HERE'S THE INSIDE STORY
OF THE
1938 PONTIAC
AMERICA'S FINEST LOW-PRICED CAR
Again admiring millions award the prize for beauty to Pontiac. The Silver Streak sweeping over the long hood, the speedlined louvres, the full-flowing contours of fenders, top, and rear make this big car easily the most distinctive built today. The interior hardware, rich upholstery, and handsome new instrument panel continue this fine, quality impression. Inside and out Pontiac provides luxury and smartness far surpassing that of any other low-priced car.

PONTIAC for 1938
Better Looking · Better Built · A Better Buy
Living Room COMFORT and ROOMINESS ---
PLUS -- The Smoothest, Quietest Ride of Any Low Priced Car

If you have never ridden in a 1938 Pontiac a new world of pleasure awaits you, because Pontiac comfort, handling ease, and performance are as distinctive as Pontiac’s Silver Streak styling. In no other low-priced car will you find Pontiac’s special combination of true, big-car spaciousness, ample length and weight, and superlatively smooth and quiet engine. And no other car at any price provides a gentler, smoother ride, or handles with greater ease and safety.

PONTIAC for 1938
IN THE 100% COUNTERWEIGHTED CRANKSHAFT lies one reason for Pontiac's amazing smoothness at all speeds. Engine vibration is stifled at its source, lengthening the life of bearings and giving Pontiac owners a matchless feeling of effortless power equalled only by the most expensive cars and surpassed by none.

THE SCOTCH MIST MANIFOLD plays an important part in producing the phenomenal thrift for which Pontiac is so widely famed. This Pontiac-pioneered advancement distributes fuel in equal amounts to all cylinders. As a result fuel consumption is considerably decreased yet the power-flow is actually increased.

THE AUTOMATIC CHOKE not only makes possible Pontiac's famous 10-second starting even in zero weather but also helps to eliminate carburetor flooding and reduces the amount of gasoline used up in starting and warming the engine. To make starting even easier an automatic throttle opener is combined with it.

ELECTROPLATED PISTONS help to explain the fact that Pontiac has one of the finest records for dependability of any car ever built. Electroplating provides a smoother, glossier finish which reduces cylinder wear to a minimum and thus helps to keep Pontiac smooth, alert, quiet, and economical all its long life.

THREE-POINT RUBBER ENGINE MOUNTINGS prevent vibration and noise from reaching the frame and body and cushion the engine against shocks attendant on driving over rough roads. This feature indicates the lengths to which Pontiac goes to assure the smoothest and safest driving you have ever experienced.

THE VACUUMATIC SPARK CONTROL contributes much to Pontiac economy. More accurately than hand operation could possibly do so, it automatically assures exactly the right spark for economical fuel consumption. Because it prevents spark knocks on hard pulls, it also makes for more efficient performance.

PONTIAC'S FUEL PREHEATER regulates the temperature of fuel entering the engine, and thus makes certain that the maximum amount of power will be extracted from every drop of gasoline. It is another reason why Pontiac, long, wide and sturdy as it is, can easily match economy records with any car of its class.

PERFORMANCE and ECONOMY That Distinguish The 1938 Silver Streak As The "Thrill and Thrift Car of the Year"

Beneath Pontiac's Silver-Streaked hood are motors so smooth, powerful, and thrifty that impartial experts call them engineering marvels. The six-cylinder engine is smoother than most eights. And the Pontiac eight is so vibration-free that only the highest-priced cars match its smoothness. Yet both provide their velvet flow of irresistible power with such economy that owners of smaller cars find that changing to Pontiac saves much on gas and oil.

PONTIAC for 1938
Better Looking • Better Built • A Better Buy
Thousands of Owners Have Written in Praise of Pontiac's

**EXCEPTIONAL LONG LIFE, DEPENDABILITY and SAFETY**

A few years ago Pontiac introduced a new model with the announcement that it was built to last 100,000 miles. Immediately letters poured in from owners of previous models assuring Pontiac that the statement was far too modest. Hundreds reported mileage far in excess of 100,000, and mileage, moreover, accomplished with almost no repair costs! The fact is that, although Pontiac has been building cars for many years, and has produced well over a million, over 84 per cent are actually still in daily use—a record without parallel. The Pontiac stands out through sheer ability to stand up.

The staunch construction, which makes this unparalleled record possible, is also one important reason for Pontiac's reputation as the safest low-priced car. Other reasons are the restful ride, the roominess, and the amazing handling ease—features which keep the driver fresh and alert. Combine these Pontiac advantages with its smooth performance, great economy, unrivaled beauty, and small cost and you are sure to agree with the opinion of delighted thousands of owners that the most beautiful thing on wheels again outvalues them all. It is not only America's finest low-priced car, it is also America's biggest bargain.

**PONTIAC for 1938**

Better Looking · Better Built · A Better Buy
Be Happy - Be Proud - Be Thrifty - BUY A PONTIAC
Wide Choice of Body Styles in Both the Six and the Eight - 17 Models

THE CABRIOLET

THE 4-DOOR CONVERTIBLE SEDAN

THE 2-DOOR SEDAN

THE SPORT COUPE

THE 2-DOOR TOURING SEDAN

THE 4-DOOR TOURING SEDAN

THE 4-DOOR SEDAN

THE STATION WAGON

THE COUPE

A One-Minute Ride and You'll Decide - "Pontiac's A Better Buy"