

HERE'S THE *INSIDE STORY*
OF THE
1938 PONTIAC

SILVER STREAK

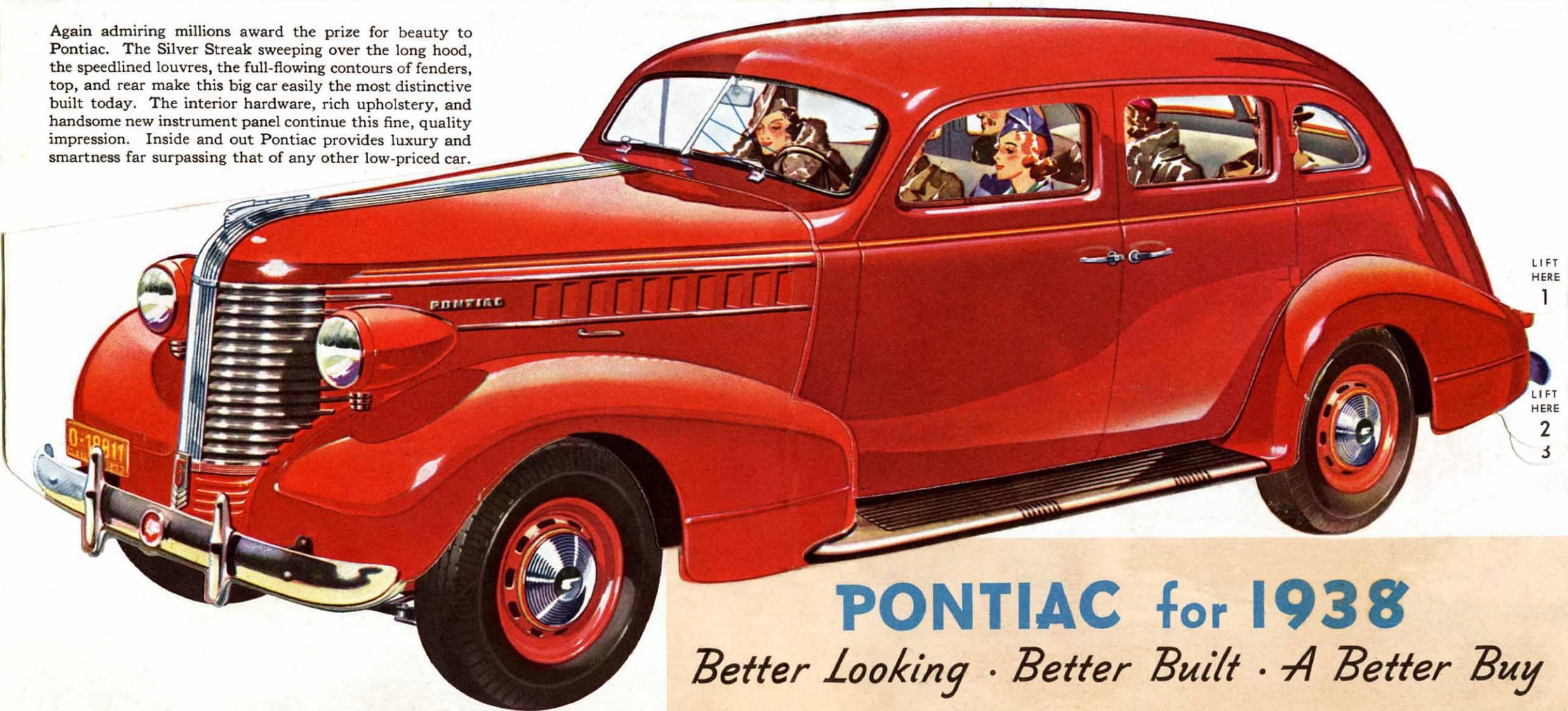
AMERICA'S FINEST LOW-PRICED CAR



INSIDE AND OUTSIDE

The Most Beautiful Thing on Wheels again OUT-VALUES Them All

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.

