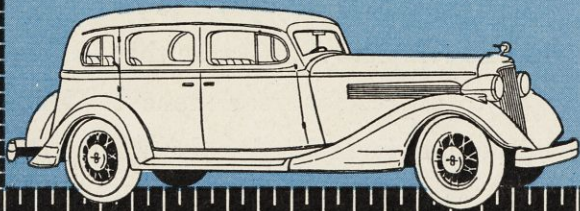


8 B

A MEASURE OF VALUE



TO BE *completely satisfactory*, an automobile must have many virtues.

Because this is so, some automobile salesmen and advertisers are accustomed to make sweeping statements claiming complete superiority in everything.



The purpose of this little booklet is to take the Pontiac apart so that you can analyze what we have actually put into the car to give you the complete satisfaction that you have a right to expect for your money. Complete satisfaction is realized only when the car measures up to expectations in Beauty, Per-

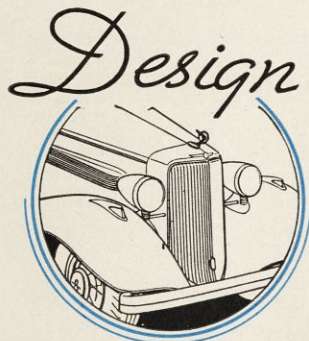
formance, Economy, Dependability, Safety, Comfort, Durability and Cost.



Each page of this booklet presents one Pontiac feature. Consider each feature and decide whether or not it is what you want. If so, check "✓" the "yes" square. If not, check "✓" the "no" square. Then total your votes and summarize the result on the back page.



The result will enable you to measure the Pontiac car against its price; and to measure Pontiac value with that of any automobile.



An automobile is the one possession you own that is constantly *on parade*.

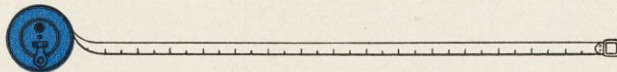
Before your *residence*—at the homes of *friends*—and in the crowded *traffic* of busy streets. Its style and beauty should be considered as carefully as an article of personal apparel.

Beauty is an outstanding characteristic of the new 1934 Pontiac. It has been accepted as *one of the two most beautiful cars in America*.

Do you like Pontiac's appearance?

☐ YES
☐ NO

117 $\frac{1}{4}$ INCH WHEELBASE

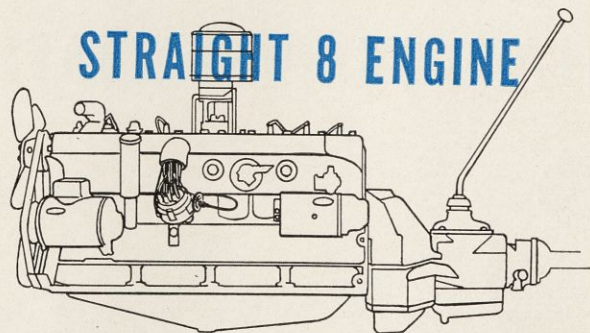


After appearance, one is naturally interested in size because to be comfortable a car should be roomy. Pontiac's long wheelbase makes it possible to use a body that is generous in proportion, providing ample room for its passengers.

Pontiac's length helps to make it more beautiful as well as adding to its comfort.

Don't you prefer a car with Pontiac's long wheelbase?

☐ YES
☐ NO



Perhaps the most interesting characteristic of the new Pontiac is its *straight eight engine*. Engineers have known for years that you *cannot have* the smoothness, power and performance in a car of four or six cylinders that you can get with eight cylinders. The only problem was to provide a *straight eight* motor that was *economical*. The new Pontiac has such a motor. Owners report *sixteen miles and more to the gallon* of gasoline.

Everything being equal, wouldn't you prefer an eight cylinder car to one with less cylinders?

☐ YES
☐ NO

RESERVE *Power*

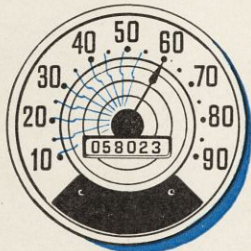


The Pontiac straight eight motor has a great reserve of power. At *fifty miles per hour*, the *Pontiac engine* uses only *one-third* of its *available power*. It is never strained, and it runs so quietly and smoothly that its operation seems almost effortless.

Would you prefer a motor with lots of reserve power?

☐ YES
☐ NO

Fast ACCELERATION



In these days of crowded traffic, the experienced driver knows that one of the ways to make time is to *get out ahead* at the stop light *quicker than other cars*.

Pontiac will go from *ten to sixty* miles per hour in *twenty-two seconds*. A Syncro-Mesh transmission makes gear-shifting easy and quiet.

Wouldn't you like Pontiac's rapid acceleration?

