



PONTIAC IS THE NEW CAR IN THE LOW PRICE FIELD

IT'S A BIG *straight* & **\$585**

AND UP—F. O. B. PONTIAC, MICHIGAN

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			
WEIGHT (4-Door Sedan)	3265 pounds			
HORSEPOWER	77			
SPEED	78			
FULL-PRESSURE LUBRICATION (Pifle-Drilled Connecting Rods)	YES			
DELIVERED PRICE (Your Favorite Model)				

Whether your purse be big or little, you owe it to yourself to ride in this new, big Pontiac economy Straight 8.

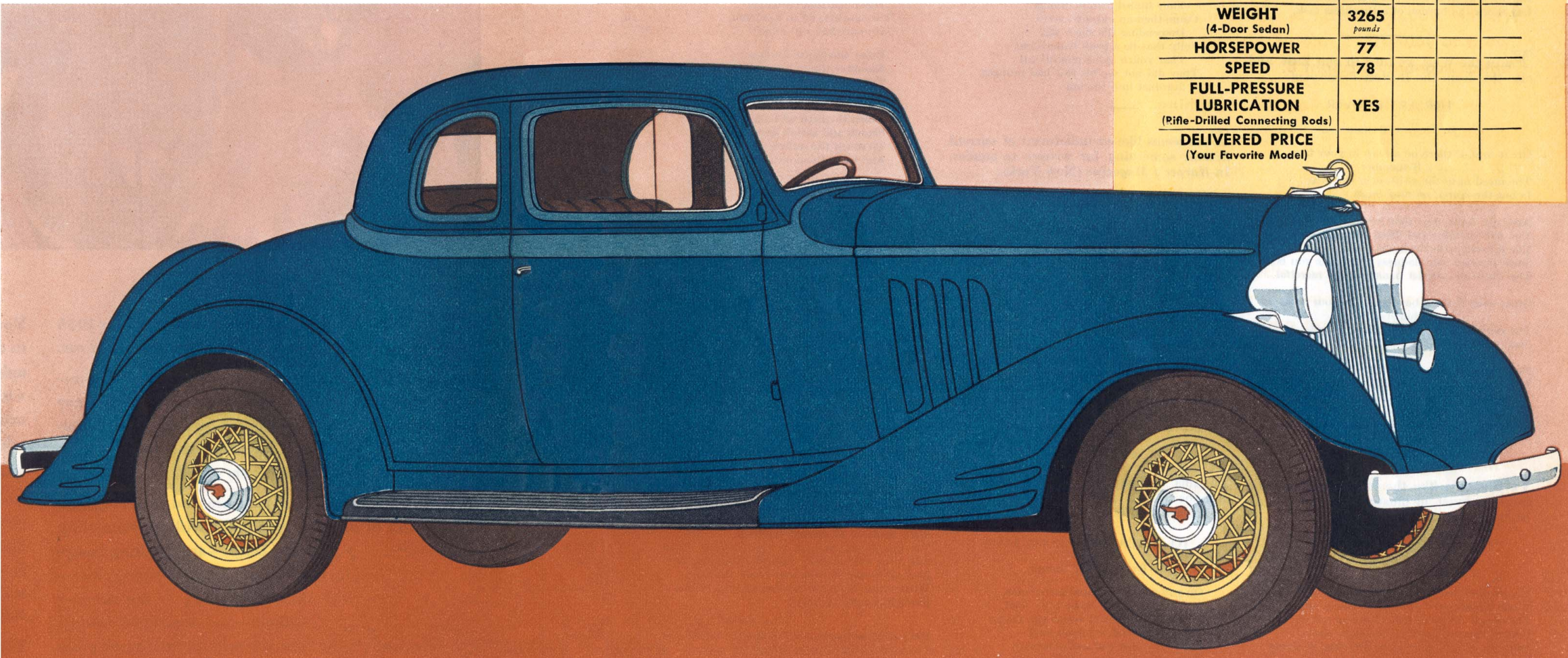
It is in the high price field in everything but price.

The smooth-flowing power of its big 77-horsepower Straight 8 engine gives you performance such as you'd never dream of finding in a low cost car—78 real miles per hour. Its 115-inch wheelbase, coupled with the beautiful new Fisher Bodies, gives you roomy comfort and easy riding such as never offered before in the low price field.

Closed models have the new Fisher No-Draft Ventilation, individually controlled—the biggest advance in comfort and pleasure since closed cars were developed. It stops drafts, prevents windshield fog, and allows for draftless ventilation in front and rear seats.

Pontiac is winning its new owners from every class—on its sheer value, outstanding performance, low cost and long-lived operating economy.

Whatever you've paid for cars before—this year, drive the Pontiac before you buy—It's the big Straight 8 in the low price field. The car you'll like to drive, be proud to own and it is easy to buy and run.



The Standard Coupe, \$635, f. o. b. Pontiac, Mich. Special equipment extra. Easy G. M. A. C. terms. A General Motors Value

PONTIAC *the economy* STRAIGHT 8

ENGINE CUSHIONED IN RUBBER

FISHER NO-DRAFT INDIVIDUALLY CONTROLLED VENTILATION