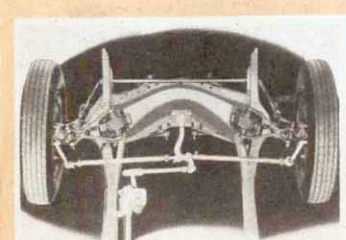
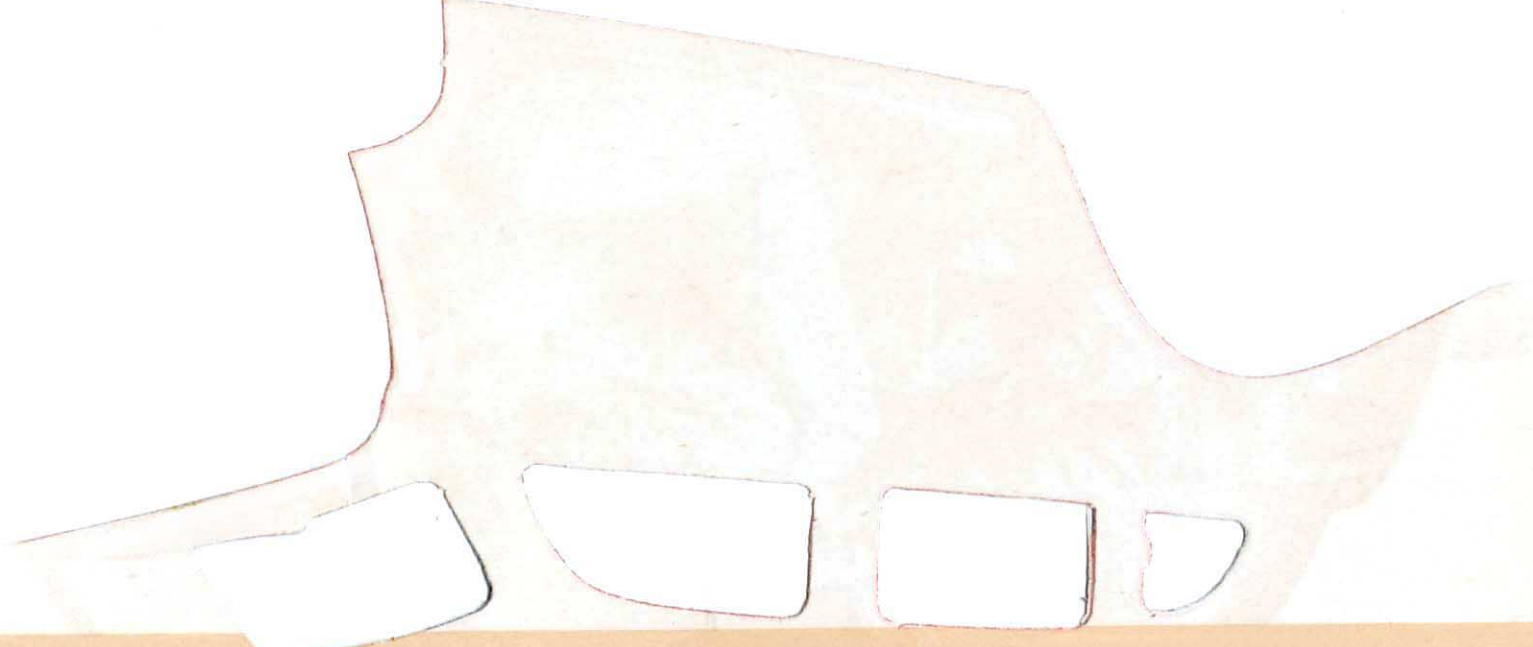


LIFT
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LIFT
HERE
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PONTIAC for 1938

Better Looking · Better Built · A Better Buy



IMPROVED CENTERPOINT STEERING takes all effort and back-lash from driving and makes parking much easier.



ADJUSTABLE, TILTING, THREE-PASSENGER FRONT SEATS mean greater comfort for drivers of any height.



NEW SAFETY SHIFT GEAR CONTROL (at slight extra cost) makes driving easier, safer • provides a clear front floor.



UNISTEEL TURRET-TOP BODIES BY FISHER are the safest, sturdiest, and quietest bodies that money can buy.



FISHER NO-DRAFT VENTILATION provides fresh air and removes foul air without discomforting your passengers.



