



AMERICA'S FINEST LOW-PRICED CAR

1938

PONTIAC

*New Silver Streak
Sixes & Eights*



A GREATER

Six



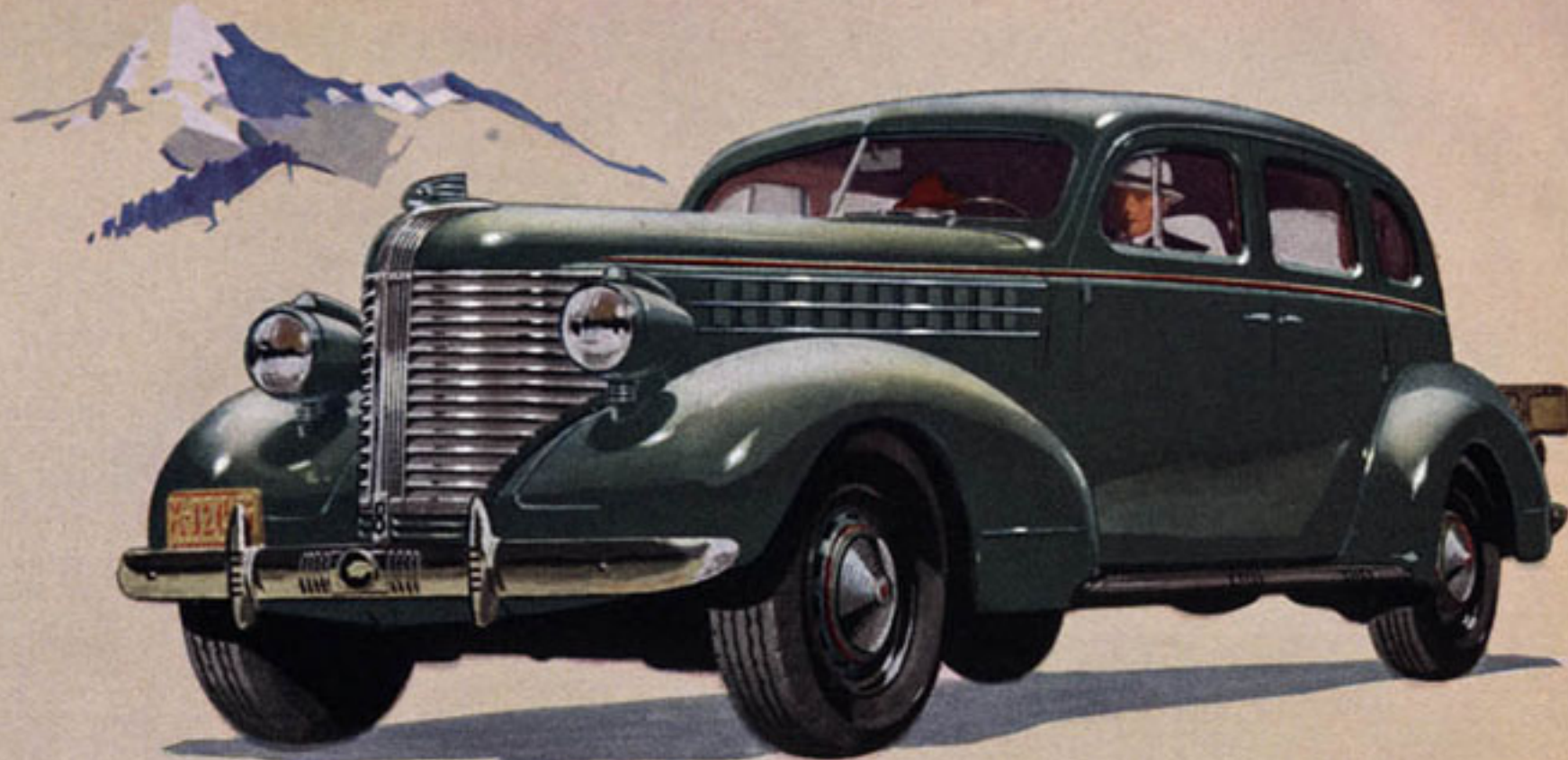
THE MOST BEAUTIFUL THING ON WHEELS



A FINER
Eight

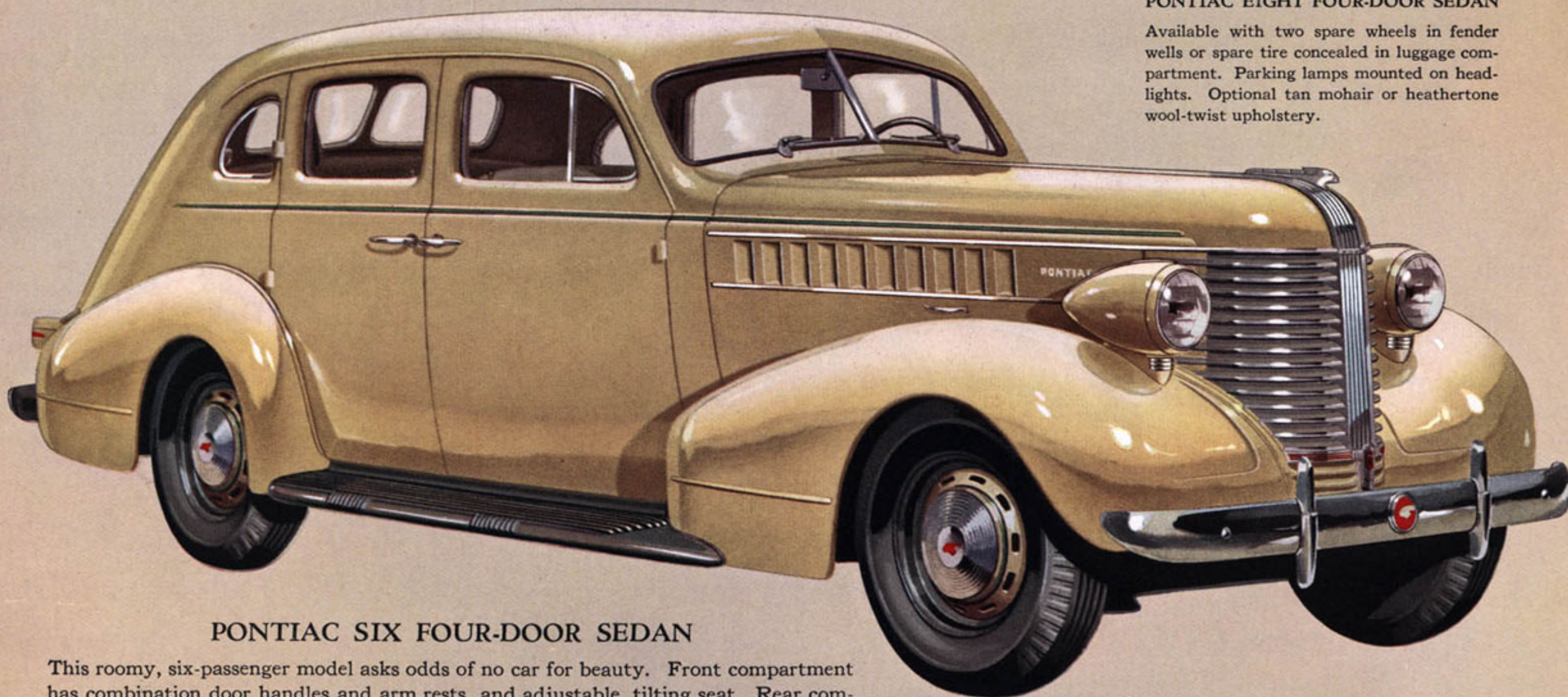
A M E R I C A ' S F I N E S T L O W P R I C E D C A R

