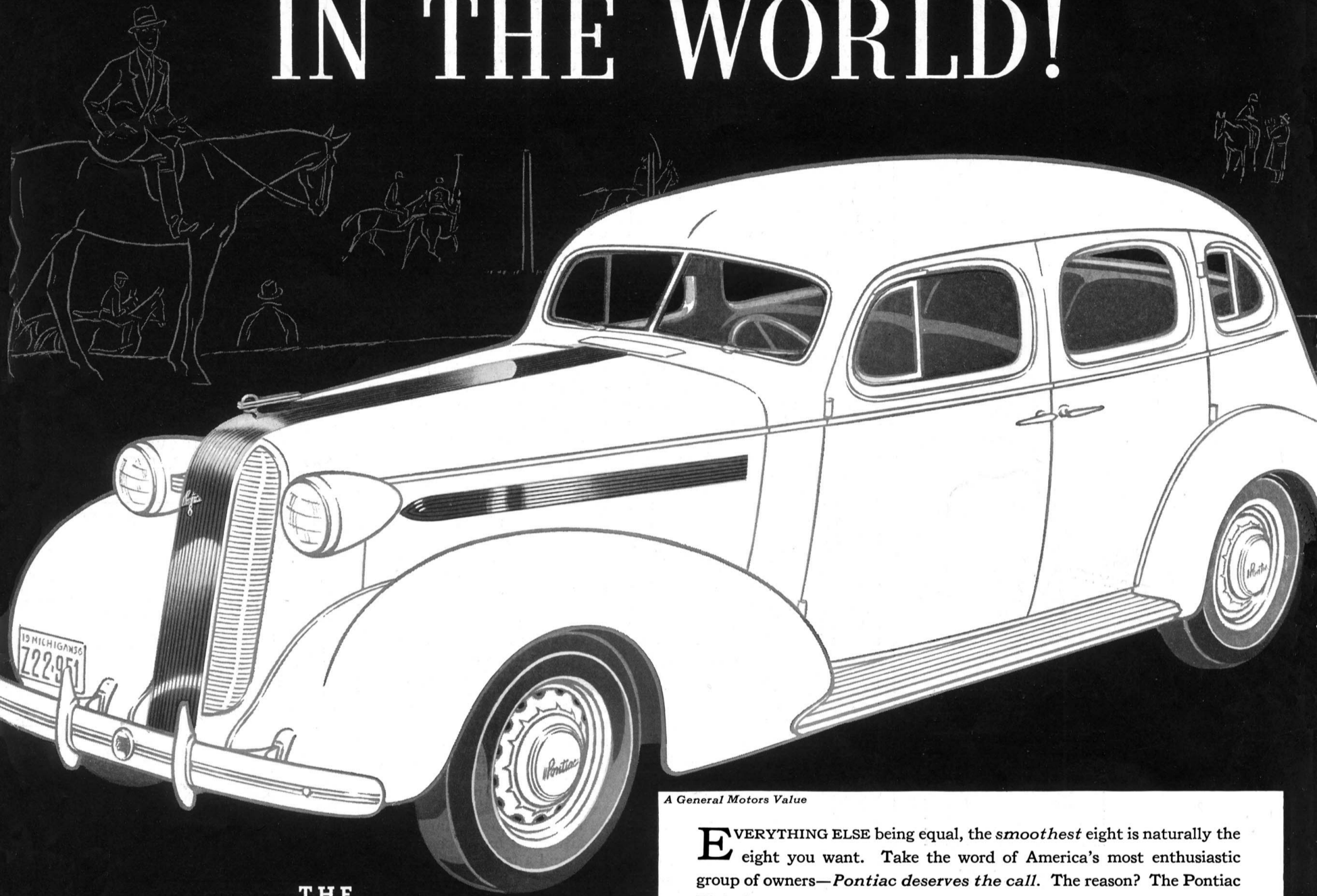


MAKING FRIENDS..WINNING FAME AS

THE *Smoothest* EIGHT  
IN THE WORLD!



THE  
LOWEST-PRICED EIGHT  
BUILT BY GENERAL MOTORS

PONTIAC <sup>\$</sup>730  
THE BIG  
ECONOMY *Eight*



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. Monthly payments to suit your purse on the G.M. Installment Plan. Standard group of accessories extra.

*A General Motors Value*

**E**VERYTHING ELSE being equal, the *smoothest* eight is naturally the eight you want. Take the word of America's most enthusiastic group of owners—*Pontiac deserves the call*. The reason? The Pontiac Eight has no vibration point at any speed! There's no more effort when you speed up than when you slow down. There's no more strain on a grade than when the engine runs free. Pontiac engineers have eliminated roughness for good and all!

The *by-products* of this great engineering feat are just as impressive. Officially supervised, a Pontiac Eight has delivered 22 miles to the gallon. According to owners, 200,000 trouble-free miles are nothing at all for this big, sound and solid eight! And everything else, from triple-sealed hydraulic brakes to "Turret-Top" Fisher Body, measures up. The Pontiac Eight asks odds of no car for beauty, luxury, modernity. In fact, it is fully qualified to win fame and friends on any of these counts alone!

Give Pontiac a chance to prove its mettle. Drive it and be hypercritical when you do. You'll make the very interesting discovery that price no longer provides an estimate of quality. For Pontiac, world's lowest-priced straight eight, is also one of the finest cars ever built!

**THE MOST BEAUTIFUL THING ON WHEELS**