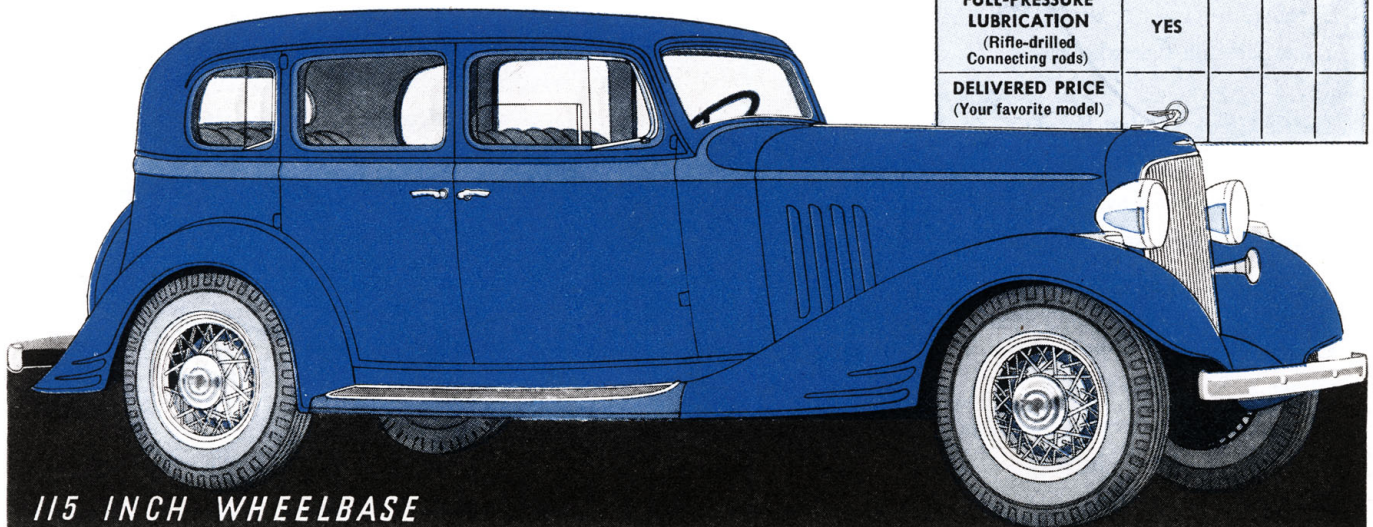


PONTIAC IS THE NEW CAR IN THE LOW PRICE FIELD. IT'S A BIG *straight 8*

\$585

AND UP—F. O. B. PONTIAC, MICHIGAN

LOOK ··· DRIVE ··· COMPARE				
CHECK THESE FEATURES	Pontiac 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			
WEIGHT	3265 pounds			
HORSEPOWER	77			
SPEED	78			
FULL-PRESSURE LUBRICATION (Rifle-drilled Connecting rods)	YES			
DELIVERED PRICE (Your favorite model)				



The 4-door Sedan—\$695, f. o. b. Pontiac, Mich. Special equipment extra



This Pontiac is a big car—but it's strictly an economy car. Low in first cost. With traditional Pontiac stamina and freedom from repair. And low in operating cost. The big Straight 8 engine develops 77 horsepower—gives you 78 actual vibration-free miles an hour. There's solid comfort in Pontiac's 3265 pounds of weight and 115-inch wheelbase.

You will like Pontiac's beautiful new Fisher Bodies and their rich appointments. Women especially will appreciate the Fisher No-Draft Individually Controlled Ventilation which makes driving pleasant and healthful under all conditions of climate and weather. Compare the Pontiac Straight 8 with every other low priced car. Check every feature in the simple chart above as your guide to real car value.

ENGINE CUSHIONED IN RUBBER

PONTIAC STRAIGHT 8

FISHER NO-DRAFT INDIVIDUALLY CONTROLLED VENTILATION