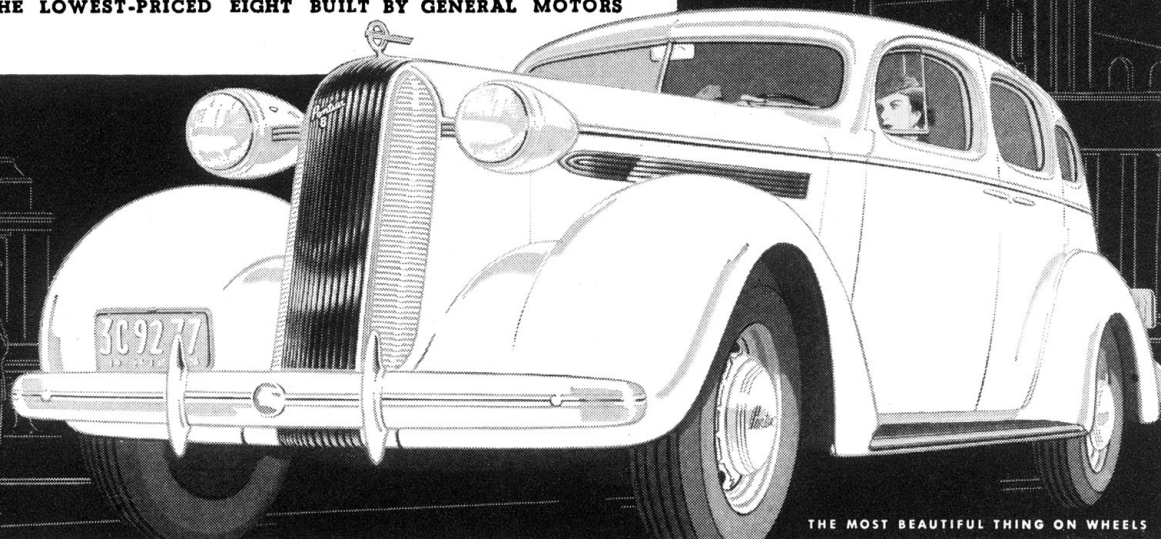


PONTIAC SETS AN ALL TIME HIGH FOR *Smoothness* IN AN EIGHT!

OBVIOUSLY, when engineers so thoroughly conquer roughness that an engine has no vibration point at *any* speed, the ultimate in smoothness has been reached. And that is exactly what Pontiac engineers have done! Drive where you will and how you will, you'll find no roughness in the big, new Pontiac Eight. *It is always and eternally super-smooth.*

And best of all, Pontiac gives you this *super-smoothness* plus everything else you want! Economy, for example—under official supervision the Pontiac Eight has averaged *22 miles to the gallon*. Long life, for instance—reports from Pontiac owners who have driven their cars 150,000 miles and more are commonplace occurrences. Pride of ownership—Pontiac is world-renowned as the most beautiful thing on wheels. And as for price: Just bear in mind that this big, super-smooth quality car is the world's lowest-priced straight eight—which makes it represent an all-time high for value!

THE LOWEST-PRICED EIGHT BUILT BY GENERAL MOTORS



THE MOST BEAUTIFUL THING ON WHEELS

PONTIAC THE BIG *Eight...* ECONOMY \$730

Illustrated above—the 1936 De Luxe Eight 4-Door Sedan \$815. List prices at Pontiac, Michigan, begin at \$730 for the Eight (subject to change without notice). Safety plate glass standard equipment. All Pontiac cars can be bought with monthly payments to suit your purse on the G. M. Installment Plan. Standard group of accessories extra. A General Motors Value.