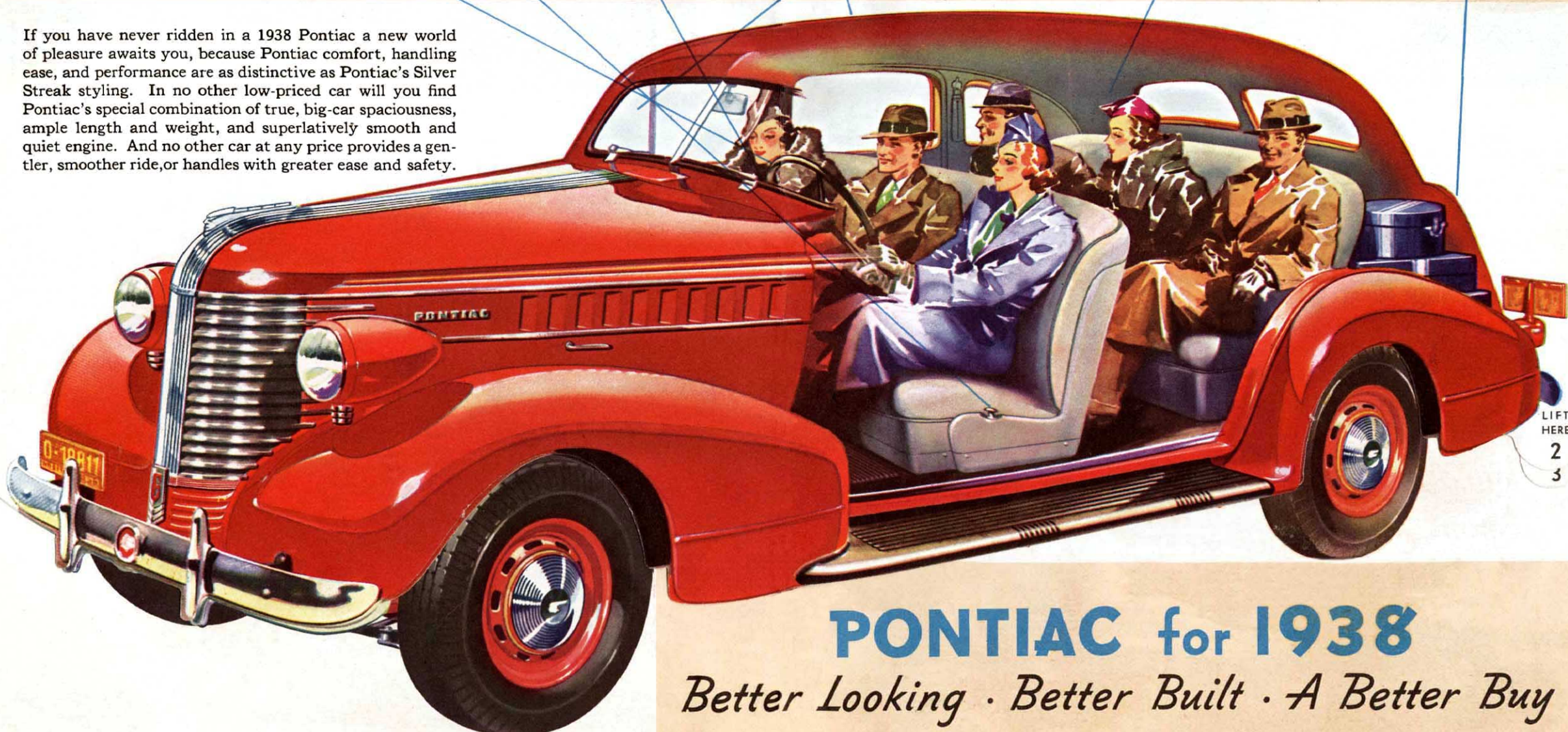
EXTRA LONG WHEELBASE AND EXTRA WIDTH make Pontiac's six-passenger bodies matchless for comfort.



EXTRA LARGE LUGGAGE COMPARTMENTS on touring models provide 17½ cubic feet of dust-proof storage space.

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.



LIFT
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PONTIAC for 1938
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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*.

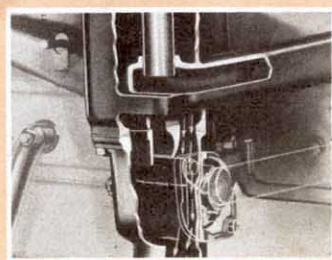
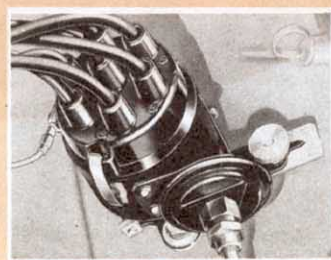
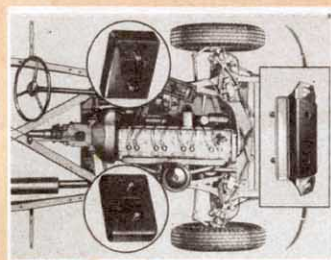
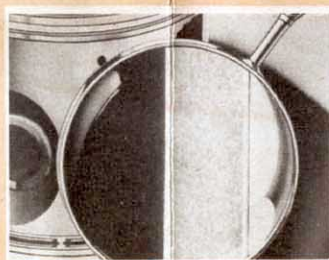
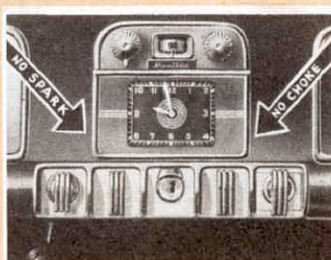
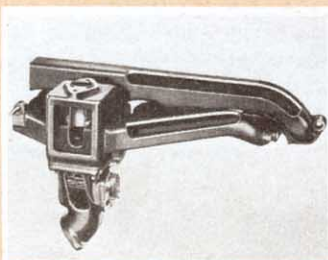
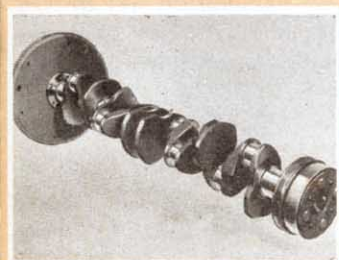
THE AUTOMATIC CHOKE not only makes possible Pontiac's famous 10-second starting even in zero weather but also helps to eliminate carburetor flooding and reduces the amount of gasoline used up in starting and warming the engine. To make starting even easier an automatic throttle opener is combined with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

