

What did the judge look for in this champion?

ESSENTIAL WEIGHT, *of course*

It is no accident of engineering that a Pontiac weighs more than other cars in the low-priced field. It was designed and built that way.

This *essential weight*, properly distributed and balanced, contributes to greater safety and longer life.

Linked with Pontiac's smooth engine, Knee-Action front wheels, and Body by Fisher with No Draft Ventilation, it makes the Pontiac surpassingly comfortable and smooth to ride in.

Pontiac engineering achieves all these qualities without penalizing performance or economy. For a Pontiac Eight has the brute power to give you breath-taking pick-up and swiftness, should you need them. Its owners report 16 to 18 miles per gallon.

Be sure that the next car you buy combines essential weight with performance and economy. Look for it as critically as you would if you were judging prize stock in which this trait is also highly important. And your choice will inevitably be the new Pontiac Eight.



Zato Rupert, Grand Champion Hereford Bull at the 1933 International Live Stock Exposition, Chicago. Owned and shown by R. H. Hazlett, Eldorado, Kan.



PONTIAC EIGHT *only* \$715

and up, list prices at Pontiac, Mich. Illustrated, the 4-Door Touring Sedan, \$845, list price at Pontiac, Mich. With standard extra equipment, \$32 additional.