



Never before such a car in the LOW PRICE FIELD



*and even now there is only ONE . . . and that one is
PONTIAC—the Economy Straight Eight*



*The 2-door Sedan,
\$635, f. o. b. Pontiac.
Special Equipment Extra.*

\$585 *And Up—f. o. b. Pontiac. Easy G. M. A. C. Terms*
A GENERAL MOTORS VALUE

● Sooner or later you'll buy a Straight Eight—why not buy it now, when you can get a Pontiac Economy Straight 8 for only \$585 and up, f. o. b. Pontiac? But that's not all. It's not only easy to buy—it's easy to own. For this Straight 8 is so finely engineered and built that it gives you the performance and power for which Straight Eights are famous, with the operating economy that makes it a truly economical car to own.

Up to now there wasn't any such car in the low price field. But there is one there now—and what a car—and you don't have to pay a premium to own and run it. A big Pontiac Economy Straight 8—115-inch wheelbase; 3265* pounds of real weight; a 77-horsepower motor

that gives you 78 actual miles per hour.

Women are delighted with Pontiac's roomy, comfortable interiors, beautiful new Fisher bodies and the new Fisher No Draft Ventilation (*individually controlled*)—the first real development in closed car comfort and safety since closed bodies were first designed.

Pontiac has the big car comfort and performance that you've always wanted. Why not get it? Why shop, when you've known for years what you want—and know, before shopping, that Pontiac—the Economy Straight Eight—is the car that gives you more for your money than any other car at or near its price.

*Curb weight of the 4-door Sedan