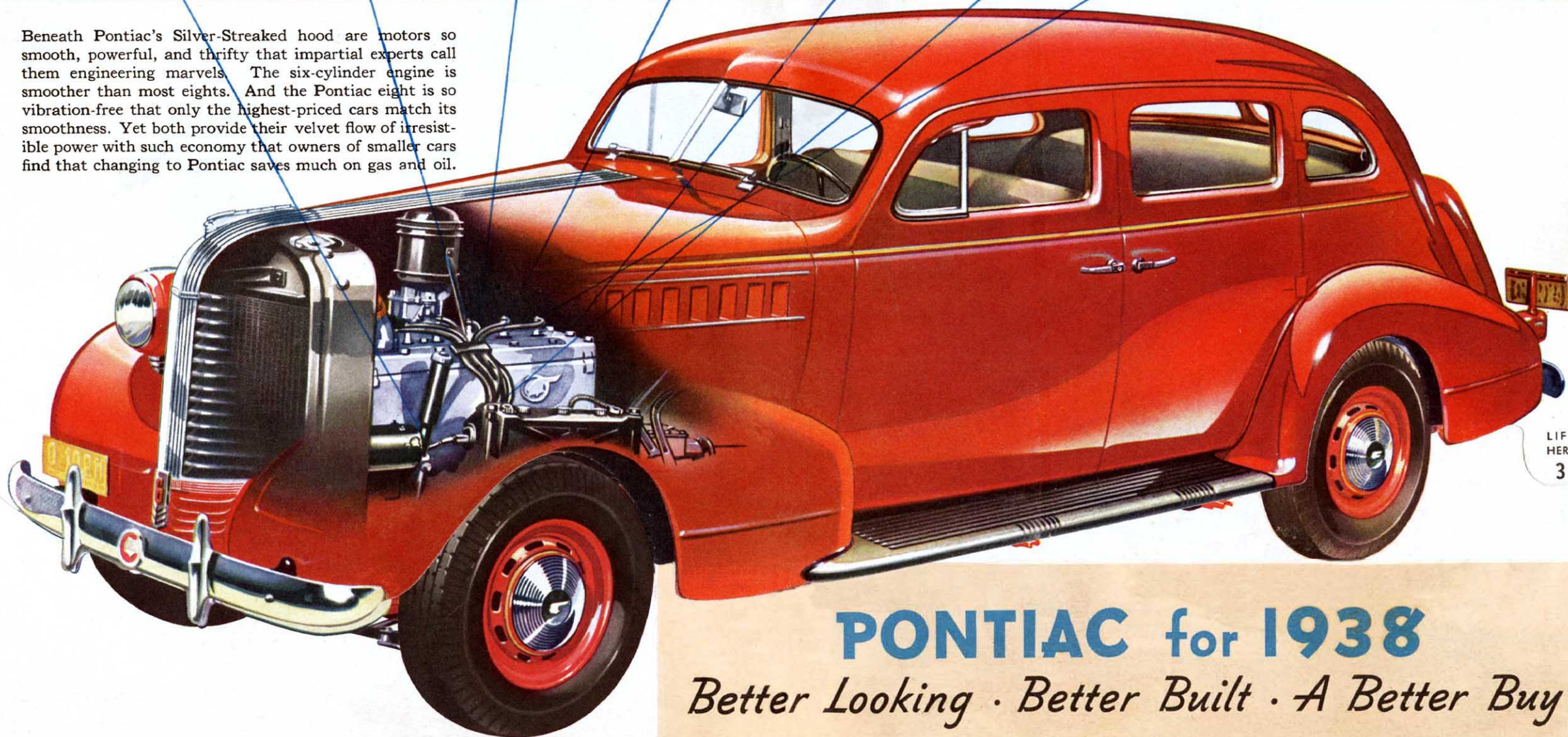
PONTIAC'S FUEL PREHEATER regulates the temperature of fuel entering the engine, and thus makes certain that the maximum amount of power will be extracted from every drop of gasoline. It is another reason why Pontiac, long, wide and sturdy as it is, can easily match economy records with any car of its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



PERFORMANCE and ECONOMY

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

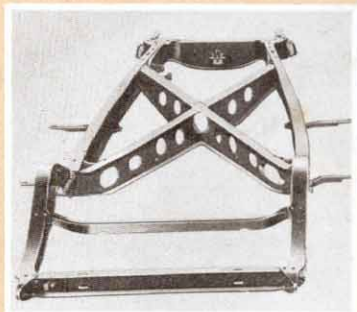
Beneath Pontiac's Silver-Streaked hood are motors so smooth, powerful, and thrifty that impartial experts call them engineering marvels. The six-cylinder engine is smoother than most eights. And the Pontiac eight is so vibration-free that only the highest-priced cars match its smoothness. Yet both provide 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.



