

Here's something you
something

can sell, because it's
people will buy . . .



*"Say—that's the new Pontiac,
the big Economy Straight
Eight. Boy, that's the car I'm
going to buy."*

*The car they are looking at is the
Sport Coupe, \$670, f. o. b. Pontiac, Mich.
Special equipment extra. Easy G. M. A. C. terms.*



A G E N E R A L M O T O R S V A L U E

PONTIAC

NATURALLY you want, if you can, to sell the car that people want to buy. Nobody knows better than a practical dealer that nothing is so costly and wasteful as the unproductive selling expense of trying to fight public preference.

You know that everybody wants a big car—and you know too that this big 115-inch wheelbase Straight 8 at \$585 and up, f. o. b. Pontiac, is a natural winner.

Maybe you've already had to sell against the Pontiac Economy Straight 8—and if you have, you know it's a tough fight. And such tough selling costs the dealer money. Sales effort is a great source of profits, but not if you waste your time and money trying to fight public preference—especially this year.

Here's what the Pontiac gives you to offer—a new car built by General Motors. A BIG Straight 8—115-inch wheelbase, 3265* pounds

weight. Not just "full-sized"—a truly BIG car. Requires no mechanical gadgets to make it "smooth as" an Eight, because it IS an Eight—a BIG Straight 8—77 horsepower engine. It isn't only low in price, but has economy that you can take out on the road and demonstrate! Makes 78 actual miles an hour. Fisher Body, with wonderful new Fisher No Draft Ventilation (individually controlled). And this fine, BIG General Motors Straight 8 sells for only \$585 and up, f. o. b. Pontiac, Michigan.

Good territories are still open for aggressive, forward-looking dealers who can see a sales opportunity while it's still open. If you're interested in riding the tide, in having a better than average chance for profits, write or wire for full information. Address: Pontiac (Division of General Motors), General Motors Building, Detroit, Michigan.

Ask any Pontiac dealer and he will tell you that the Pontiac Sales Agreement is in itself very fair and reasonable—and is administered with consideration and fairness.

*Curb weight of the 4-door Sedan

Through B. O. P. Sales Co. we can often arrange very attractive dual franchises with other General Motors cars

the economy STRAIGHT 8 . . .

FISHER NO DRAFT VENTILATION (INDIVIDUALLY CONTROLLED)