

If you're looking in the low-price field—

READ THIS
STARTLING
FACT!

5 out of 10 smaller cars wear a
Pontiac price tag—yet none give you
any of Pontiac's advantages



**PONTIAC GIVES YOU UP TO 8.9% MORE SOLID CAR
PER DOLLAR THAN ANY OF THE SMALLER JOBS!**

Not one of the smaller cars can give you the heavy-duty construction, the road-hugging heft and solid security that surround you in every Pontiac. Pontiac has gone all out to make this genuine big car the best behaved beauty that you ever had the pleasure of bossing. You'll find Pontiac's exclusive Precision-Touch Controls make steering and braking the surest, easiest you've ever experienced! This is driving the smaller jobs can't possibly equal.

**PONTIAC GIVES YOU 4 TO 7 INCHES MORE
WHEELBASE THAN THE BIGGEST OF THE SMALL CARS!**

The small cars extend bumpers and fenders to look big—but Pontiac is big to begin with, and it packs its extra length where it counts—between the wheels! Pontiac's extra span brackets the bumps instead of riding on them. Add to Pontiac's bonus in length its all-new suspension system and you have an exclusive Level-Line Ride no car at any price can surpass... and a built-in sense of direction and security that will spoil you for the smaller cars forever!

**PONTIAC'S PERFORMANCE TOPS THE BEST THE
SMALL CARS CAN OFFER—BY A WIDE MARGIN!**

Not one of the smaller cars can measure up to Pontiac Performance. Whether you judge a power plant by engineering statistics or on-the-road performance, Pontiac's Strato-Streak V-8 stands head and shoulders above anything in the low-price field. Your Pontiac dealer will be happy to show you a complete facts-and-figures comparison—a test drive will supply all the proof you need that Pontiac has separated the men from the boys when it comes to performance.

**—AND PONTIAC HAS ALWAYS BEEN FAMOUS
AS ONE OF AMERICA'S TOP TRADE-INS!**

Maybe it comes as a surprise to you that so much more car can be yours at the same price you've seen on the smaller cars. But there's the fact! And Pontiac is a wonderful investment, too! So why not step out of the small-car class and into a Pontiac... there's nothing in your way. Your authorized Pontiac dealer has the keys and an eye-opening offer waiting for you—stop in and see him today or tomorrow! So why not look and feel like a million—instead of a million others!

SEE YOUR AUTHORIZED PONTIAC DEALER—TRADING'S TERRIFIC RIGHT NOW!