

# LOOK AT THE CAR AS WELL AS THE PRICE TAG

Price tags—this year—will be displayed to you as never before—in the effort to get you to buy on price alone.

But—remember what you've probably learned from experience—that only a *big* car can give you big car comfort. If the needed size and weight aren't *in* the car, you can't get their benefits *out* of the car.

And remember also how you've always wanted a big car—and now you can get it—a Pontiac Economy Straight 8—for only \$585 and up, f. o. b. Pontiac.

But the low price alone doesn't tell the story, for Pontiac gives you its big car comfort and big car performance at low

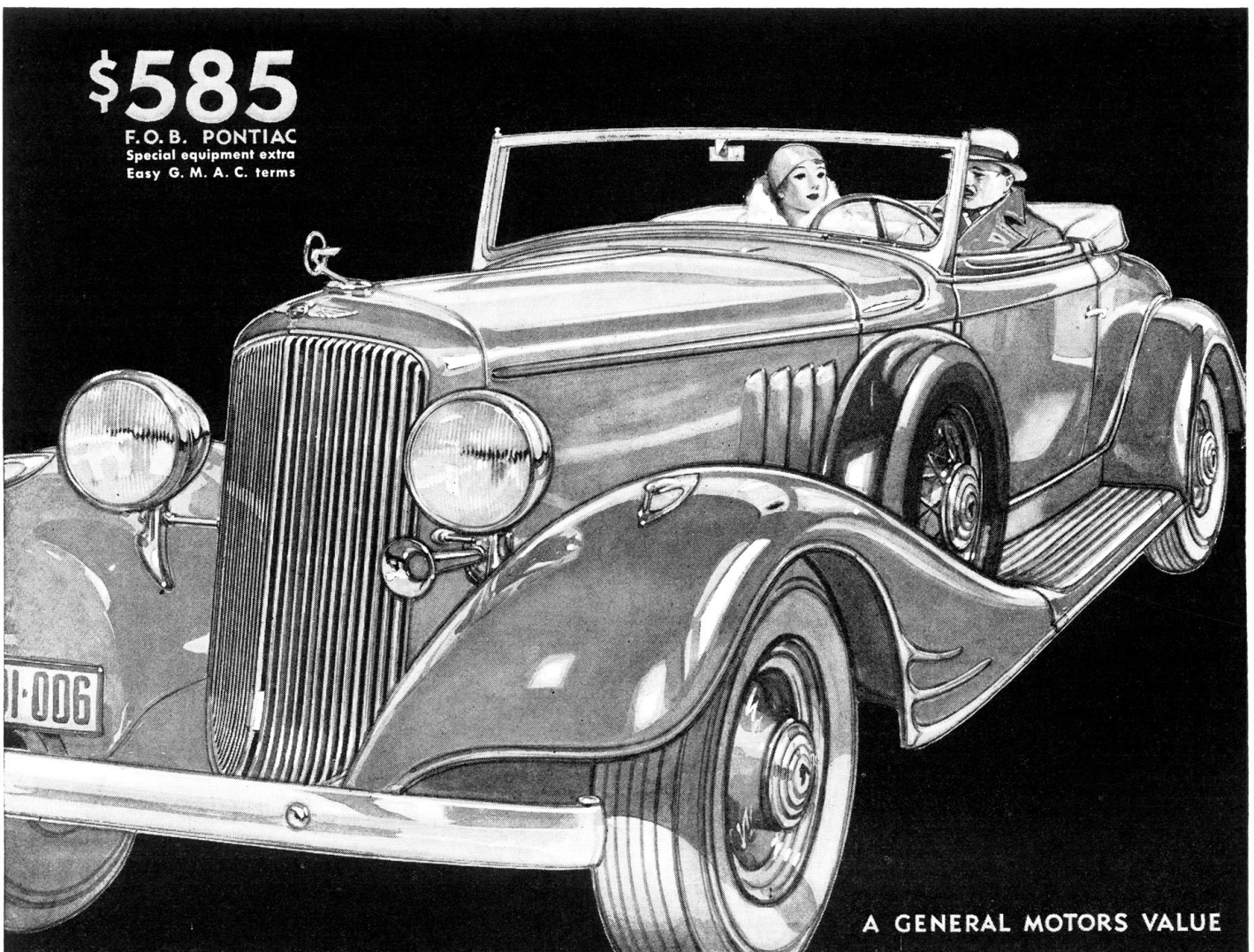
operating costs—no more, really, than for many smaller cars.

Size—115-inch wheelbase; weight—3265\* pounds *in* the car; performance—a big Straight 8 engine that gives you 78 real miles per hour.

Beautiful new Fisher bodies with *Fisher No Draft Ventilation (individually controlled)*, the greatest advance in health, comfort and safety since closed bodies were first designed.

That's why we say—*this year* get the kind of car you've always wanted—at a price that seems too good to be true. Pontiac is a General Motors Value—a good car to buy.

\*Curb weight of 4-door Sedan



 **PONTIAC** THE ECONOMY STRAIGHT **8**