*America's Finest
Low-Priced Car*



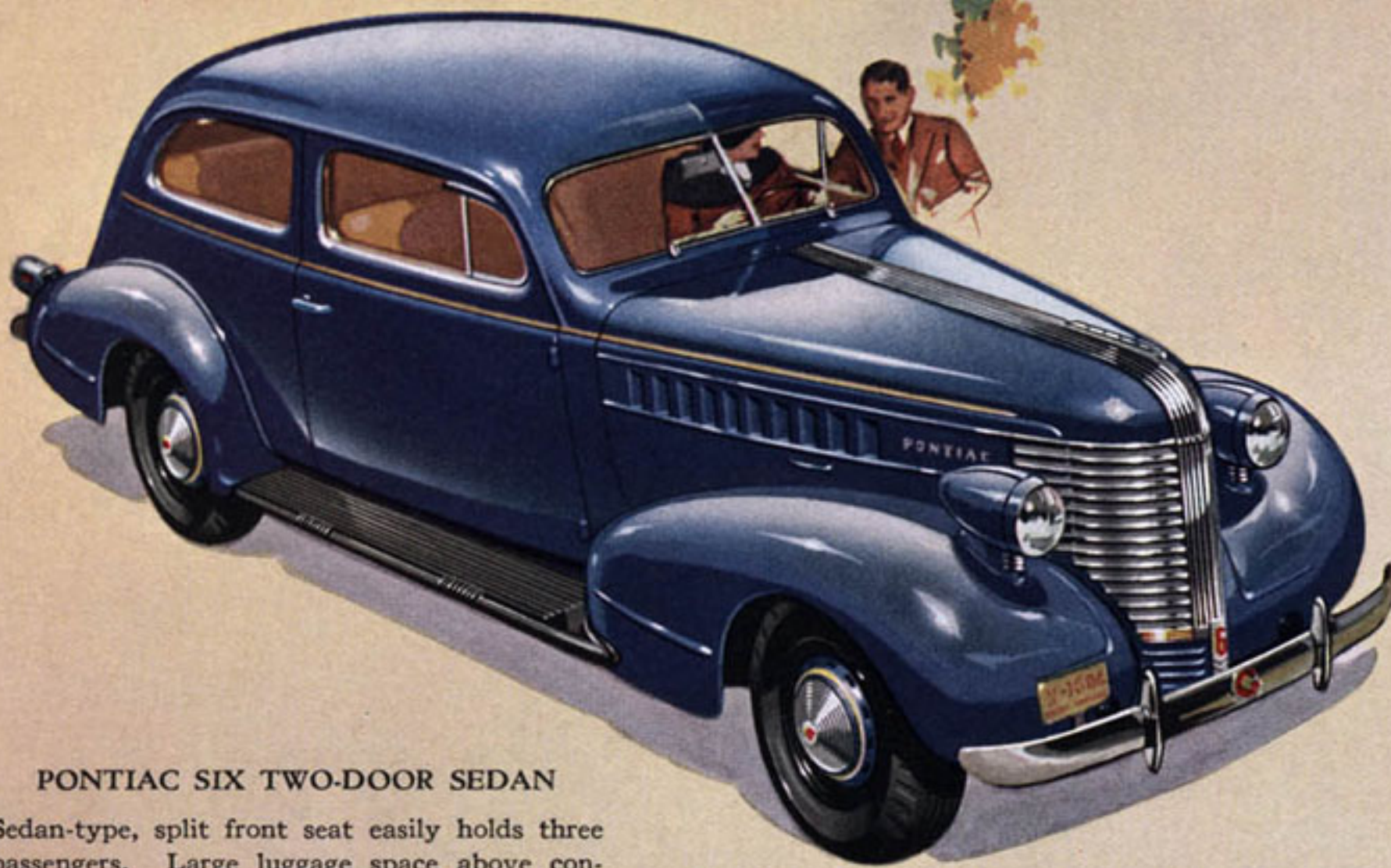
PONTIAC EIGHT FOUR-DOOR SEDAN

Available with two spare wheels in fender wells or spare tire concealed in luggage compartment. Parking lamps mounted on headlights. Optional tan mohair or heathertone wool-twist upholstery.



PONTIAC SIX FOUR-DOOR SEDAN

This roomy, six-passenger model asks odds of no car for beauty. Front compartment has combination door handles and arm rests, and adjustable, tilting seat. Rear compartment has arm rests, ashtray, assist straps, recessed foot rest. Choice of light tan mohair or mixed wool cloth upholstery. Large luggage space in rear.



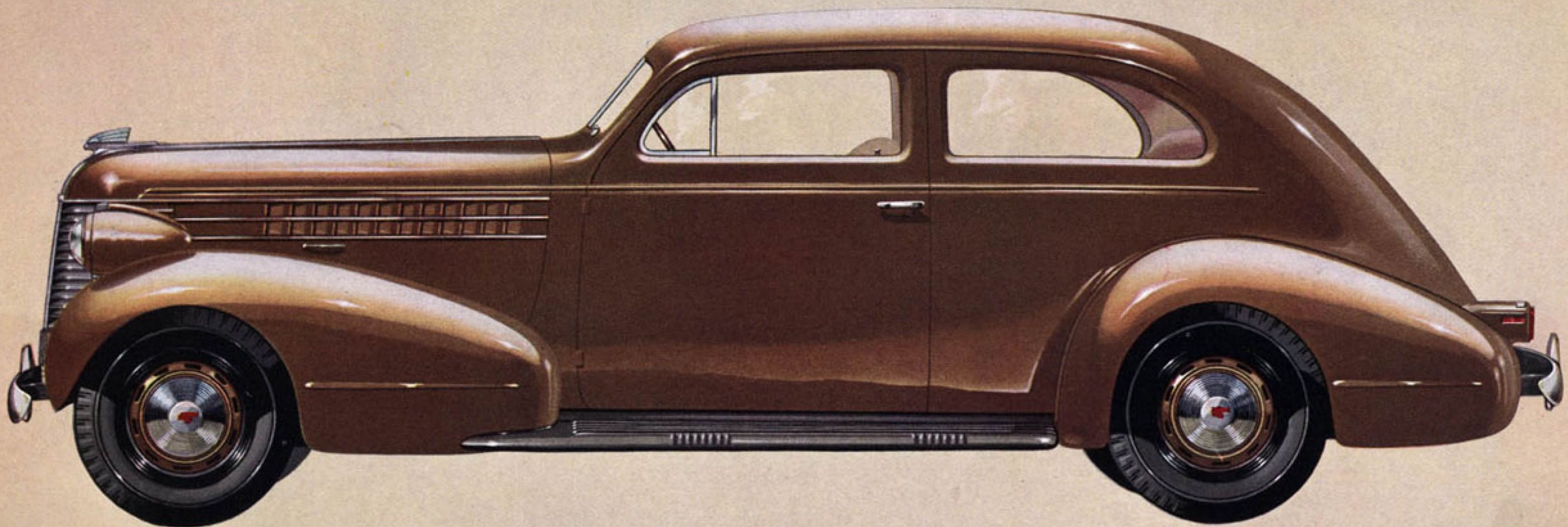
PONTIAC SIX TWO-DOOR SEDAN

Sedan-type, split front seat easily holds three passengers. Large luggage space above concealed spare tire. Choice of luxurious tan mohair or mixed wool cloth upholstery.

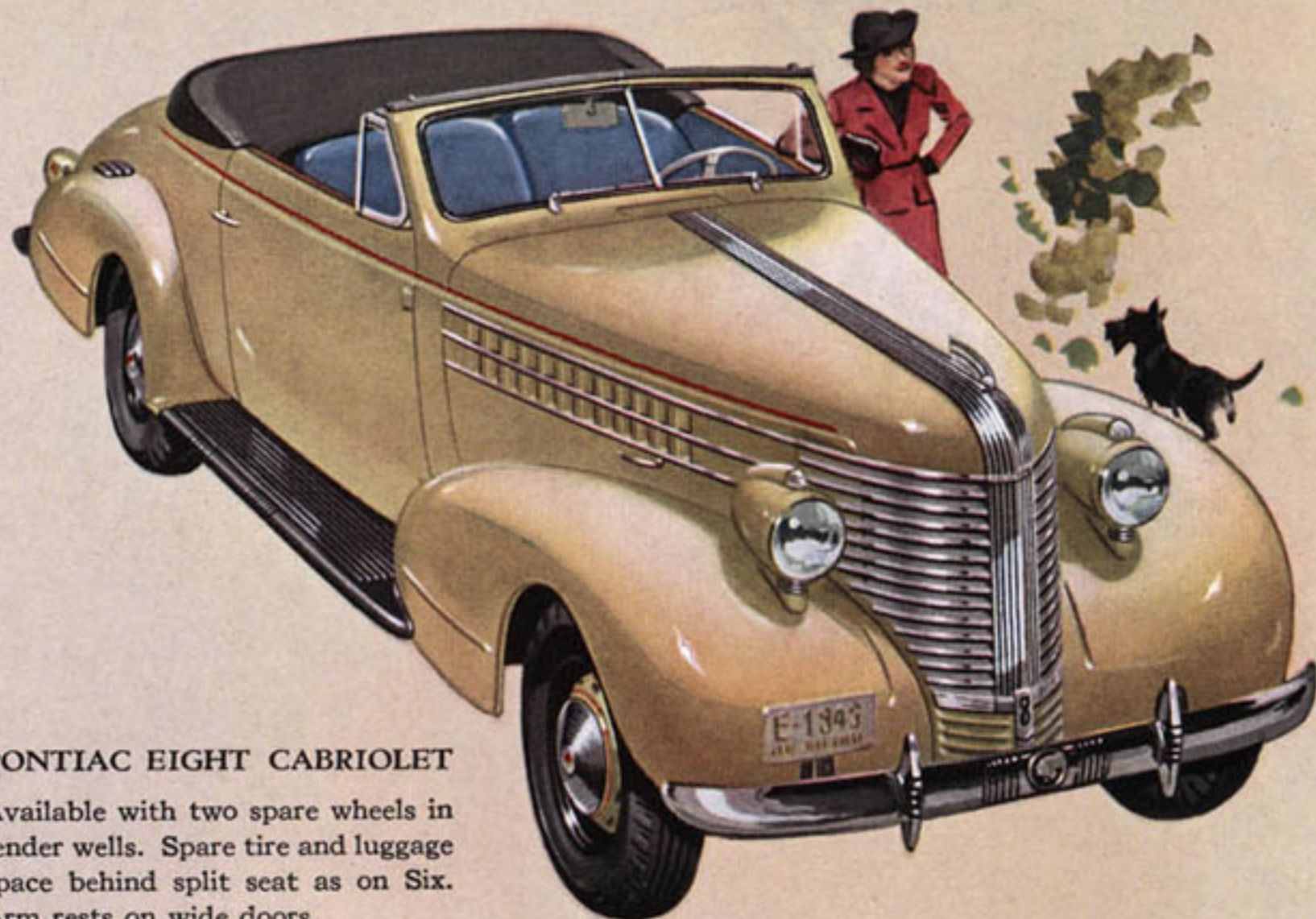
*"The Most Beautiful
Thing On Wheels"*

PONTIAC EIGHT TWO-DOOR SEDAN

Silver Streak styling and streamlining make this 6-passenger coach one of America's most distinctive cars. Adjustable, sedan type front seat is split for easy entrance to rear compartment which has ashtrays built into arm rests. Extra wide doors have upholstered arm rests and door handles. Choice of tan mohair or heathertone wool-twist upholstery.



