



The 4-door Sedan, \$695, f. o. b. Pontiac, special equipment extra.

It Not Only *Looks Like* A Big, Beautiful, Comfortable Car—It Really *Is*

IN AN article so much used as a car, comfort—real riding and driving comfort—is of no small importance.

Remember in the past how good it seemed, after a day's run, to get out of a small car—and just stretch? And then, remember how much more comfortable you were in a bigger car—how much fresher at the end of the run?

Pontiac has a wheelbase of 115 inches—longer than that of any other car at or near its price. The 4-door Sedan, shown above, for example weighs 3265 pounds at the curb.

You see that Pontiac has the weight and size, which in the natural order of things

tend to give more comfort for everybody in the car—and weight and size make for safety, too.

Add to this the thrilling performance of its big Straight Eight engine—and you will agree that Pontiac offers so much for so little that it is the outstanding car in the low price field.

Additional features—such as beautiful new Fisher bodies with Fisher No Draft Ventilation, individually controlled—confirm Pontiac's comfort and performance and style leadership.

Remember also that Pontiac is the Economy Straight Eight, not only in low first price, but also in operating economy—for it costs no more to run than many smaller cars. Your Pontiac dealer will gladly give a demonstration. You'll agree it is a typical General Motors Value.

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PONTIAC
THE ECONOMY STRAIGHT 8
\$585
and up F.O.B. Pontiac
Special equipment extra. Easy G. M. A. C. terms