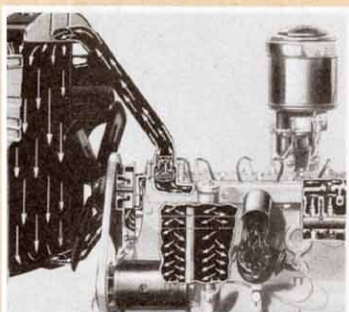
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PONTIAC for 1938

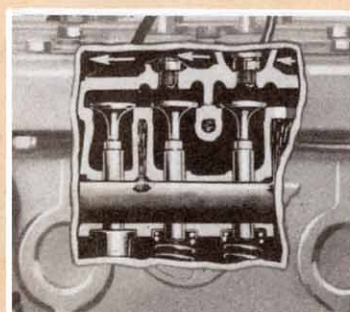
Better Looking · Better Built · A Better Buy



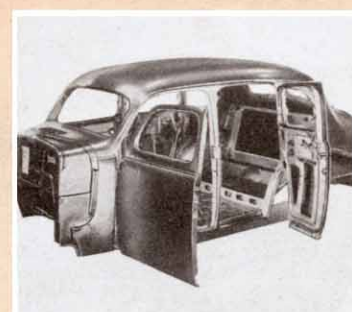
THE RIGID SELF-BRACING BRIDGE TYPE PONTIAC FRAME testifies to the sturdiness and solidity of Pontiac's over-all construction and the super-safety built into this fine car.



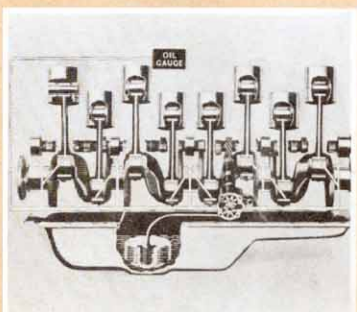
AUTOMATIC ENGINE TEMPERATURE CONTROL provides quick warm-up in cold weather. A large radiator and water pump assure proper cooling at all times, thus prolonging engine life.



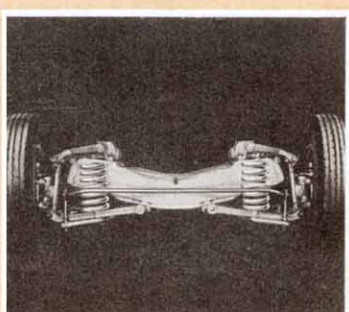
GUSHER VALVE COOLING is a Pontiac innovation that forces streams of water against valve seats, preventing warping and burning of valves, thus materially reducing repair costs.



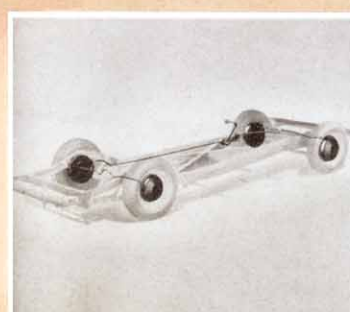
THE UNISTEEL BODY BY FISHER, thickly insulated against heat and cold, is welded into one piece, eliminating squeaks and completely surrounding you with the protection of solid steel.



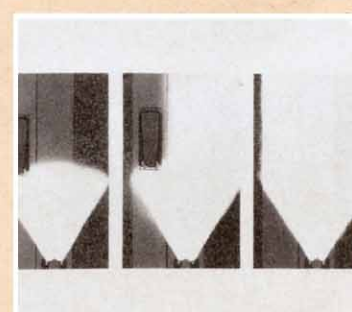
FULL-PRESSURE METERED LUBRICATION assures a constant flow of oil of just the right amount to all the engine bearings, thereby reducing friction and wear to a minimum.



PERFECTED SHOCK-PROOF KNEE-ACTION allows the front wheels to rise over obstacles independently of each other eliminating both side-sway and jolting on rough, rutty roads.



TRIPLE-SEALED HYDRAULIC BRAKES are everywhere accepted as the finest and safest money can buy. Triple-sealing keeps out water and dirt assuring smooth, sure action in any weather.