☐ YES
☐ NO

G-M-R CYLINDER HEAD

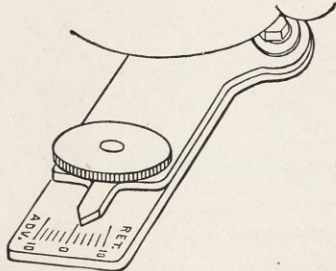


On a previous page, we mentioned economy. One of the reasons why the Pontiac *eight-cylinder motor* is as *economical* as *many sixes* is because of the special General Motors Research cylinder head. This feature is largely responsible for the gasoline economy of the Pontiac eight.

You would certainly like this feature in your new car, wouldn't you?

☐ YES
☐ NO

Fuel Selector

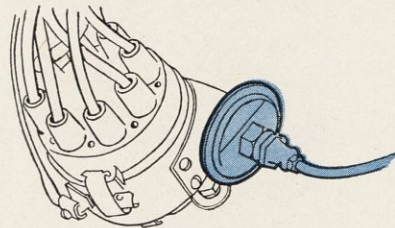


Another thing that adds so much to Pontiac's fuel economy is the Gaselector. This device permits the use of *low-priced gasoline with splendid results*. It can be adjusted easily and quickly to give the greatest amount of power and economy.

Do you want this Pontiac money-saving feature?

☐ YES
☐ NO

SPARK CONTROL



In old cars the spark had to be advanced by the use of a lever on the steering wheel. Sometimes it was advanced properly and other times it was not.

The Pontiac motor advances the spark *automatically* as the load lightens or the speed increases. This also adds to the outstanding economy of Pontiac.

Your purse says vote "yes" on this one.

☐ YES
☐ NO

INHERENT BALANCE

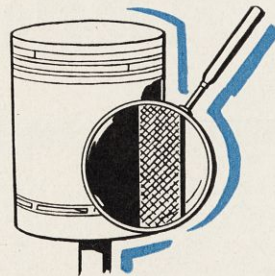


All of Pontiac's eight-cylinder engine parts are uniformly and perfectly balanced. The pistons and connecting rods are all matched for weight. The crankshaft is no heavier on one side of its center than on the other. This makes the Pontiac motor the smoothest eight in the industry.

You would certainly want a perfectly balanced engine in your next car.

☐ YES
☐ NO

ELECTRO-PLATED PISTONS



Even Pontiac's pistons have been plated with a metal that is almost frictionless. Because of this, they can be fitted tighter, hold perfect compression and keep cooler.

This is a feature you would certainly want in the motor of your next car.

☐ YES
☐ NO

Metered Flow LUBRICATION



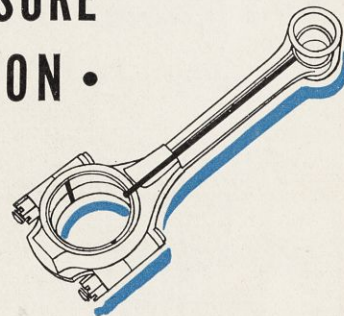
No lubrication system, no matter what the price of the car, is superior to Pontiac's. One of its outstanding features is that the supply of oil is metered to each bearing.

Skilled mechanics will tell you that you could take a connecting rod out of the Pontiac engine and no more oil would flow to that bearing than if the rod were still attached. This means a constant and uniform flow of oil to Pontiac engine bearings.

This is an exclusive Pontiac feature. Would you like it?

☐ YES
☐ NO

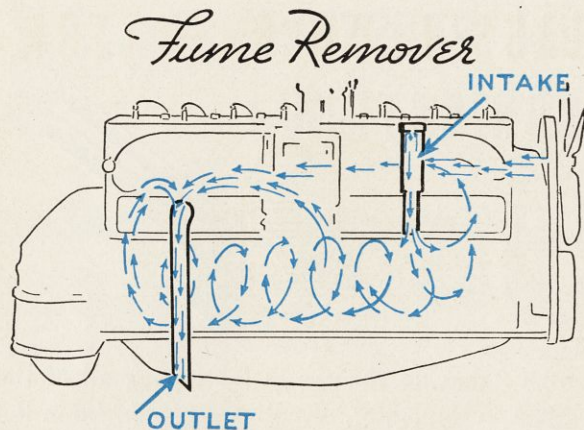
FULL PRESSURE LUBRICATION •



Pontiac takes no chances in lubricating all of the bearings in the motor. *Small passages drilled in the moving parts supply oil under constant pressure, even to the piston pins.* Most men know that the piston pins are subjected to the greatest heat and pressure.

Would you like to have the piston pins in your next car oiled under full pressure?

