



# FIRST — see PONTIAC

THIS BIG STRAIGHT EIGHT IS LOW IN PRICE - - - LOW IN UPKEEP

It is true that only a big car can give you big car performance and comfort—you know it, everybody knows it!

The difficulty has been to get the comfort and luxury features at low price and low operating costs. And that's why we urge you to see Pontiac first—before you decide on *any* automobile. For here is a new kind of big car — one that doesn't ask you to sacrifice economy! Rather, it gives you the riding ease you've wanted for years with the small car thrift that means dollars saved!

In addition, Pontiac brings important and useful advancements. These, in answer to the demand of Canadian motorists, 30,000 of whom actually helped to design the car

through their replies to a nation-wide General Motors survey of automobile owners.

Beauty? Look at Pontiac's new air-stream bodies by Fisher!

Performance? Take Pontiac out yourself and compare it with *any* car on the road!

Comfort? Pontiac has the size and weight you need for restful driving. And it is equipped with Fisher No-Draft Ventilation, the greatest factor for safety, comfort, and health since the closed car was first developed.

Don't be tied down by "little car" standards any longer. This year get the kind of car you've always wanted—a Pontiac Economy Straight 8.



—With Features Canadians Asked For!

FISHER NO-DRAFT VENTILATION, INDIVIDUALLY CONTROLLED. \*NEW SAFETY GLASS. STARTER BUTTON ON THE DASH. IMPROVED SYNCRO-MESH TRANSMISSION. NEW AIR-STREAM BODIES BY FISHER. \*ANTI-SPLASH, SKIRTED FENDERS. \*LOUVRES IN PLACE OF PORTS ON THE ENGINE HOOD. \*COWL VENTILATOR, FULLY SCREENED. \*SLOPING FIXED WINDSHIELD. FULL PRESSURE LUBRICATION. AUTOMATIC CONTROL OF ENGINE AND FUEL TEMPERATURE. LONGER WHEELBASE (115 INCHES). 5-POINT SUSPENSION OF THE ENGINE IN LIVE RUBBER. \*NEW TYPE OF UPHOLSTERY. \*COMPARTMENT ON DASH. \*ADJUSTABLE FRONT SEAT. NEW WATER COOLING SYSTEM. HYDRAULIC SHOCK ABSORBERS.

\* Stars indicate features especially asked for by Canadian motorists.

# PONTIAC

STRAIGHT EIGHT