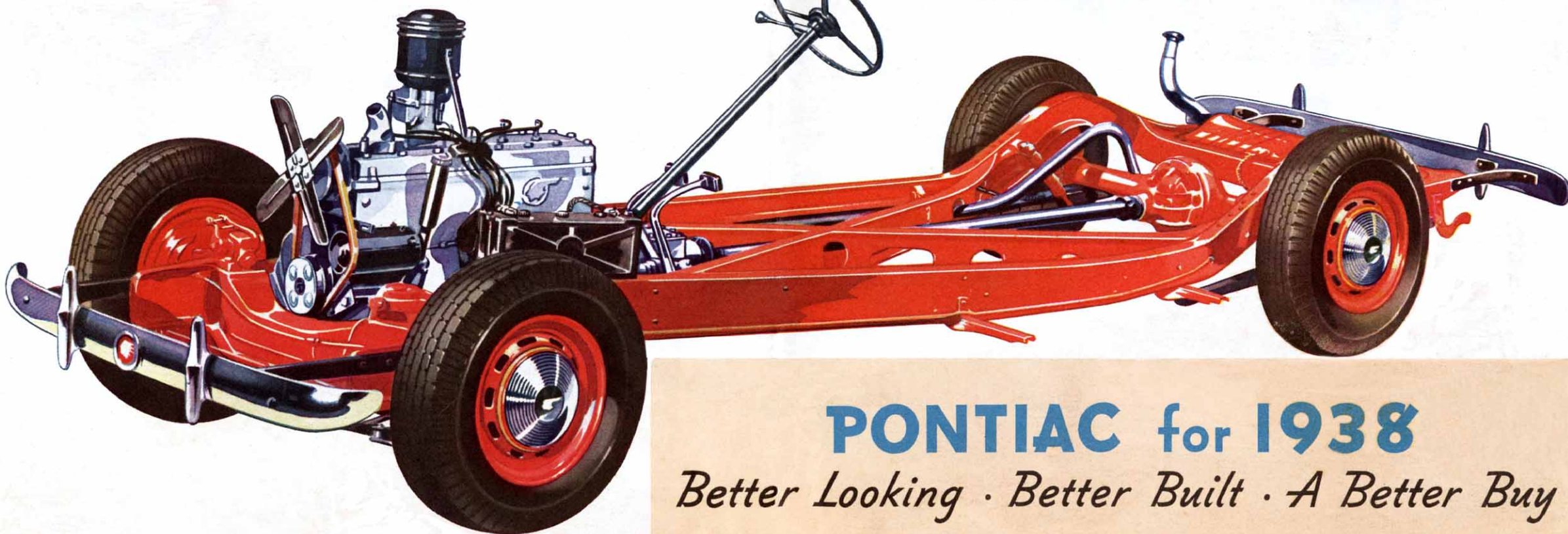
MULTI-BEAM SAFETY HEADLIGHTS, foot-controlled, provide full illumination on the right and glare-free light on the left for safe passing on highways, plus special beam for city driving.

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.*



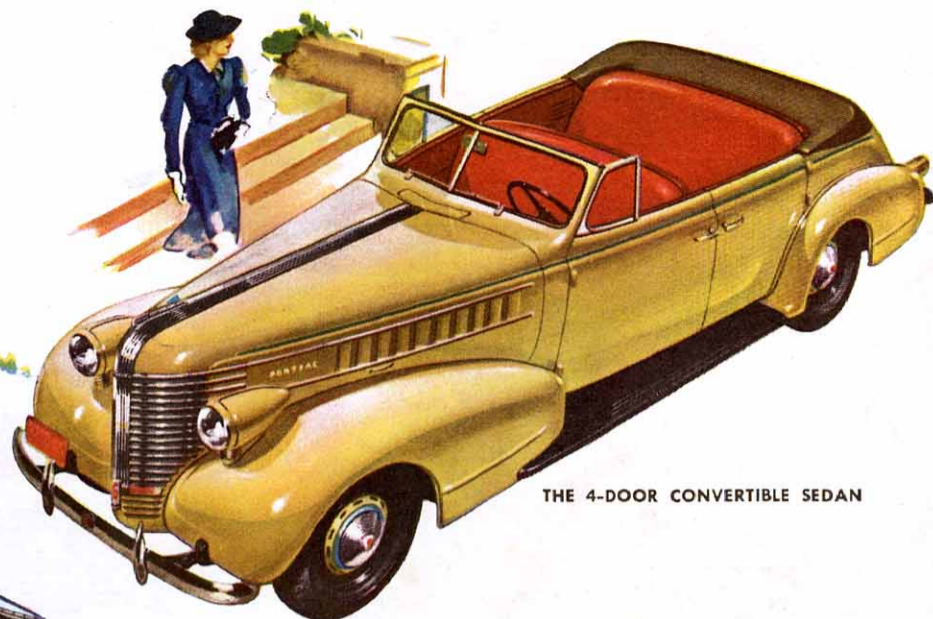
PONTIAC for 1938
Better Looking · Better Built · A Better Buy