*"The Most Beautiful
Thing On Wheels"*

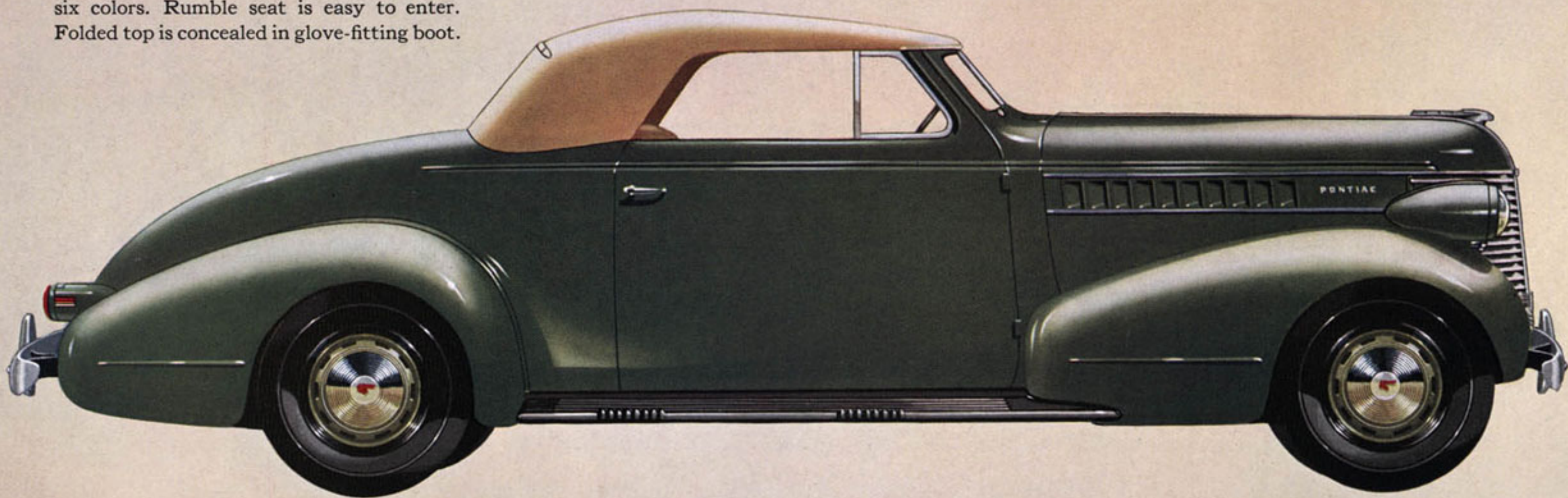


PONTIAC SIX CABRIOLET

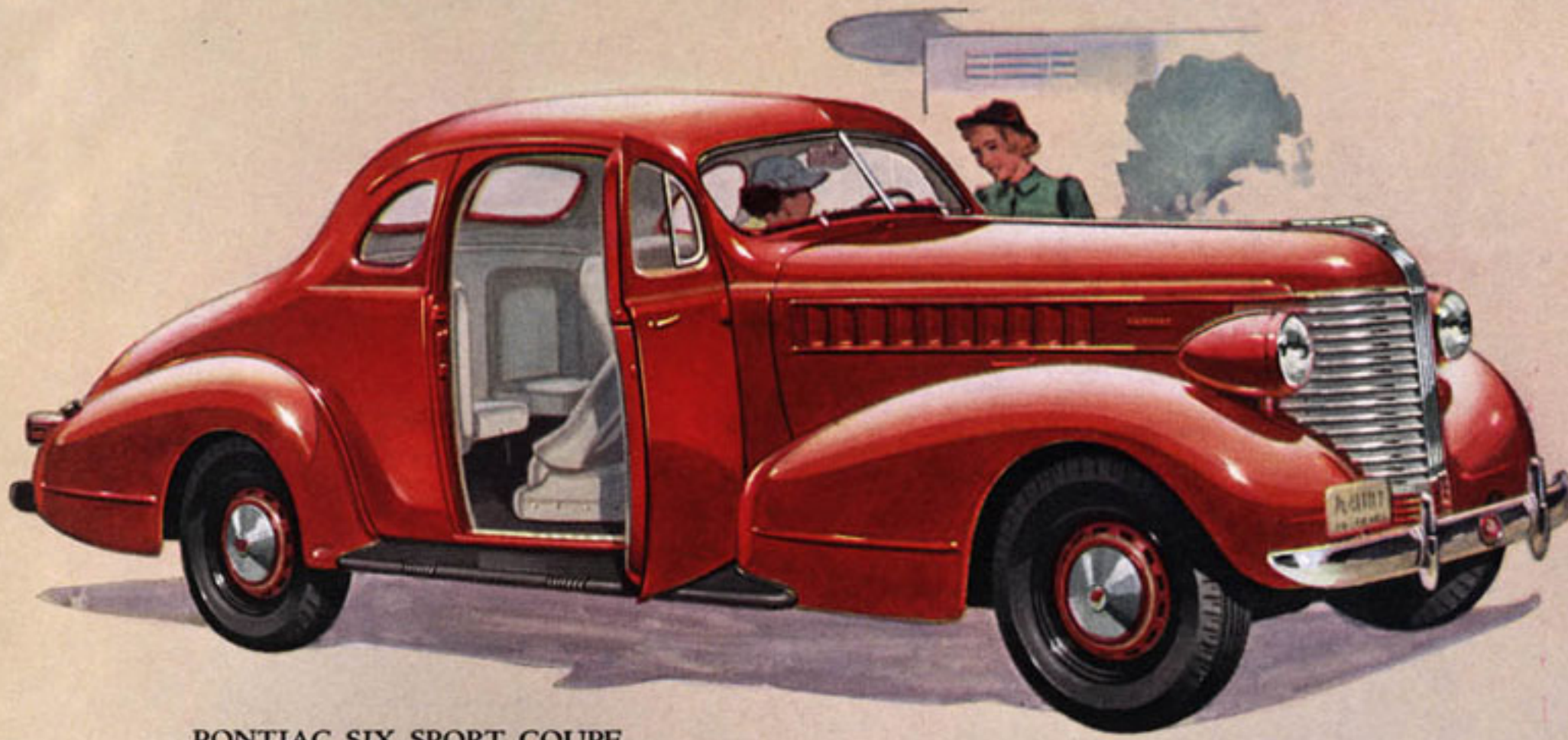
Here is additional proof that Pontiac builds the smartest sport models on the road. This five-passenger beauty is upholstered in a modified taupe whipcord or in buffed, crushed-grain Spanish leather available in six colors. Rumble seat is easy to enter. Folded top is concealed in glove-fitting boot.

PONTIAC EIGHT CABRIOLET

Available with two spare wheels in fender wells. Spare tire and luggage space behind split seat as on Six. Arm rests on wide doors.

