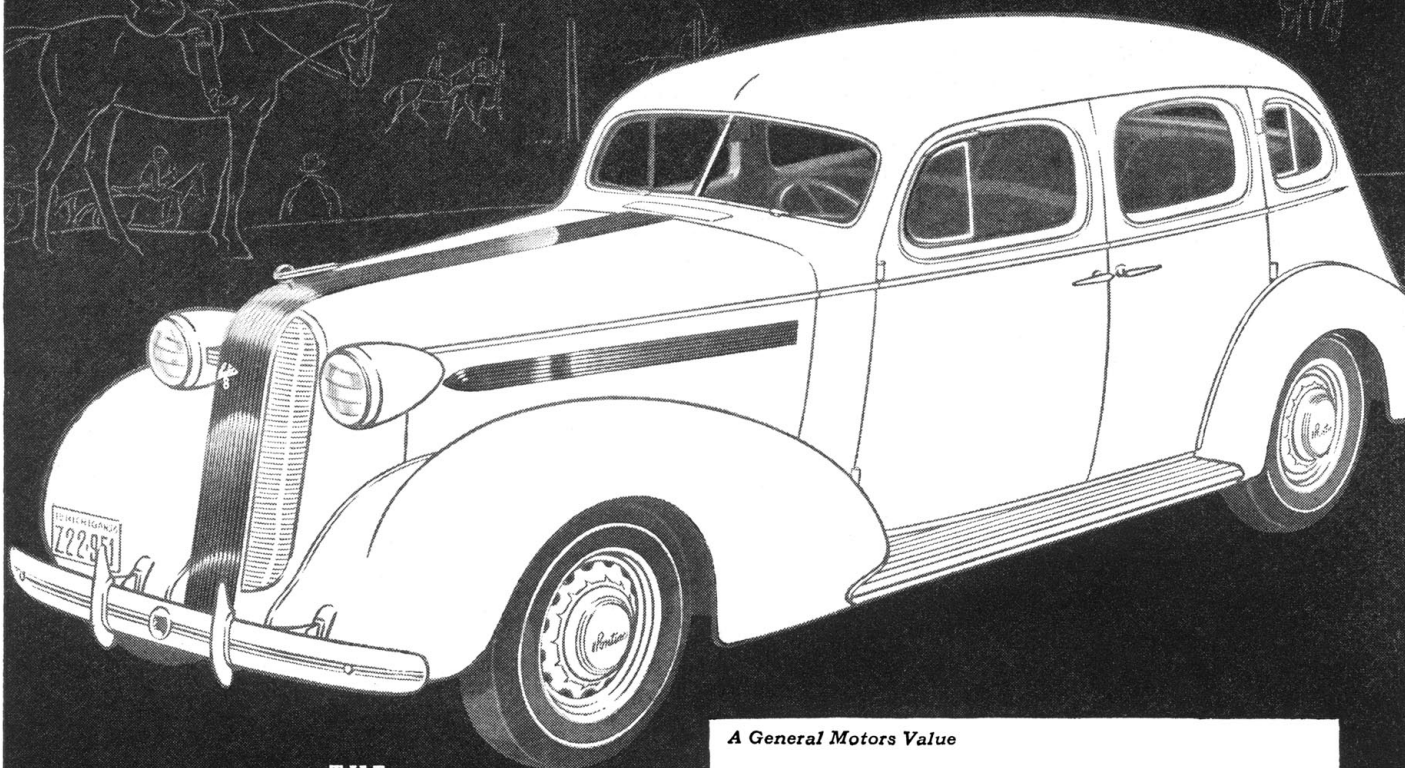


MAKING FRIENDS ..WINNING FAME AS  
 THE *Smoothest* EIGHT  
 IN THE WORLD!



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



*A General Motors Value*

**E**VERYTHING ELSE being equal, the *smoothest* eight is the eight you want. Take the word of America's most enthusiastic group of owners—*Pontiac deserves the call*. The reason? Pontiac engineers have built a motor with no vibration point at any speed!

The *by-products* of this great feat are just as impressive. Officially supervised, a Pontiac Eight has delivered 22 miles to the gallon. Owners say 200,000 miles are nothing at all for this big, 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 could 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 discover that price no longer provides an estimate of quality. For Pontiac, world's lowest-priced straight eight, is one of the finest cars ever built!

**THE MOST BEAUTIFUL THING ON WHEELS**