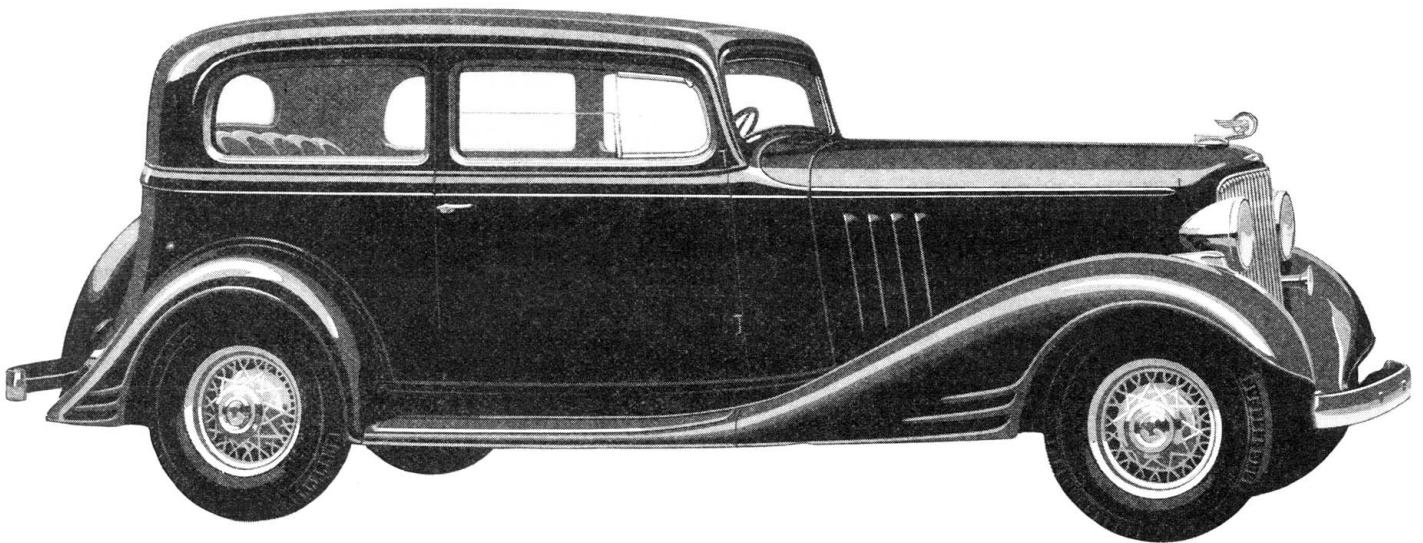


BIG CAR COMFORT *and*
STRAIGHT EIGHT PERFORMANCE
are **NEW to the** **LOW PRICE FIELD**



The 2-door Sedan, \$635, f.o.b. Pontiac, Mich. Special equipment extra.

\$585

And up, f.o.b. Pontiac, Mich.
 Easy G. M. A. C. terms.

NO MATTER how little you spend for a car, be sure that you get your money's worth. That's why we urge you to see and drive the new Pontiac Economy Straight 8 before you buy any low price car! The first cost is low. And low operation costs, too. The wheelbase is 115 inches, and the curb weight of the 4-door sedan is 3265 pounds. That means big car riding comfort—and remember that only a big car can give it.

Pontiac's big Straight 8 engine develops 77 horsepower. It's naturally smooth and quiet—then it's cushioned in rubber to remove every trace of vibration. The new Pontiac will make 78 actual miles an hour—and more! There are beautiful new Fisher bodies, with wider seats and better upholstery. There's the famous Fisher No-Draft Ventilation (individually-controlled) that makes driving safer and more healthful in every kind of weather.

Use the simple chart at the left as your guide to value—look beyond the price tag and choose the car that gives you most for your money!

LOOK—DRIVE—COMPARE

CHECK THESE FEATURES	PONTIAC Economy Straight 8	OTHER CARS		
		CAR No. 1	CAR No. 2	CAR No. 3
STRAIGHT EIGHT ENGINE	YES			
FISHER NO-DRAFT VENTILATION (Individually-Controlled)	YES			
WHEELBASE	115 inches			
CURB WEIGHT (4-door Sedan)	3265 pounds			
FULL-PRESSURE LUBRICATION (Rifle-drilled connecting rods)	YES			
SPEED	78			
HORSEPOWER	77			
DELIVERED PRICE (Your favorite model)				

PONTIAC *the economy* **8**
 STRAIGHT
 A G E N E R A L M O T O R S V A L U E