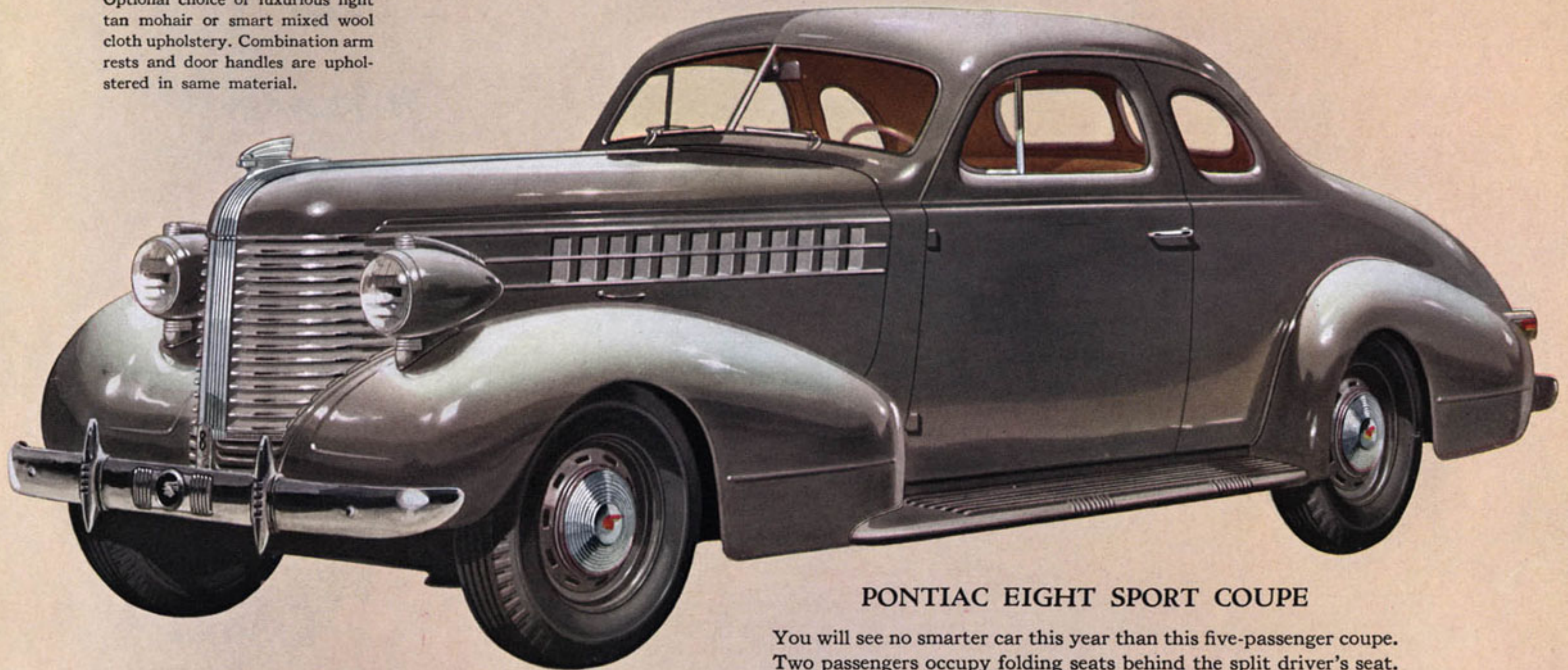


*America's Finest
Low-Priced Car*



PONTIAC SIX SPORT COUPE

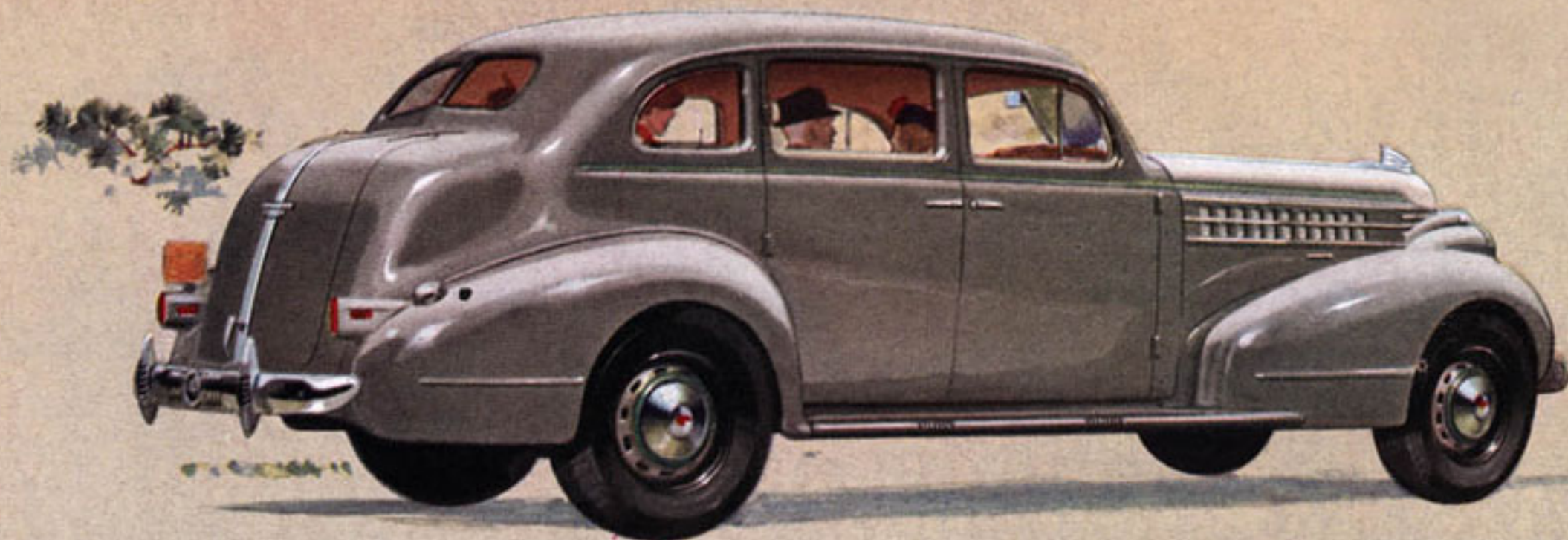
Optional choice of luxurious light tan mohair or smart mixed wool cloth upholstery. Combination arm rests and door handles are upholstered in same material.



PONTIAC EIGHT SPORT COUPE

You will see no smarter car this year than this five-passenger coupe. Two passengers occupy folding seats behind the split driver's seat. Available with two spare wheels in fender wells or with spare tire concealed in the spacious rear-deck luggage compartment.

*America's Finest
Low-Priced Car*



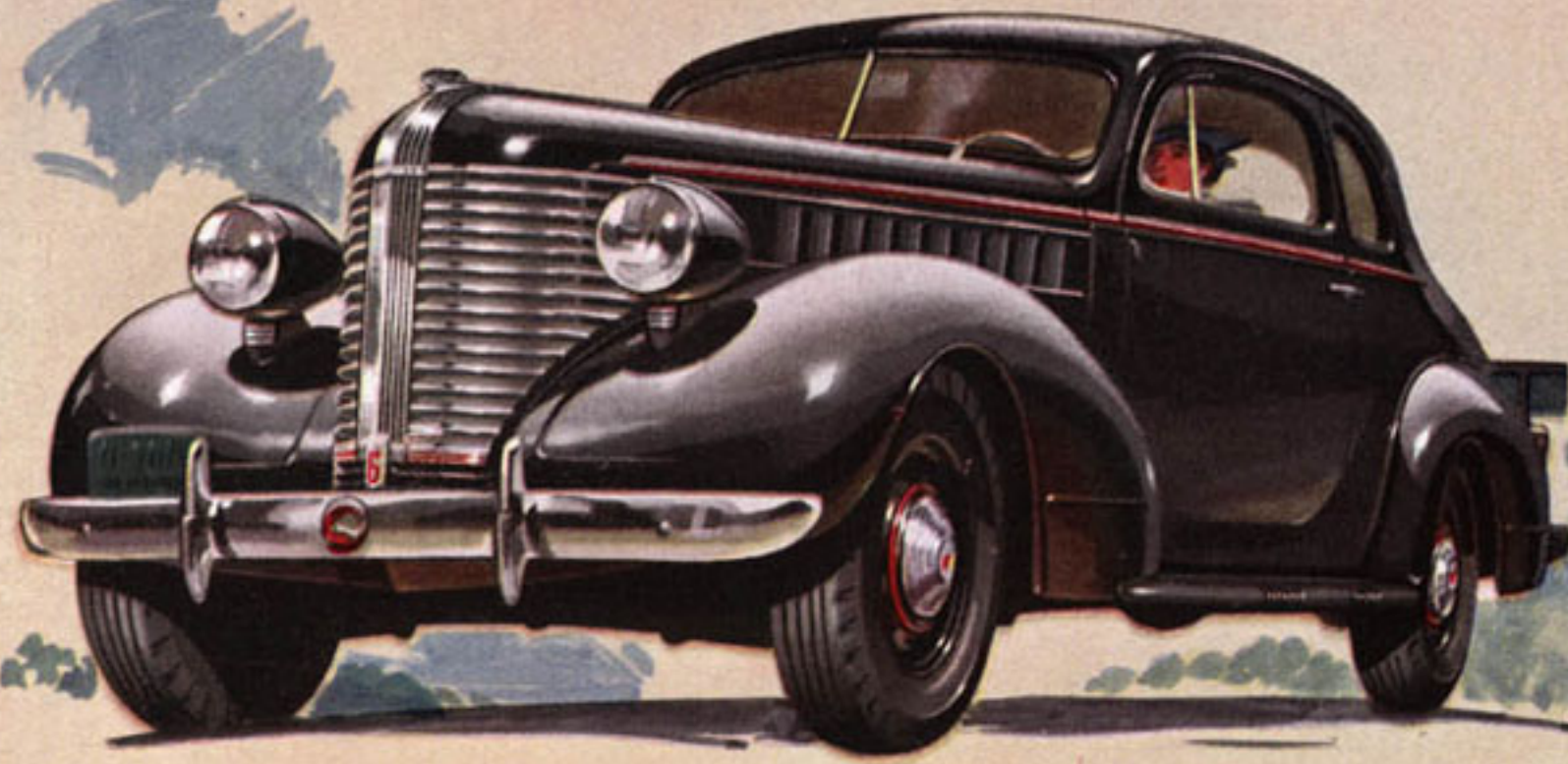
PONTIAC EIGHT FOUR-DOOR TOURING SEDAN

Available with concealed spare tire or two spare wheels in fender wells. The long wheelbase (122 inches) gives it great distinction. Your choice of tan mohair or heather-tone wool-twist upholstery.



PONTIAC SIX FOUR-DOOR TOURING SEDAN

The dust-proof trunk, affording 17½ cubic feet of luggage space, is built into the body to preserve Pontiac's beauty of line. Arm rests, ashtray on back of front seat, assist straps and recessed foot rest add luxury to the six-passenger interior. Light tan mohair or mixed wool cloth upholstery.



