



*"...and so I bought a Pontiac*

"After looking over all others, I concluded that it really was the quality car of the low-price field."



The 2-Door Touring Sedan—List price at Pontiac, Michigan, \$785\*

## *The lowest priced Quality Car*



People who have been driving high-priced cars—no less than those who have been driving cars of far lower price—are turning to the new Pontiac.

One type of motorist finds in the new Pontiac the size and roominess for which he has previously paid much more; the other finds in it scores of advanced features that make his old car seem quite ordinary. Pontiac's smart, newly styled body by Fisher has an individuality all its own.

Its new 84-horsepower Straight Eight engine, so superbly smooth and flexible . . . its new Knee-Action wheels, to which Pontiac owes its smooth, gliding ride . . . its safe and powerful Bendix brakes . . . its long, 117-inch wheelbase . . . its improved Fisher No Draft ventilation . . . all contribute to Pontiac's immense popularity.

But you needn't take our word alone. Any Pontiac dealer will be glad to show you a new Pontiac...to let you drive it. When

you have seen for yourself how beautifully it rides—how easy it is to handle—you too will acclaim it the low-priced *quality* car . . . a car that really is *new* and *different*.

\* List prices at Pontiac, Michigan, \$715 and up. With bumpers, spare tire, metal tire cover, tire lock and spring covers, the list price is \$32.00 additional.

# PONTIAC

*The Economy Straight Eight*