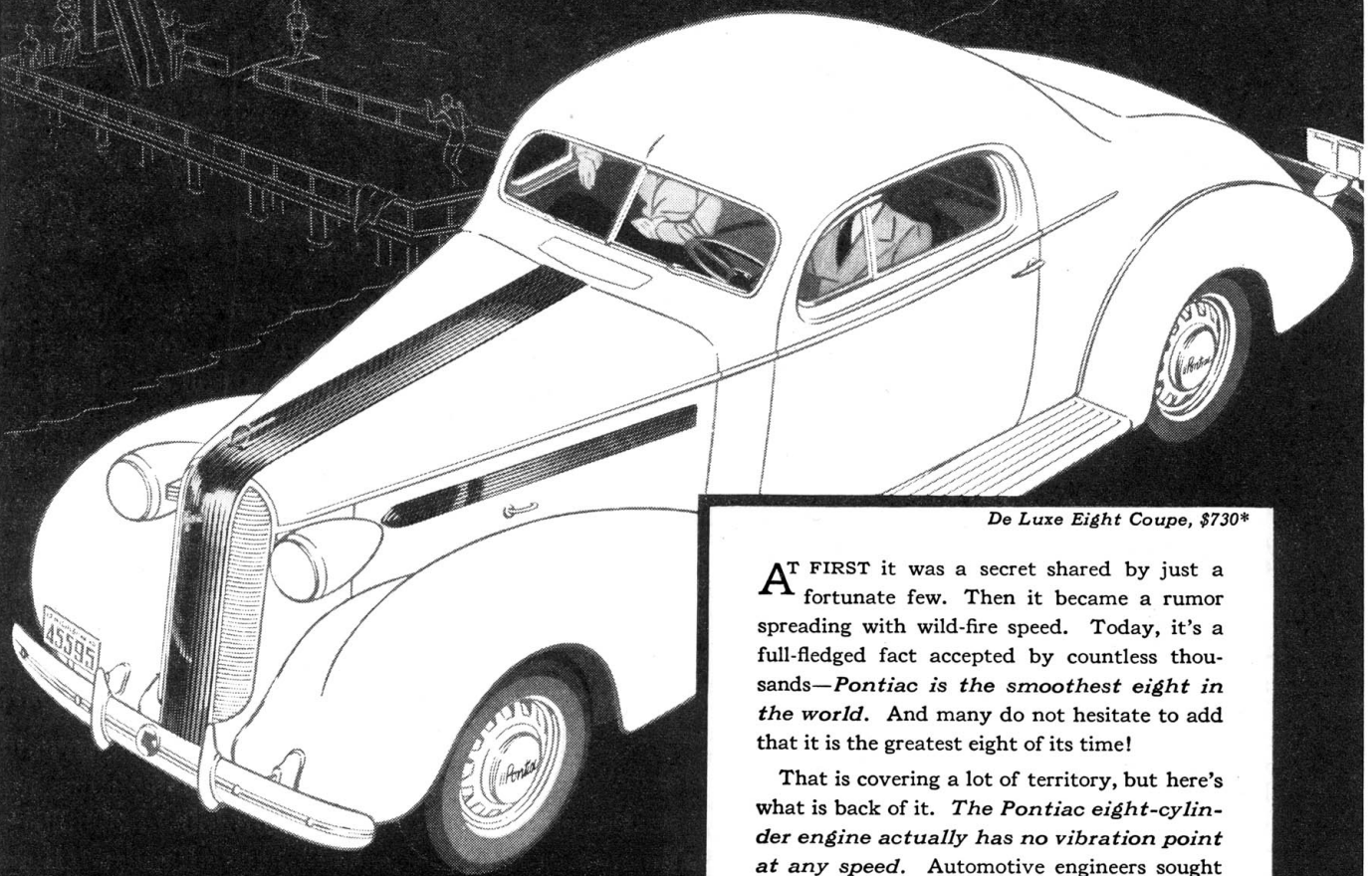


QUIETLY MAKING A NAME FOR ITSELF AS THE *Smoothest* EIGHT IN THE WORLD



*De Luxe Eight Coupe, \$730**

AT FIRST it was a secret shared by just a fortunate few. Then it became a rumor spreading with wild-fire speed. Today, it's a full-fledged fact accepted by countless thousands—*Pontiac is the smoothest eight in the world.* And many do not hesitate to add that it is the greatest eight of its time!

That is covering a lot of territory, but here's what is back of it. *The Pontiac eight-cylinder engine actually has no vibration point at any speed.* Automotive engineers sought for that result for years. And Pontiac solved it with an engine that is also so efficient that it matches the economy of the thriftier sixes!

You *may* find a car that will approach the Pontiac Eight for smoothness. There *may* be other cars with a like economy record. *But not at Pontiac's low price.* And not with Pontiac's special distinction or remarkable record of long-life and trouble-free performance.

It's a simple matter to check these statements and prove Pontiac's fitness to please you. *A ten-minute ride will do it.* Take it, by all means, before you buy a car, and let your own good judgment confirm the fact that you can't do better than a Pontiac Eight.

THE MOST BEAUTIFUL THING ON WHEELS

THE LOWEST PRICED EIGHT BUILT BY GENERAL MOTORS

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



*List prices at Pontiac, Mich., begin at \$730 for the Eight (subject to change without notice.) Safety plate glass standard equipment. Monthly payments to suit your purse on the G. M. Installment Plan. Standard group of accessories extra.