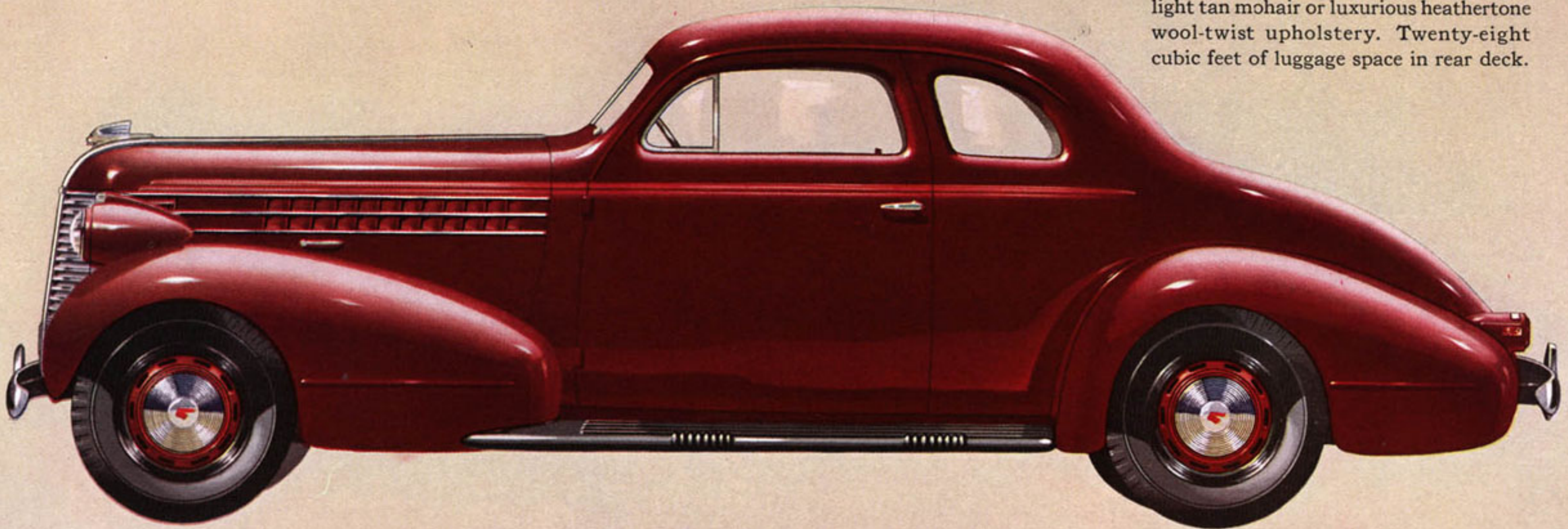
PONTIAC SIX COUPE

Exceptionally large rear deck storage space. Wide doors have upholstered combination door handles and arm rests. Choice of luxurious tan mohair or mixed wool cloth upholstery.

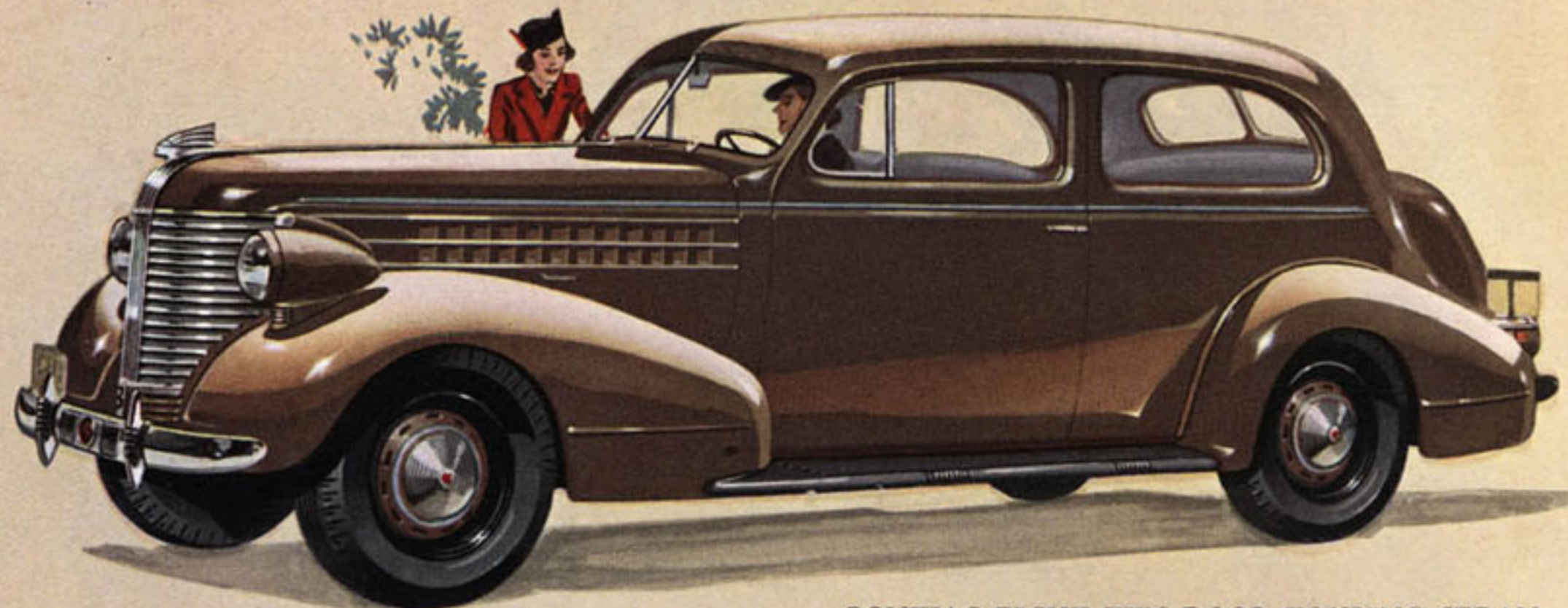
*"The Most Beautiful
Thing On Wheels"*

PONTIAC EIGHT COUPE

The long wheelbase and smooth flow of the top lines into the rear deck give this model custom-built beauty. Split, three-passenger seat folds forward to reveal spare tire and luggage space. Choice of light tan mohair or luxurious heathertone wool-twist upholstery. Twenty-eight cubic feet of luggage space in rear deck.

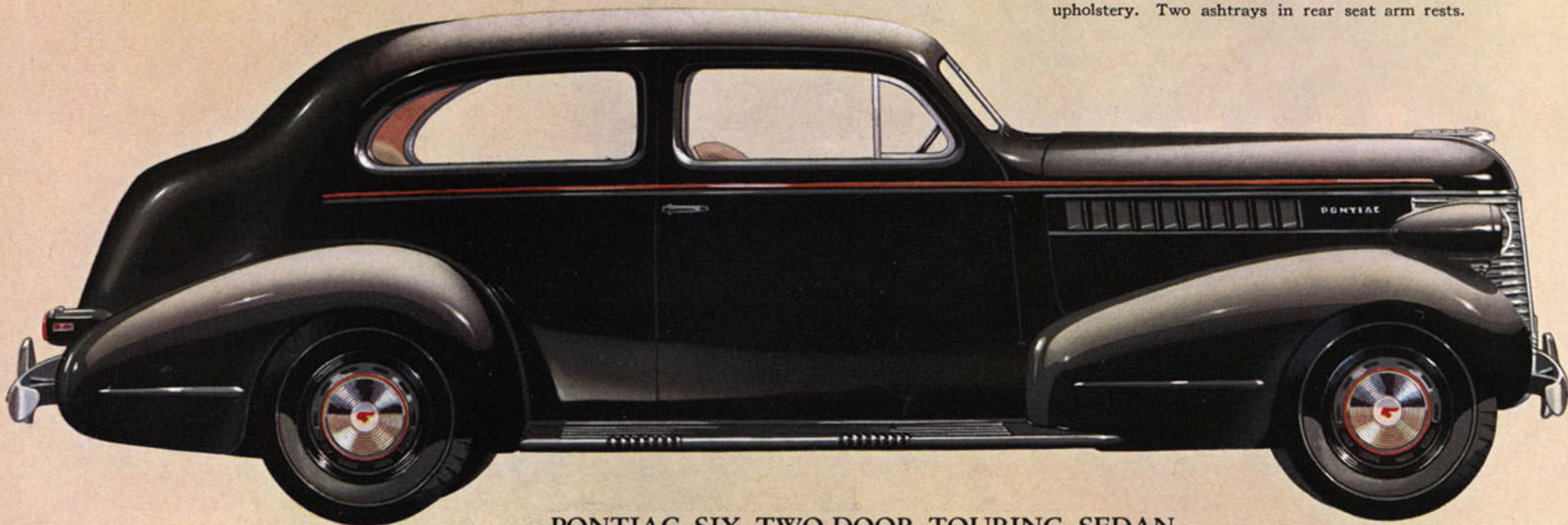


*"The Most Beautiful
Thing On Wheels"*



PONTIAC EIGHT TWO-DOOR TOURING SEDAN

Sedan-type three-passenger split front seat tilts forward or back as adjusted for short or tall driver's comfort. Choice of light tan mohair or heathertone wool-twist upholstery. Two ashtrays in rear seat arm rests.