☐ YES
☐ NO

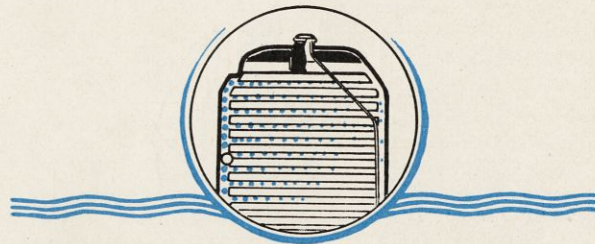


An engine needs ventilation the same as a room, or a house. Pontiac *supplies ventilation by a pressure system* to the motor—always supplying fresh air. The *corrosive fumes are instantly removed by suction*. This adds to the life of the motor.

You would certainly prefer to have the motor of your car ventilated.

☐ YES
☐ NO

CROSS-FLOW RADIATOR

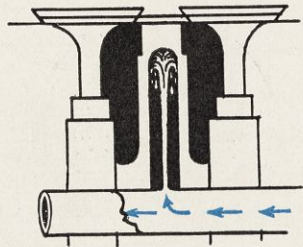


Something that is not generally known is that Pontiac is the only lower priced motor car having a cross flow radiator. This means that the water enters the radiator on the side instead of at the top, which *prevents the formation of rust or sludge*. It also practically eliminates the evaporation of water or *anti-freeze liquid*.

We know you would like this feature.

☐ YES
☐ NO

GUSHER TYPE VALVE COOLING



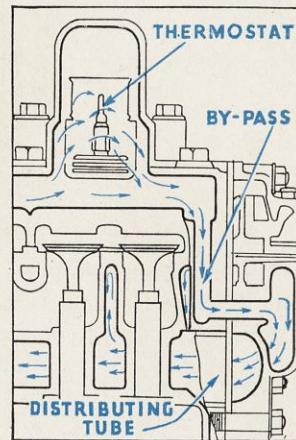
Valves in an engine, particularly the exhaust valves, are subjected to great heat. In the Pontiac engine there is a water distributing tube which constantly squirts water against the hot exhaust valve seats. Of course, this makes *steel valve seat inserts* and frequent *expensive valve grinding* unnecessary.

Isn't this worth while?

- ☐ YES
☐ NO

WATER RECIRCULATION

In the Pontiac engine no cool water is permitted to enter until the water already in it is warmed up evenly. Then a valve opens and additional water comes in from the radiator providing plenty of cooling. As a result it is necessary to use the choke but little.



This certainly is desirable.

- ☐ YES
☐ NO

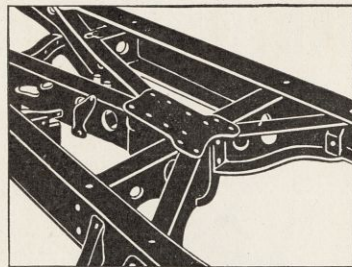
FULL WEIGHT



So much depends on weight. There is safety. There is durability. There is freedom from repairs—freedom from rattles and better roadability. It will be interesting to you to check the weight of many cars. We know some in Pontiac's price range that weigh as much as five hundred pounds less. The Pontiac 4-door sedan weighs 3,474 pounds.

In safety and durability alone, Pontiac's extra weight is desirable.

☐ YES
☐ NO

K-Y
FRAME

The Pontiac frame is of the K-Y girder type, with greatly increased strength and ruggedness for safety and freedom from road shock. The *strong bracing members prevent distortion* of the frame, even over the roughest of roads.

Vote for this strong candidate.

☐ YES
☐ NO

BENDIX STEEL CABLE



Brakes

SELF ENERGIZING

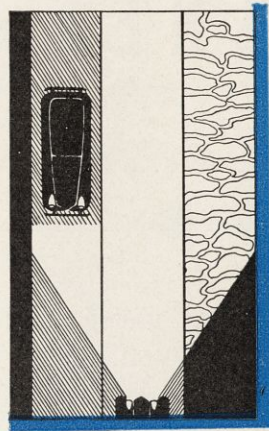
In these days of *high speed highways* and *quick stops*, brakes must be *powerful* and *always dependable*. Pontiac's brakes are Bendix mechanically operated by *strong steel cables* with emergency brakes on *all four wheels*. They require very little pedal pressure.

Vote for Bendix.

☐ YES
☐ NO

MULTIBEAM HEADLIGHTS

Pontiac headlights have three positions; first, a lowered beam for city passing; second, a raised beam for country driving; third, for country passing, a lowered beam lighting the left hand side of the road without blinding approaching drivers and a long raised beam lighting the right hand side of the road. Pontiac also has beam indicator lights on the fenders for safety.

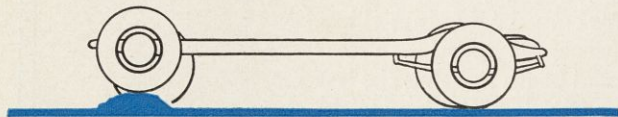


We know you will vote "yes" on Pontiac's lighting system.

