



PONTIAC OUTSELLS ALL OTHER CARS IN ITS PRICE RANGE!

If you invest even as much as these low prices, you should certainly demand A STRAIGHT EIGHT

AS LOW AS
\$585

(The Roadster)

2-door Sedan, \$635

Standard Coupe, \$635

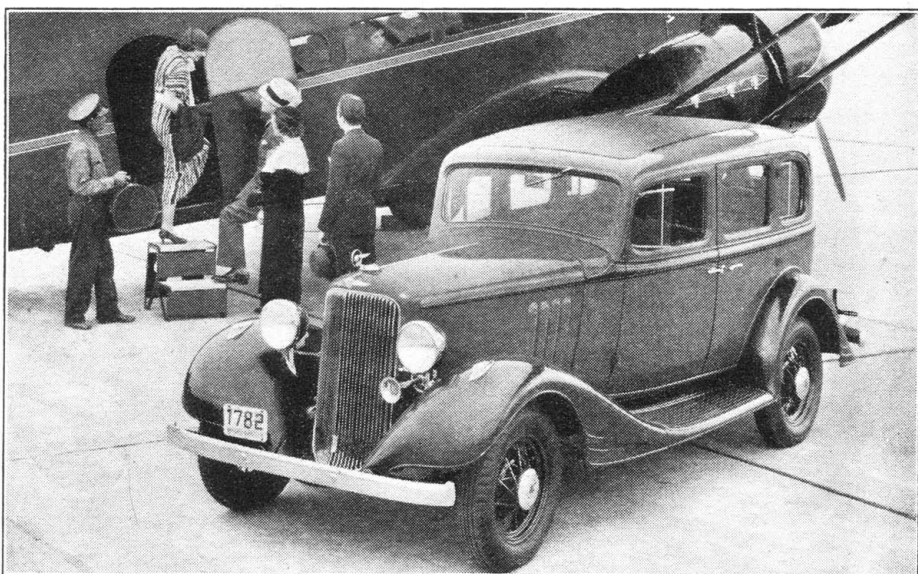
Sport Coupe, \$670

2-door Touring Sedan, \$675

4-door Sedan, \$695

Convertible Coupe, \$695

All prices f. o. b. Pontiac. Special equipment extra. Available on G.M.A.C. terms.



A General Motors Value . . . The 4-door Sedan

. . . and what is more, DEMAND a Straight Eight with ALL TEN of these advantages:

1. **A STRAIGHT EIGHT ENGINE** that develops 77 horsepower and 78 actual miles per hour . . . *smooth* miles, *effortless* miles.
2. **THE FISHER VENTILATION SYSTEM** that gives occupants of your car fresh air, in the amount each desires . . . that lets you laugh at the weather . . . that guards the family health.
3. **MODERN APPEARANCE**, including V-shaped radiator, streamlined bodies, valanced fenders . . . fresh as the latest style note, smart as a Paris creation.
4. **AMPLE SIZE** for roominess and comfort, ample length for smooth performance . . . 115-inch wheelbase—remember and compare.
5. **AMPLE WEIGHT** for safety and roadability . . . 4-door Sedan, 3265 pounds at the curb . . . it's good to feel plenty of car under you!
6. **DEFINITE PROOF OF FUEL ECONOMY** . . . more than fifteen miles to the gallon . . . just ask any Pontiac owner!
7. **FISHER REINFORCED STEEL BODIES** . . . the kind used on the higher priced cars . . . no compromises with quality in order to simplify production.
8. **FULL PRESSURE METERED LUBRICATION** to every engine bearing . . . maybe you don't understand what that means, but *what a difference it makes* in carefree performance and long life.
9. **CROSS-FLOW RADIATOR**, giving positive, efficient uniform cooling . . . a great performance and long-life factor, *exclusive to Pontiac*.
10. **A MODERN CAR** in every sense, not practically out of date the minute you buy it—but *advanced*, protecting the future trade-in value.

You will find ALL of these vital features only in the Pontiac Economy Straight Eight

But you don't know Pontiac, even from this description. You can't know Pontiac *till you drive it*. Do it . . . and do it now. Then you'll know why Pontiac outsells all other cars in its price range!

PONTIAC

WORLD'S LARGEST BUILDER OF STRAIGHT EIGHTS