



*The Convertible Coupe, \$695, f. o. b. Pontiac, Mich. Special equipment extra.*

Life (we mean the one you live, not the one you read) still holds possibilities of a thrill in automobiles—if you know where to look for it.

Cast your eye, for instance, on the picture at the top of this page.

Sure, it looks like a big car. It *is* a big car. But it is not a big-money car.

It's a Pontiac Economy Straight Eight—so go ahead, look again and let it tempt you. We dare you to drive it (unless you really want to buy a car now).

Economy Straight Eight? Sure—\$585 and up, f. o. b. Pontiac. And operating costs so low that you arrive at the end of a trip with money enough left to get back—if you want to. Or to buy a carton of cigarettes and tooth paste just out of the gas savings.

Seven beautiful models to choose from—each with a particular appeal of its own. All closed bodies have Fisher No Draft Ventilation, which makes summer driving as comfortable as a shady nook. Dealers everywhere. Easy G. M. A. C. terms.

There is a booklet on the subject, too—"What do you mean—Balanced Value." It's free. Get a copy from a dealer, or write Pontiac, Room 15-271, General Motors Bldg., Detroit, Mich.



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# PONTIAC

THE ECONOMY STRAIGHT EIGHT