☐ YES
☐ NO

COMFORT

Balanced Springs with **KNEE-ACTION**



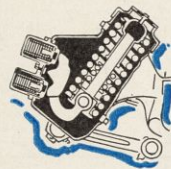
Pontiac's front springs are now as flexible as the rear springs. Riding in a Pontiac is like gliding because the body of the car rides on the level while the flexible "Knee-Action" springs absorb the roughness of the road.

After your first ride you'll vote "yes."

☐ YES
☐ NO

COMFORT

ENCLOSED COIL SPRINGS



Pontiac's Knee-Action is made possible by flexible front springs enclosed in a sealed case.

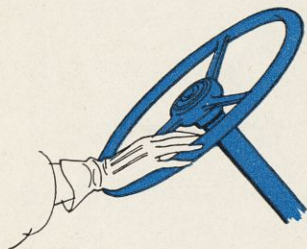
This case *protects* them *from injury*, keeps them *free from ice and dirt* and they operate *completely* immersed in a spring lubricant. These front springs also have shock absorbers.

We know you will vote for this feature.

☐ YES
☐ NO

COMFORT

True-Course STEERING



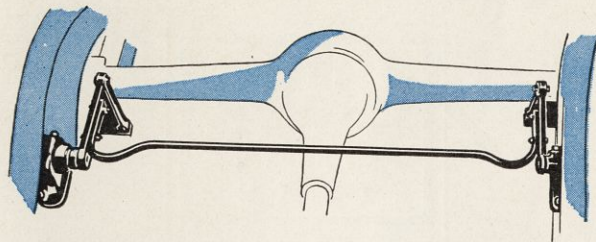
Pontiac's "Knee-Action" principle permits a steering mechanism that does not "fight back." Road shocks can not reach the steering wheel because the steering mechanism is fastened only to the rigid frame.

We know all the women folks will say "yes" on Pontiac's steering.

☐ YES
☐ NO

COMFORT

RIDE STABILIZER



Pontiac's Knee-Action wheels keep the car from pitching up and down, from front to back. Pontiac's ride stabilizer keeps the car from tilting sideways too much. The picture shows the mechanism but cannot possibly reveal the advantage. You will have to ride in a Pontiac to appreciate it.

We know you will vote "yes" on this.

☐ YES
☐ NO

FISHER BODIES



Pontiac provides the world-famous Fisher Bodies—the same type of body construction that is found on all expensive cars. We feel that if this type of body construction *is the thing* for the man who *pays* \$2000 or more for his car, it is *just as desirable* for the man who *pays less*. Of course, they cost more than metal alone.

Millions of people have voted for Fisher Bodies over and over again. We know that you will, too.

☐ YES
☐ NO

FISHER *No Draft* VENTILATION



Perfect ventilation in Pontiac. No matter what the weather, practically speaking, every passenger in a Fisher Body gets individual ventilation—as much or as little as is desired. Fisher ventilation eliminates drafts—keeps the ladies' hair from being disarranged—prevents colds and stiff necks, by always perfect ventilation.

We know what your vote will be on this feature.

☐ YES
☐ NO

HIGH RESALE VALUE

No one should buy a motor car without a reputation for durability and dependability. Pontiac has such a reputation. This means that when you trade it in, as you will, no doubt, in the future—you will get more for it. Any Pontiac salesman can prove this by showing you official used car prices.



Just compare the price of a used Pontiac with that of other cars. Many Pontiac owners tell us that *because of Pontiac's high resale value, they are able to enjoy a Pontiac even though its initial cost may be a little more.*

Of course you want a new car that has a high resale value.

☐ YES
☐ NO

OTHER PONTIAC FEATURES

Starterator.	Full balloon low-pressure tires.
Center point mounting of radiator and fenders.	Sagless doors.
Front seat arm rests.	Improved fuel mixture heater.
Large package compartment with lock.	Valve spring dampeners.
Genuine Duco finish.	Large battery.

PRICE

List Price at Factory, as advertised	\$ _____
* * *	
Cash Delivered Price	\$ _____
Used Car Allowance	\$ _____
Cash Balance Due	\$ _____
* * *	
Total Time Delivered Price	\$ _____
Used Car Allowance	\$ _____
Cash Down Payment if any	\$ _____
Balance Due in monthly payments	\$ _____
Monthly Payments at	\$ _____ ea.

SUMMARIZE YOUR VOTES

How Many Yes

How Many No

Now you are in a position to settle three questions:

1. Are Pontiac's features distinctly worth while?
2. Does Pontiac offer full value at a fair price?
3. Does any other car offer *equal* value for less money—or *more* value for the *same* money?

GET A PONTIAC EIGHT FOR YOUR MONEY