



For Comfort—your car has to be big enough so you can be comfortable in it

Pontiac—the Economy Straight Eight—has a wheelbase of 115 inches.

For Performance—you have to have a big, powerful engine

Pontiac's engine is a big 77-horsepower Straight Eight that gives you 78 real miles per hour—with all the inherent smoothness that only a Straight Eight can have or give.

For Economy—you have to have engine efficiency

Pontiac's low gasoline consumption has amazed even automotive engineers. That, plus the natural durability of a Straight Eight engine, gives you real operating economy.

For Appearance—well, just look at it and you'll see what Pontiac is

Pontiac's beautiful new Fisher bodies are the last word in modern style.

For Safety—you have to have weight . . . and strong, scientifically designed and constructed bodies, and chassis with dependable brakes

Pontiac's 4-door Sedan weighs 3265 pounds at the curb, and all closed cars have bodies by Fisher—and you know what that means.

Only if you have Pontiac's size and weight and engine in your car, can you expect to really get their benefits out of the car

Pontiac is a typical General Motors Value—an outstanding car in the low price field—and a good car to buy.

SPECIAL VALUE

Fisher No Draft Ventilation is an additional comfort and health feature which in itself justifies buying a new car.

PONTIAC
THE ECONOMY STRAIGHT EIGHT

\$585

AND UP * * *
F.O.B. PONTIAC
EASY G.M.A.C. TERMS

A GENERAL MOTORS VALUE