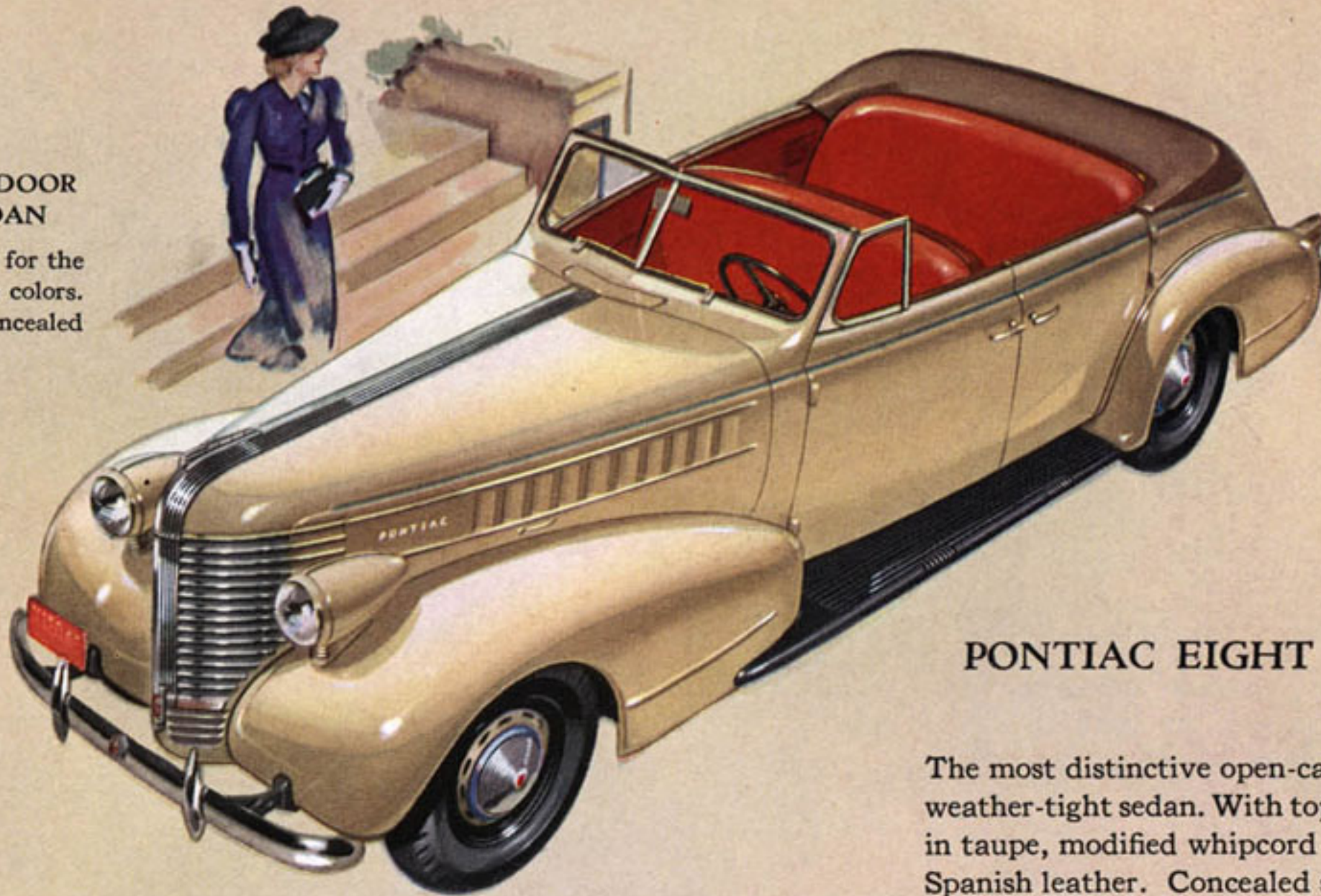


PONTIAC SIX TWO-DOOR TOURING SEDAN

You will be far more comfortable on long trips in this spacious model with 17½ cubic feet of trunk space. Trunk opens from bottom revealing large compartment above spare tire shelf. Split, sedan-type front seat. Ash trays built into rear seat arm rests. Adjustable driver's seat. Light tan mohair or mixed wool cloth upholstery.

**PONTIAC SIX FOUR-DOOR
CONVERTIBLE SEDAN**

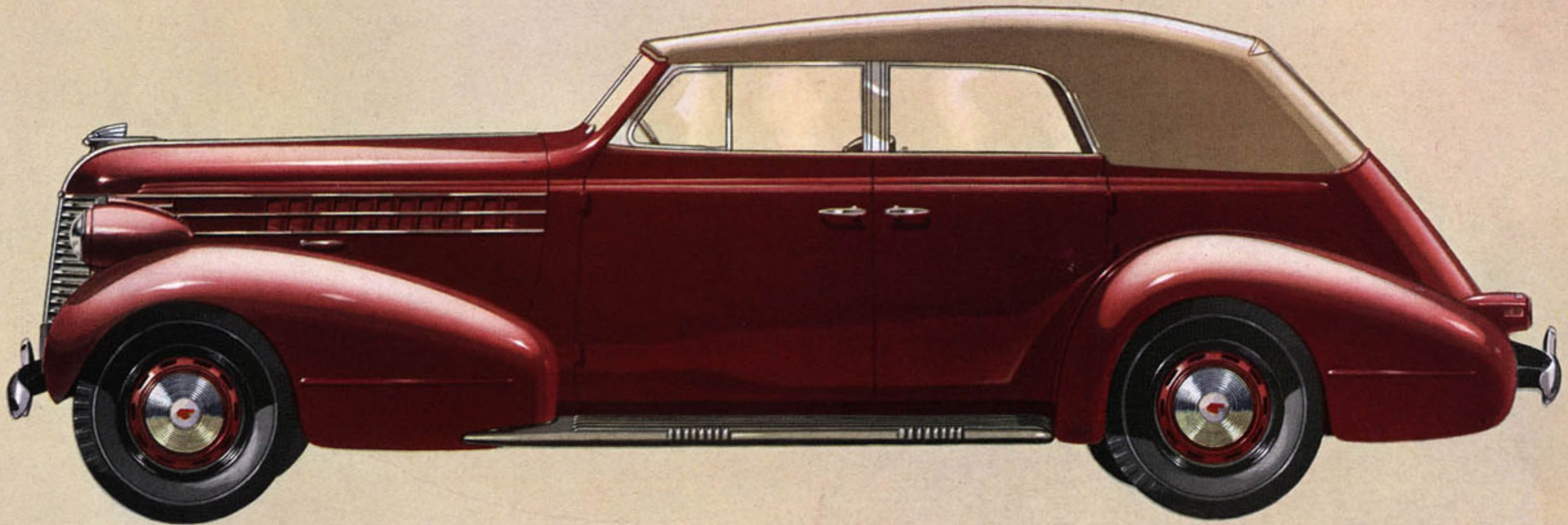
Same upholstery choice as for the Eight—choice of three top colors. Big, luggage space above concealed spare tire in rear.



*America's Finest
Low-Priced Car*

**PONTIAC EIGHT FOUR-DOOR CONVERTIBLE
SEDAN**

The most distinctive open-car available at any price. With top up it is a weather-tight sedan. With top down it is the perfect sport car. Upholstered in taupe, modified whipcord or choice of six colors of buffed, crush-grain Spanish leather. Concealed spare tire or two spare wheels in front wells.

