



What Do You Mean— "BALANCED VALUE"

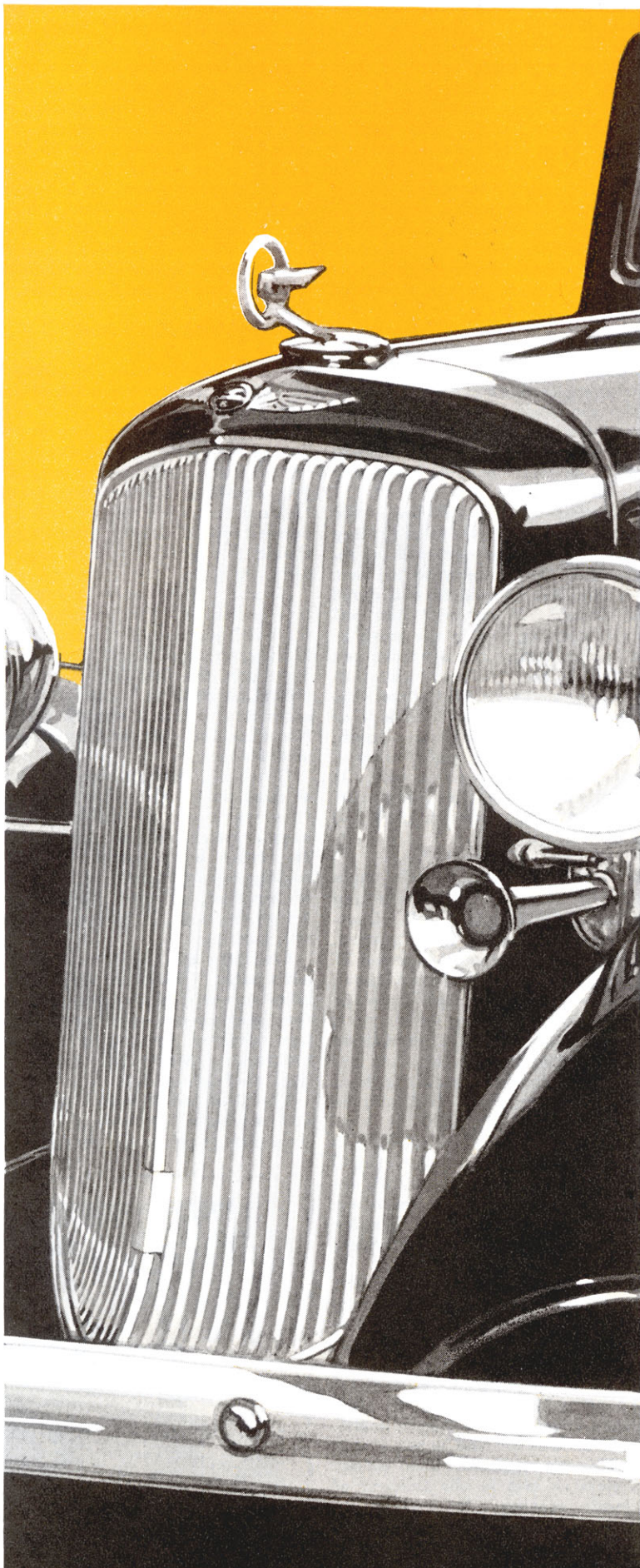
**ECONOMY
DURABILITY
COMFORT
SAFETY
PERFORMANCE
APPEARANCE**

Balanced Value is to an automobile what poise is to a man—a sound, sane, practical balance between the qualities that make it a thrilling car to drive, comfortable to ride in, safe and sure on the road, distinctively modern in appearance, and with operating costs so low that owners are agreeably surprised.

Letters from people who have taken Pontiac's Economy Demonstration say that it gives 15 miles or more to the gallon of gas.

But gasoline and oil economy is not the only saving that Pontiac—the Economy Straight Eight—gives you.

Pontiac's big 77-horsepower Straight Eight engine is actually over-size as compared with general practice—this means extra durability and longer life. Its exclusive controlled-pressure lubrication system and new-type water cooling system insure against waste of oil and gasoline and also save on parts.



Pontiac's wheelbase of 115 inches and its 3265 pounds of weight (curb weight of 4-door Sedan) are not in themselves important, perhaps. But a long wheelbase, together with a scientifically designed chassis and strong Fisher bodies, and with a balanced relationship between engine weight and power, does combine to give you big car comfort and Straight Eight performance with safety and operating economy.

The full details of Pontiac's Balanced Value cannot be told in this space.

READ THE BOOKLET

*"What Do You Mean —
Balanced Value"*

This little booklet gives the engineering facts fully and clearly in terms of owner values. You can get a copy free from the nearest Pontiac dealer, or we shall gladly send you a copy if you write Pontiac, Room 15-264, General Motors Bldg., Detroit, Mich.

Whether or not you intend buying a car now, it will pay you to read this booklet. It gives a practical analysis of automobile engineering and automobile features and their significance to the owner. It will make you a better buyer—because you will be a more critical judge of automobile value. Get a copy today.

PONTIAC
THE ECONOMY STRAIGHT EIGHT

\$585
A GENERAL MOTORS VALUE

AND UP * * *
F.O.B. PONTIAC
EASY C.M.A.C. TERMS