



You can see



"Gee, Dad! What's the use of looking at any others? This is the car we want."

THE CAR THEY ARE LOOKING AT IS THE 2-DOOR SEDAN, \$635, F. O. B. PONTIAC. SPECIAL EQUIPMENT EXTRA. EASY G. M. A. C. TERMS FISHER NO-DRAFT VENTILATION—(INDIVIDUALLY-CONTROLLED)

the *buyer* appeal in this car

Now look at the *Sales possibilities*

THE car that people *want* is the car to *sell*. That's Pontiac's whole dealer appeal in a nutshell—the natural sales possibilities in the car itself.

Any business man can see the instant buyer appeal in this Economy Straight 8 by General Motors for \$585 and up, f. o. b. Pontiac. As a dealer, you know that Pontiac is a tough car to fight. Don't fight it—*sell* it!

This is the car that the public has been waiting for. It's not just a "full-sized" car—it's a BIG car—115 inches, 3265* pounds of weight. It's an Eight—a big Straight 8—the *identical* type of motor that won every first and 29 of 30 one-two-three prizes at Indianapolis during the past 10 years.

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 for other General Motors cars.

Needs no mechanical gadgets to make it "seem like" or "smooth as" an Eight—because it IS an Eight!

Just suppose that you could take a car like this Pontiac to *your* list of hot prospects, and tell them: "Here's a big Straight 8, built by the world's most experienced manufacturer, and it's yours for only \$585 and up, f. o. b. Pontiac. It costs no more to operate than other lowpriced cars." Think how many more sales you could close by delivering to your customers the car they *want* instead of trying to talk them into a substitute.

Good territories are still open. Write or wire for details. Address: Pontiac (Division of General Motors), General Motors Bldg., Detroit, Michigan.

PONTIAC *the economy* STRAIGHT 8

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