

Everybody is Talking Pontiac



"BALANCED VALUE"

EVERYBODY is talking Pontiac this year. Why? We should like to tell you what we believe are some of the reasons.

Different people like it for different qualities. The artist, for example, stresses its appearance. The business man is impressed by its durability and economy. Others especially like its roomy comfort and its safety. A boy or a girl is thrilled by nothing so much as its performance.

Yet none of these people would be satisfied with a car that had only the one feature they talk about.

Even the man who talks most about his car's pick-up and speed, also wants durability, comfort, safety, appearance and economy.

That's Balanced Value—and that is why everybody is talking Pontiac this year.

Here are some of the actual, physical facts that make Pontiac the car of Balanced Value:

It is the biggest Straight Eight in the low-price field. It has a wheelbase of 115 inches; 181 inches from bumper to bumper. The four-door sedan, for example, weighs 3265 pounds (curb weight). And size and weight are important for roadability, safety and comfort. It has a 77-horsepower Straight Eight engine that gives you 78 real miles per hour.

Bodies by Fisher have the famous Fisher No Draft Ventilation, which makes summer driving cool and comfortable.

Its prices begin as low as \$585, f. o. b. Pontiac—and owners will tell you it gives them 15 miles or more to the gallon. And it gives that, not only for the first few thousands of miles, but for many thousands.

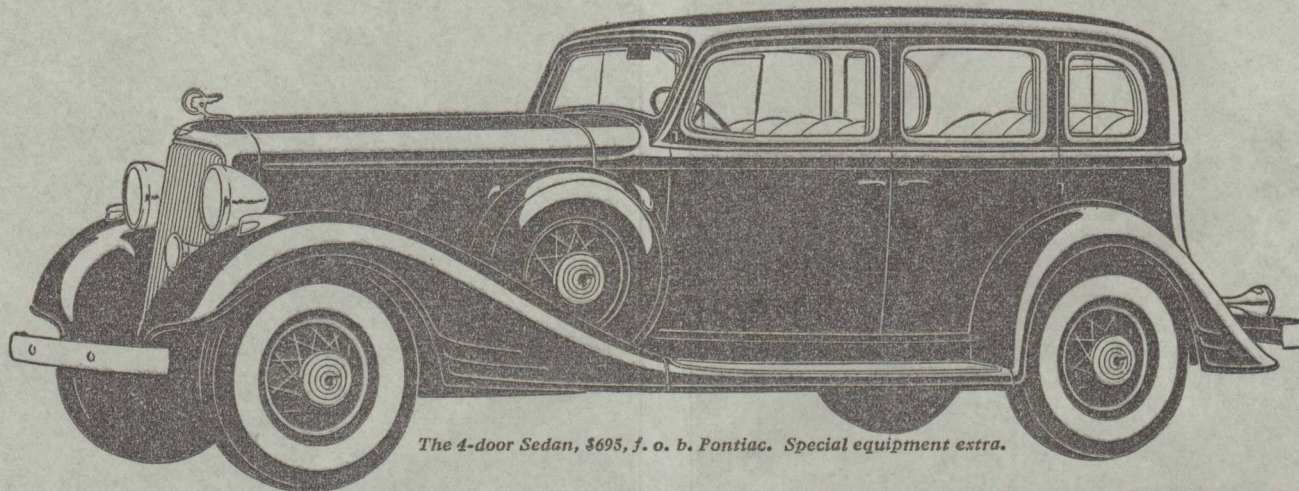
And what's the net result of all this to you?

Simply this: Because in Pontiac all the parts are so scientifically balanced and related to each other, stresses and strains so well equalized, owners find after, say, 25,000, or more, miles, of carefree, economical use, that their Pontiacs have fulfilled every expectation, lived up to every hope. That's Balanced Value as Pontiac gives it.

All this, we realize, sounds almost too good to be true. But ask any Pontiac owner. Any Pontiac dealer will gladly give you a demonstration. Drive it yourself. Try it out in any way you can think of. Once you do that, we know you'll agree that Pontiac deserves its success. It's a General Motors Value—a car you'll like to own and drive.

It takes *all* of these qualities: Economy—Durability—Comfort—Safety—Performance—Appearance (not some of them) to make a modern car.

Ask for copy of the FREE booklet—
"What do you mean—Balanced Value"



The 4-door Sedan, \$695, f. o. b. Pontiac. Special equipment extra.

Visit the General Motors Building, Century of Progress.

"Pontiac makes a hit with me because of its Straight Eight performance. I get away first every time."

"I like it because its weight and strength make me feel safe and it is so comfortable and easy-riding."

"I'm strong for Pontiac because it is so economical—easy to buy and easy to own."

"Pontiac's appearance makes me feel proud of it—it is so smart and trim—very modern."

"I like my new Pontiac because I use it in business every day, and I need a car that's got durability enough to 'take it.'"

"I like my comfort when on a trip—and our new Pontiac is so comfortable thanks to Fisher No Draft Ventilation."

PONTIAC

THE ECONOMY STRAIGHT EIGHT

\$585

A GENERAL MOTORS VALUE

AND UP * * *
F.O.B. PONTIAC
EASY G.M.A.C. TERMS

PONTIAC DEALERS EVERYWHERE—SEE THE ONE NEAREST YOU