PRODUCTS LTD.
 CORNER 7th and 3rd AVE.

PRINCE RUPERT, B.C.