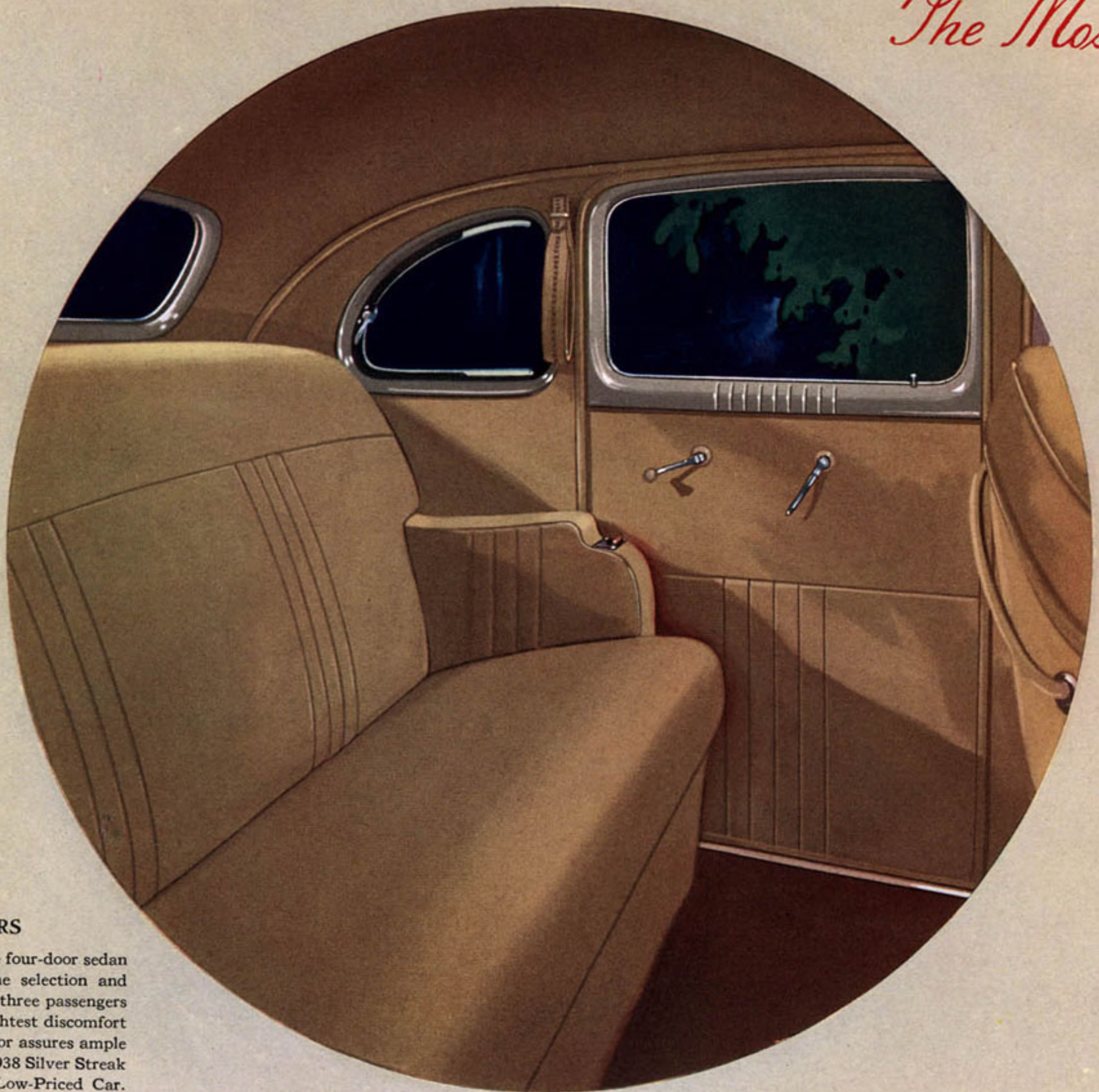


*"The Most
On*



FISHER NO-DRAFT VENTILATION

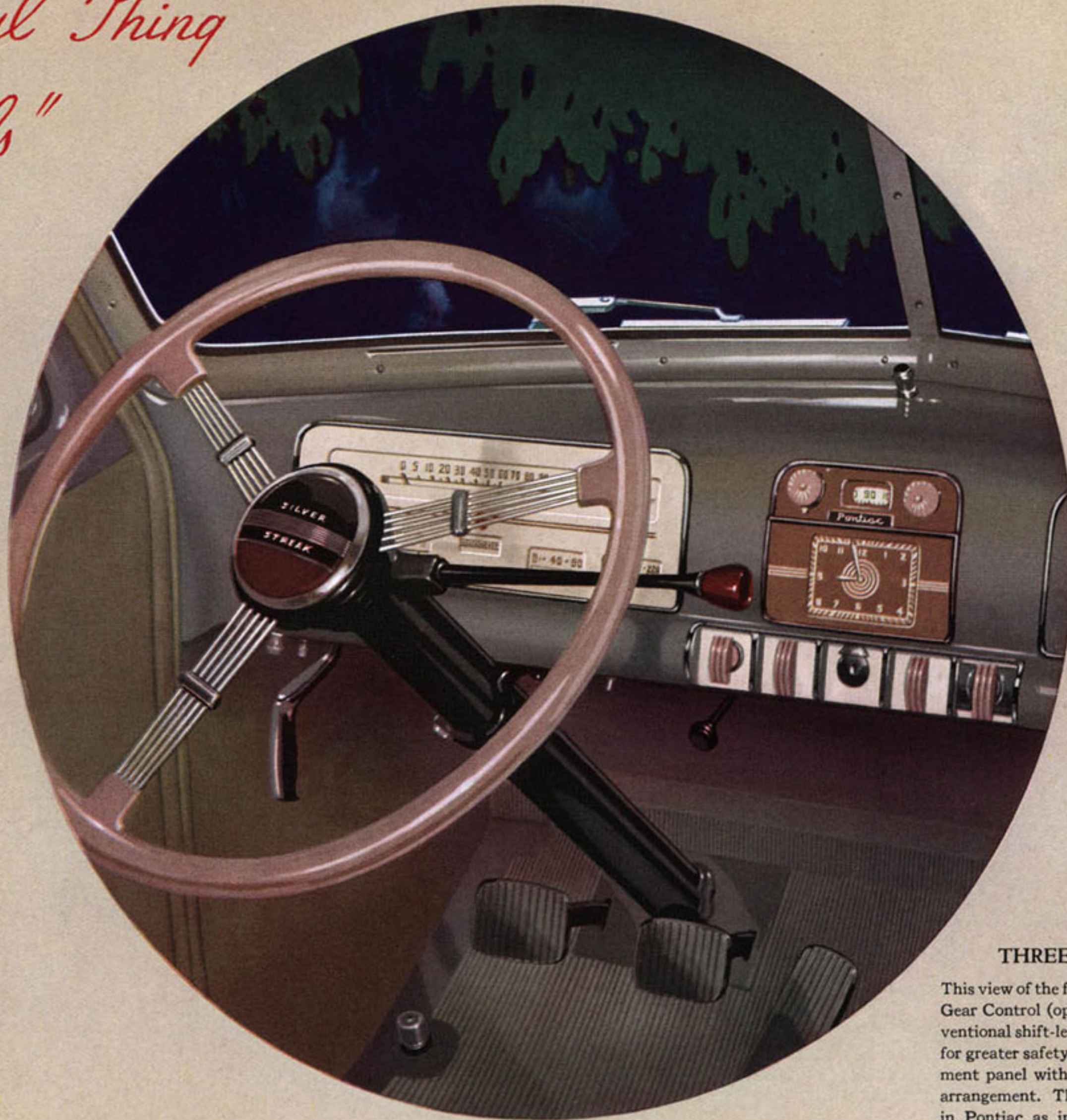
There is no substitute for genuine Fisher No-Draft Ventilation, featured on all Pontiac models. It ends misted windshields, sucks out bad and smoky air, and keeps the car filled with fresh air, all without a single uncomfortable draft.



LUXURIOUS INTERIORS

This view of the spacious rear quarters in the four-door sedan typifies the excellent taste displayed in the selection and tailoring of the fine upholstery. As you see, three passengers can be easily accommodated without the slightest discomfort in the wide, chair-high seat, and the level floor assures ample foot and legroom. Inside as well as out the 1938 Silver Streak Pontiac easily qualifies as America's Finest Low-Priced Car.

*Beautiful Thing
Wheels"*



EXTRA LUGGAGE SPACE

All six-passenger Pontiacs have either this big trunk providing 17½ cubic feet of storage space or a big luggage compartment above the concealed spare tire. The door locks firmly in place when open, and is released for closing by simply lifting up. Sponge rubber moulding seals door clearance against dirt and moisture.