Be Happy · Be Proud · Be Thrifty - BUY A PONTIAC

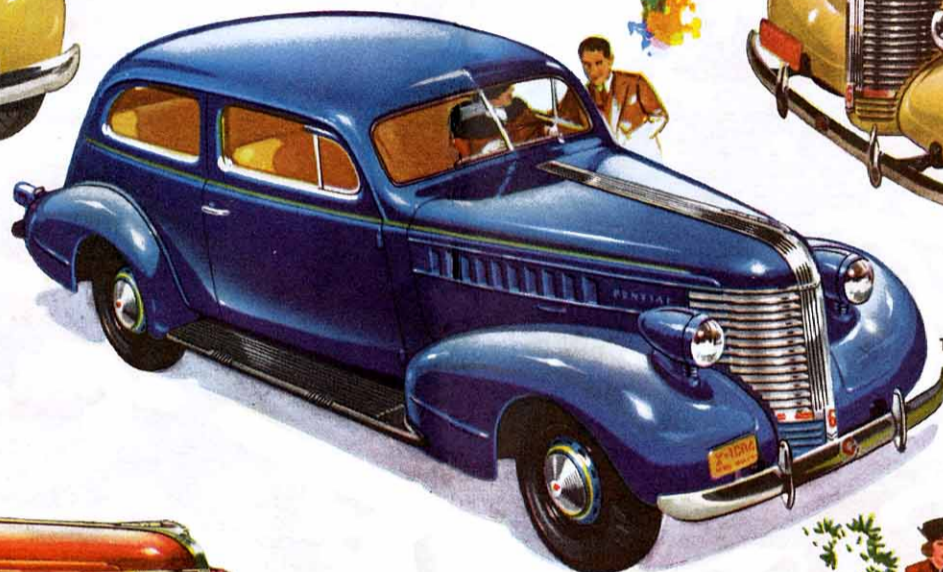
Wide Choice of Body Styles in Both the Six and the Eight - 17 Models



