

Everybody is Talking Pontiac



"Pontiac's appearance makes me feel proud of it—it is so smart and trim—very modern."

"BALANCED VALUE"



"Pontiac makes a bit with me because of its Straight Eight performance. I get away first every time."



"I like it because its weight and strength make me feel safe and it is so comfortable and easy-riding."



"I'm strong for Pontiac because it is so economical—easy to buy and easy to own."



"I like my new Pontiac because I use it in business every day, and I need a car that's got durability enough to take it."



"I like my comfort when on a trip—and our new Pontiac is so comfortable, thanks to Fisher No Draft Ventilation."

15 miles or more to the gallon is what owners say the Pontiac Straight Eight gives them. And Pontiac continues to do so, even after thousands of miles of use.

Such operating efficiency can come from only one thing—and that is Balanced Design, which means that each part is scientifically balanced and related to all the others—so that all strains are equalized for uniform life and durability.

For example, Pontiac's pistons are electroplated to insure tight fit and long wear, and they are balanced to an eighth of an ounce. Connecting rods, crankshaft and pistons are tunneled for positive, metered oil supply to insure long life. The crankshaft is doubly-balanced; main and crankpin bearings overlap; which, with Pontiac's exclusive harmonic balancer, eliminate vibration.

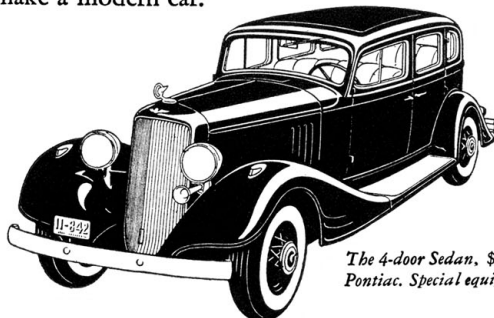
Owners really begin to appreciate what this means, after, say 25,000 miles or more, when they realize how fine their Pontiac is still running and how little it has cost them.

And don't forget the advantages of Fisher No Draft Ventilation—especially during hot weather.

Pontiac is the biggest straight eight in the low-price field—a 77-horsepower Straight Eight engine—115-inch wheelbase; 3265 pounds curb weight (4-door sedan).

Take a demonstration. You'll agree then that Pontiac deserves its increasing sales.

Remember it takes *all* of these qualities: Economy—Durability—Comfort—Safety—Performance—Appearance (not only some of them) to make a modern car.



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

Visit the General Motors Bldg., Century of Progress, Chicago.

PONTIAC
THE ECONOMY STRAIGHT EIGHT
 PONTIAC DEALERS EVERYWHERE — SEE THE ONE NEAREST YOU

ECONOMY • DURABILITY
 COMFORT • SAFETY
 PERFORMANCE
 APPEARANCE

\$ 585

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

A GENERAL MOTORS VALUE