

Only a STRAIGHT EIGHT can give Straight Eight PERFORMANCE!



"I like Pontiac because I want Straight Eight performance—not something just as good."



"I don't want cheapness, but I want a real automobile and I want practical economy. Pontiac gives me just that."



"I like safety and comfort, and these hot days, believe me, I prize Pontiac's Fisher Controlled Ventilation."



"A car is a business necessity for me. Pontiac meets my first need because it lasts, stands up and delivers."

PONTIAC—the Economy Straight Eight—is one of the outstanding successes of the year. It is showing the way to big-car comfort and Straight Eight performance at low price and with operating economy.

Everybody wants big-car comfort and Straight Eight performance—and everybody knows that only a Straight Eight can give Straight Eight performance.

Pontiac is the Economy Straight Eight. Ask any Pontiac owner—and you'll find it is giving 15 miles or more to the gallon—and gives that not only for a few thousands of miles, but for many thousands after you'd expect it to show signs of wear.

Pontiac, you see, is so balanced in design; stresses and strains so well equalized, that it gives its owners Balanced Value. Which is simply another way of saying it has no weaknesses, but stands up as a whole.

One of Pontiac's outstanding features is *Fisher Controlled Ventilation*. You'll never know how delightful summer motoring can be till you try it. Many say no car can be considered modern without it.

Try a demonstration. Let Pontiac itself convince you that it has no equal at or near its price—that it is the outstanding car of the year in every detail that goes to make a car modern and desirable.

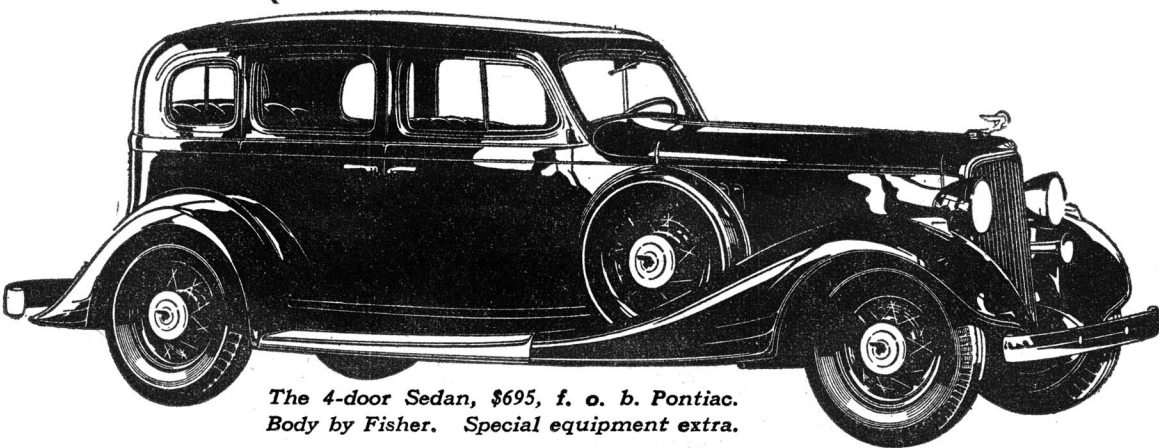


"Pontiac not only performs like a truly modern car—it looks the part, and I'm proud of it."



"I've been used to costly cars, but I must say my Pontiac gives me everything I could want—and gives it economically."

Visit the General Motors Building, Century of Progress



The 4-door Sedan, \$695, f. o. b. Pontiac. Body by Fisher. Special equipment extra.



Ask your dealer for a copy of the booklet, "What do you mean—Balanced Value." It is free.

PONTIAC

THE ECONOMY STRAIGHT EIGHT

BALANCED VALUE

Economy • Durability
Comfort • Safety
Performance • Appearance

\$ 585

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

A GENERAL MOTORS VALUE

PONTIAC DEALERS EVERYWHERE—SEE THE ONE NEAREST YOU