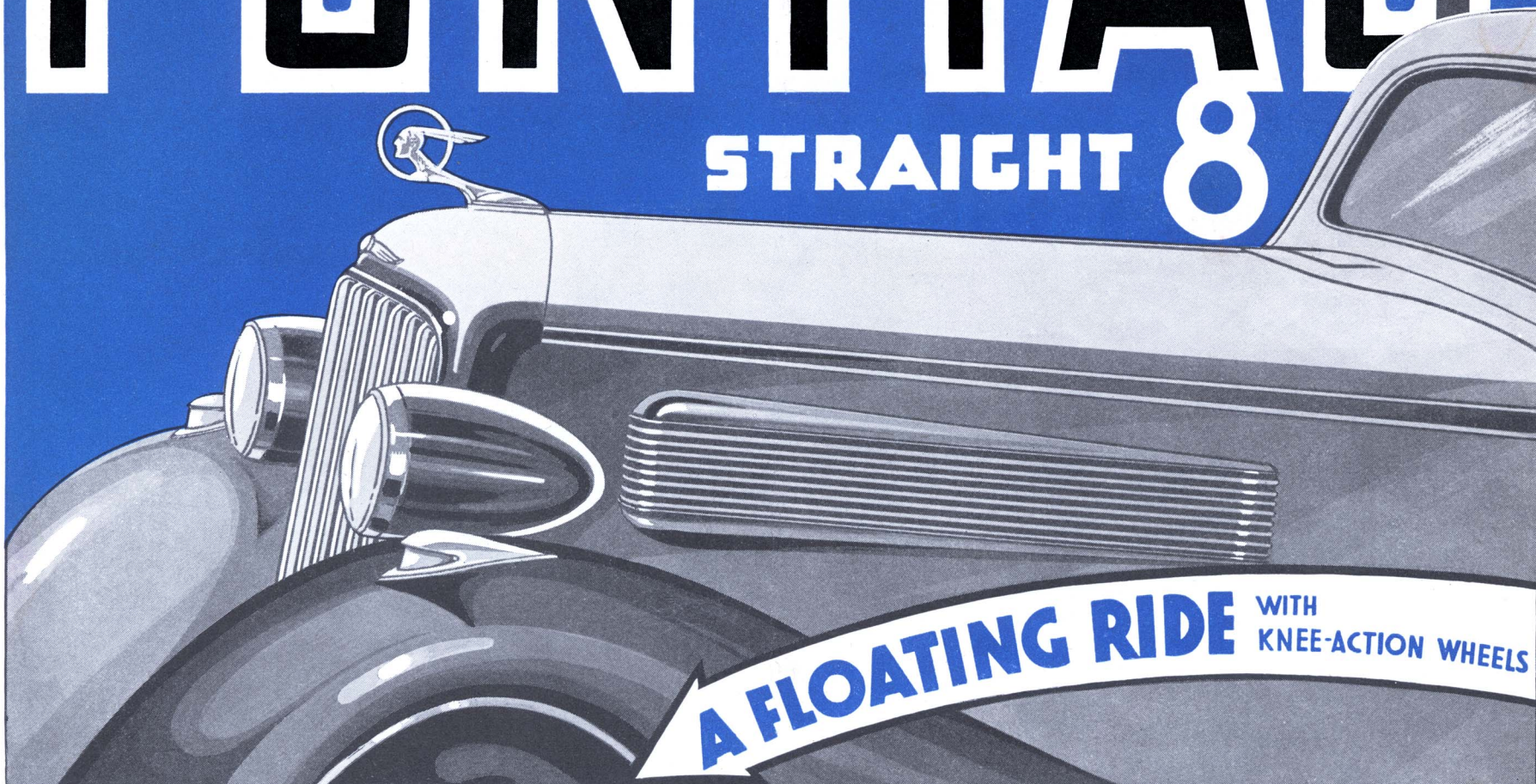


See! Drive! THE NEW

PONTIAC

STRAIGHT 8



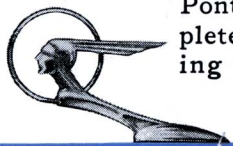
1934—year of outstanding automotive achievement brings you Pontiac—a new model of extraordinary performance, comfort, and value! Time-improved features which brought fame to past Pontiacs have been retained. Important new refinements have been added . . . many of them actually suggested by Canadian motorists, through their whole-hearted cooperation with General Motors' Customer Research activities.

First of all, the now-famous Knee-Action Wheels enable you to enjoy a Floating Ride. No bumps! No jars! No shimmy! Naturally, the exclusive Fisher No-Draft Ventilation, pioneered in last year's General Motors cars has been retained and improved to provide an even greater measure of comfort and protection. Safety is further assured by new Bendix brakes . . . a strapping K-Y "Girder Box" frame . . . and new Multi-Beam head-

lamps. Pontiac's mighty Straight-8 engine has been correspondingly advanced. It's faster, smoother, more powerful, more economical . . . and, because of live rubber suspension, practically vibrationless. Then too, increase in wheelbase, in car weight, in body-size, and in tire size, all tend to make this the roomiest, easiest-riding automobile ever to bear the famous Indian-head trademark!

When you see this distinguished modern car, you'll certainly want to drive it! And when you drive it, we promise you'll experience an honest-to-goodness *new* sensation. Please accept our friendly invitation to ride and drive in Pontiac, the car that makes all roads smooth. Start the new year right! Let

Pontiac show you the way to a completely new kind of low-cost motor-ing enjoyment and satisfaction.



SMOOTHER . . . Improved and more powerful Straight-8 Engine with 10% greater economy . . . New Knee-Action Front Wheels . . . Easier Steering . . . Rubber Engine Mountings.

SAFER . . . New Bendix Brakes . . . sturdier K-Y "Girder Box" Frame . . . Multi-Beam Head-lamps . . . Stronger Bodies by Fisher.

MORE COMFORTABLE . . . Improved Fisher No-Draft Ventilation . . . Roomier Fisher Bodies on Longer Wheelbase . . . Bigger Tires.

MORE CONVENIENT . . . Gaselector adapts car to any grade of gasoline . . . Accelerator Pedal Starter Control . . . "Electric Whistle" Warning Signals.

FINER LOOKING . . . Smart New Design with Streamline Styling.

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