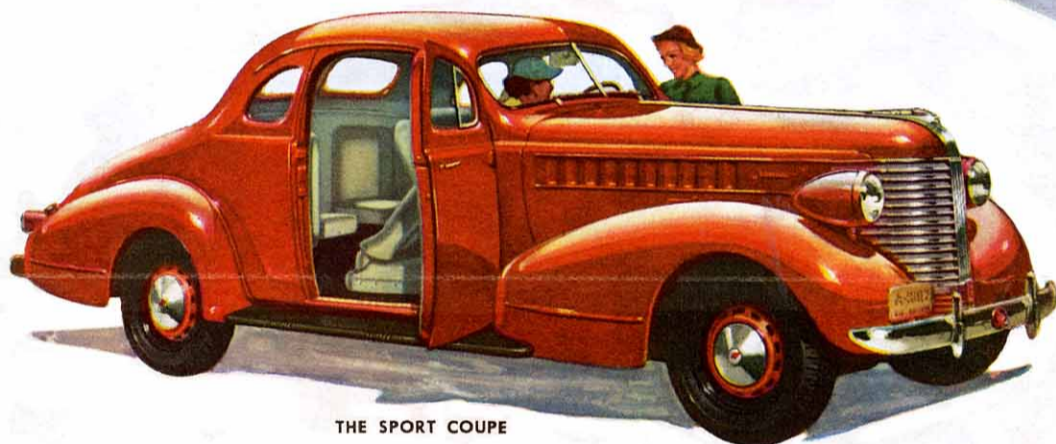
THE CABRIOLET



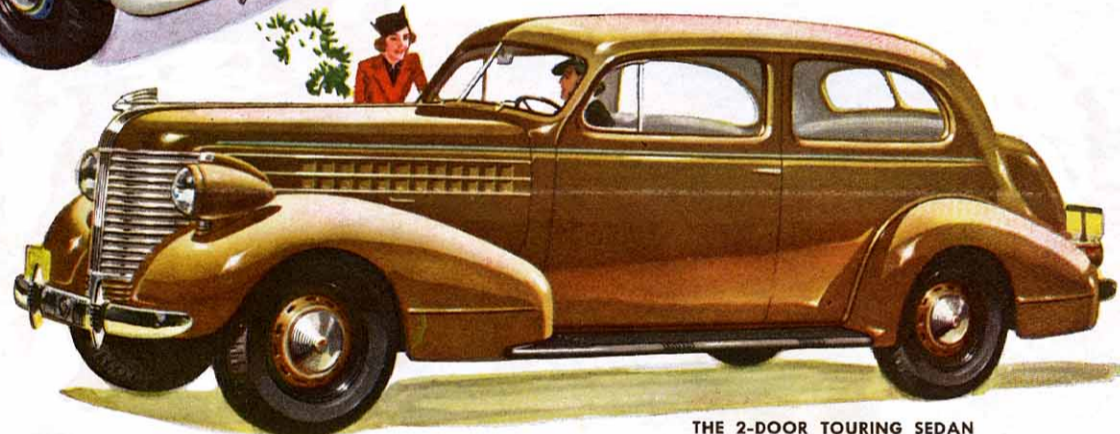
THE 4-DOOR CONVERTIBLE SEDAN



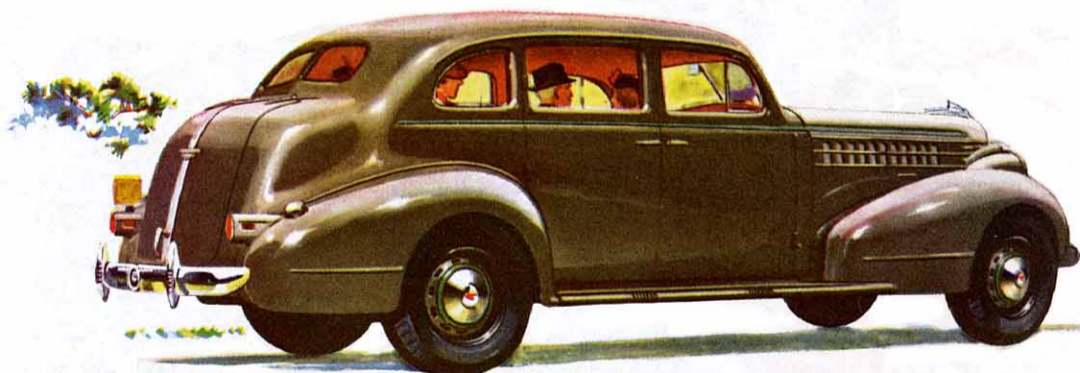
THE 2-DOOR SEDAN



THE SPORT COUPE



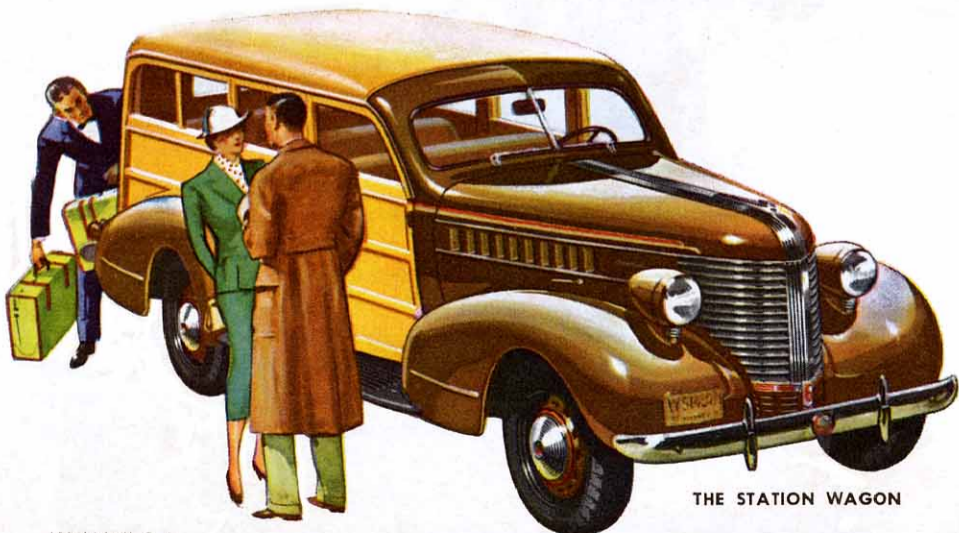
THE 2-DOOR TOURING SEDAN



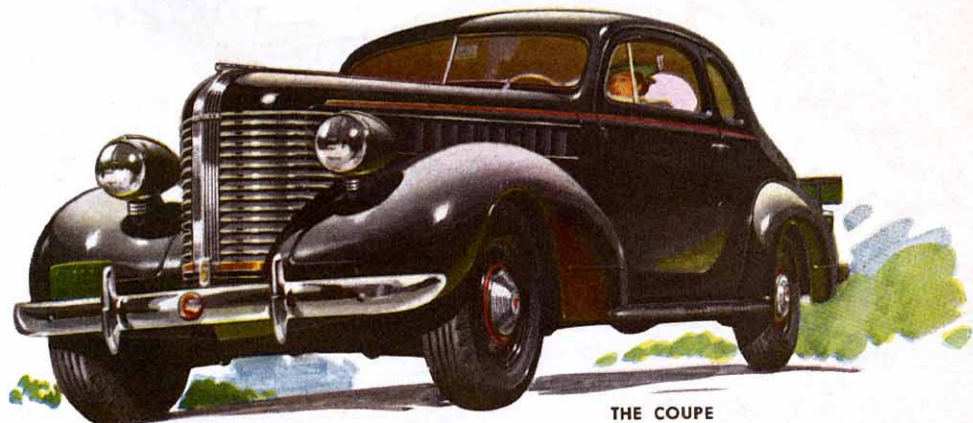
THE 4-DOOR TOURING SEDAN



THE 4-DOOR SEDAN



THE STATION WAGON



THE COUPE

Litho'd in U. S. A.

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