

# A COOLING BREEZE



*just where you want it!*

You'll be glad to learn that one more of life's little irritations has been brought under perfect control.

Every now and again, some genius dives into one of these little annoyances, takes it apart—and comes up with a genuine contribution to the art of living.

Such a case is Fisher *Controlled* Ventilation—offered as part and parcel of Pontiac—the Economy Straight Eight.

At a turn of a handle, you adjust ventilators—get the breeze just where you want it, and in just the volume you want. It puts disturbing, vagrant, ruffling winds in their place and keeps them there. And what a relief *that* is.

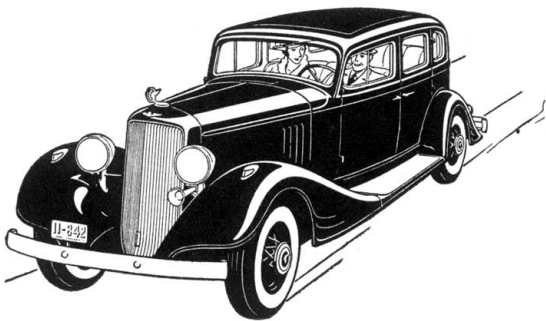
This one feature alone would make Pontiac an outstanding car compared with others at or near its price. But Pontiac gives more. It is a Straight Eight, and don't forget that only a Straight Eight can give Straight Eight performance.

It is a *big* car—115-inch wheelbase, and, due to its balanced weight and design, it gives you safety, comfort, durability.

All this may lead you to think of Pontiac as a costly car. But its first cost is low, and as for operating, ask any Pontiac owner, and you'll learn that it is giving 15 miles or more to the gallon.

Try a demonstration. Be sure to try Fisher Controlled Ventilation. No car can be really modern without this comfort feature.

*Your*  
**NEW CAR**  
*—be sure it is*  
**MODERN**  
*—as well as*  
**NEW!**



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Century of Progress*

**\$585** AND UP, F. O. B. PONTIAC  
EASY G. M. A. C. TERMS  
A GENERAL MOTORS VALUE

**PONTIAC**  
THE ECONOMY STRAIGHT EIGHT