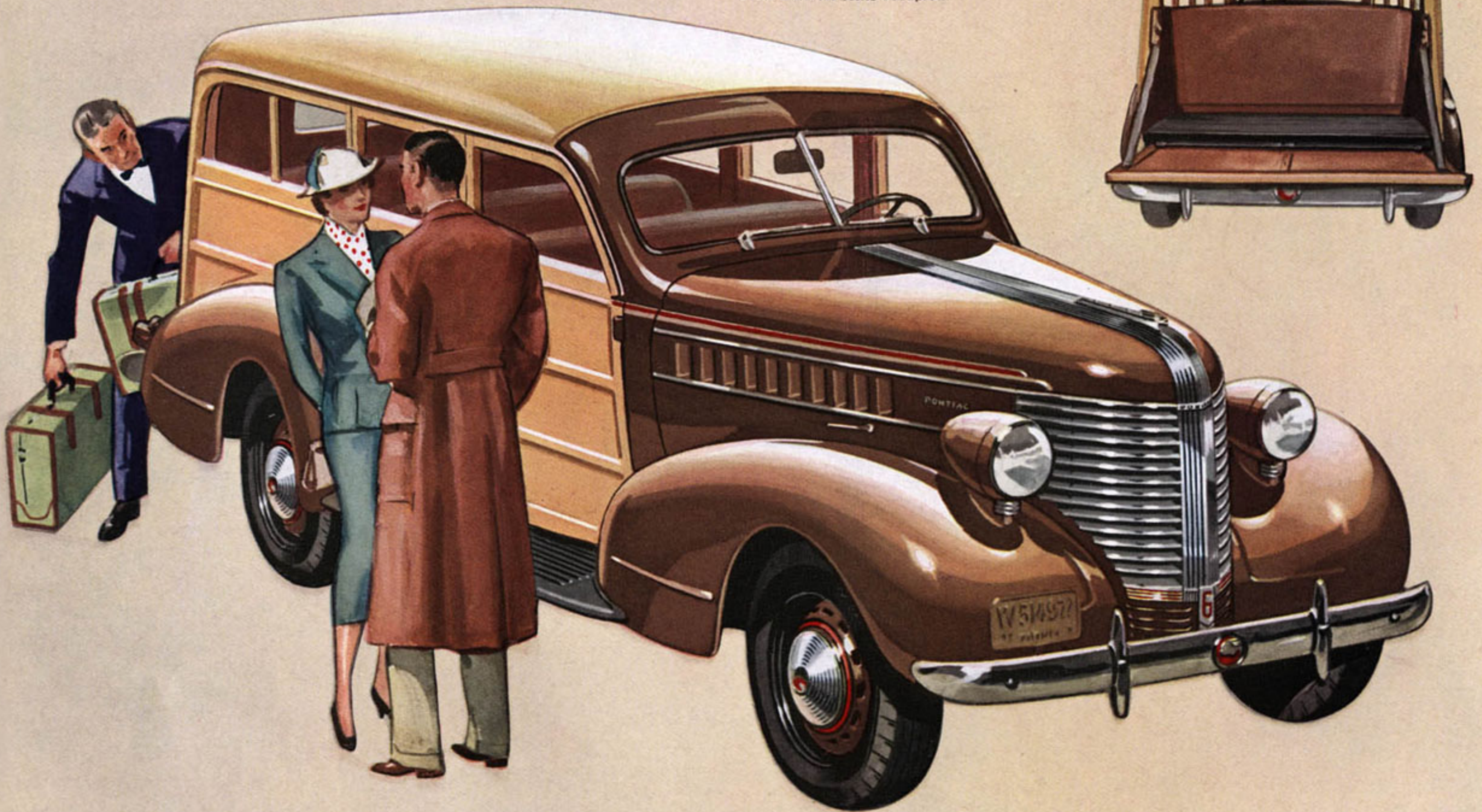
THREE-PASSENGER FRONT SEAT

This view of the front compartment with the New Safety Shift Gear Control (optional at slight extra cost) replacing the conventional shift-lever, shows how Pontiac has cleared the floor for greater safety and comfort. Note the beauty of the instrument panel with its recessed control knobs and original dial arrangement. The practical and the beautiful are combined in Pontiac as in no other low-priced car.

*America's Finest Low-Priced
Station Wagon*

GREATER LUGGAGE SPACE

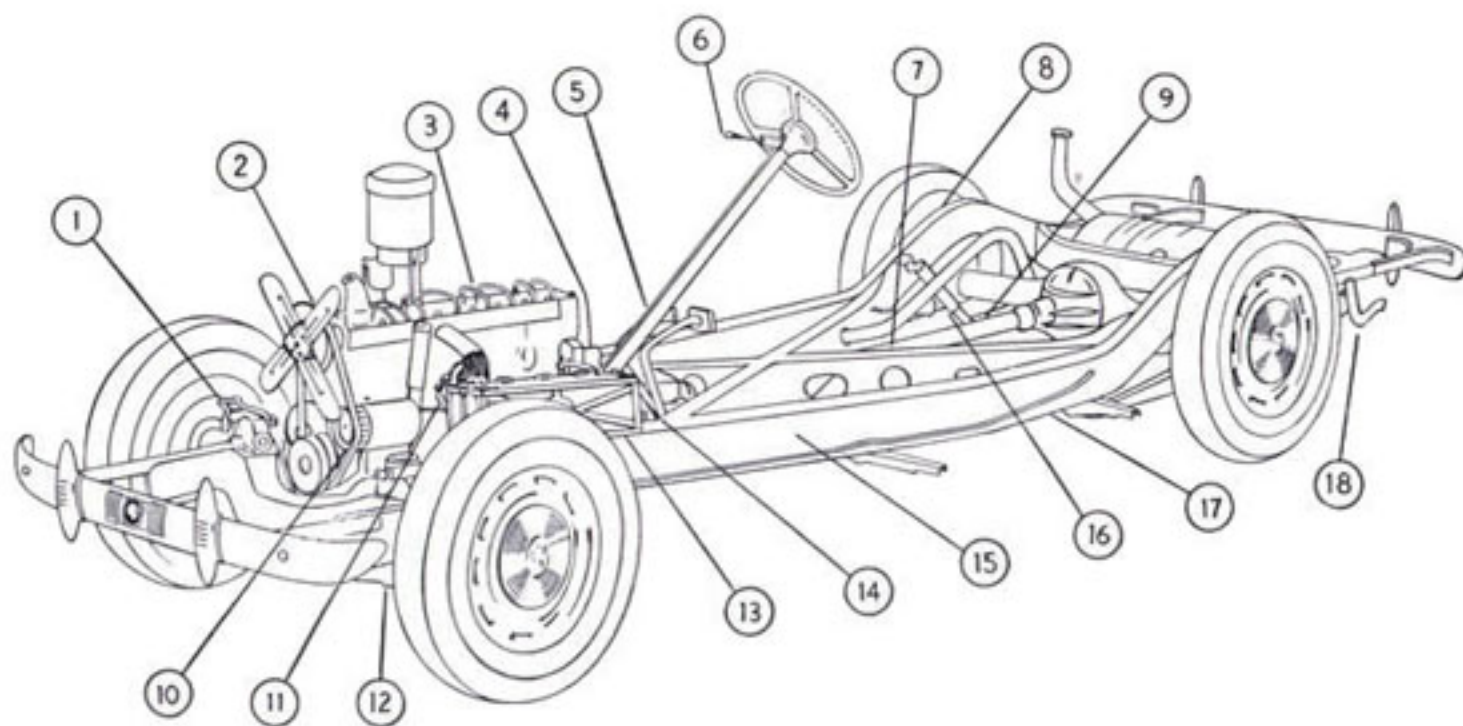
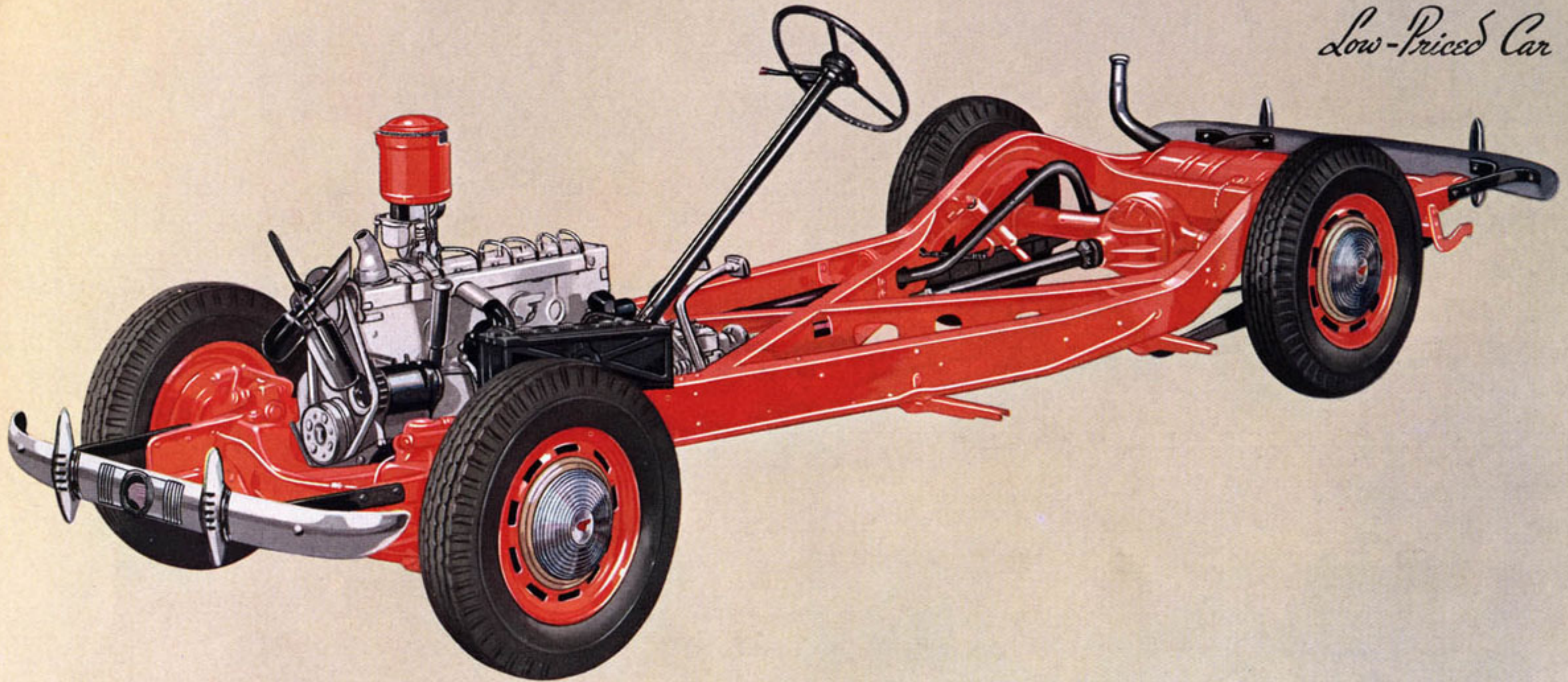
Two rear doors divide horizontally providing a wide tail gate. Ample space for luggage or other freight even with all seats occupied.



PONTIAC SIX EIGHT-PASSENGER STATION WAGON

Never have beauty and utility been so well combined as in this spacious and thrifty carry-all. Four wide doors, all with window regulators. Durable brown upholstery on well-cushioned seats. Natural wood finish inside and out. Sturdy tail gate. Two rear seats are removable to supply extra luggage space. Spare tire mounted on tail gate.

*America's Finest
Low-Priced Car*



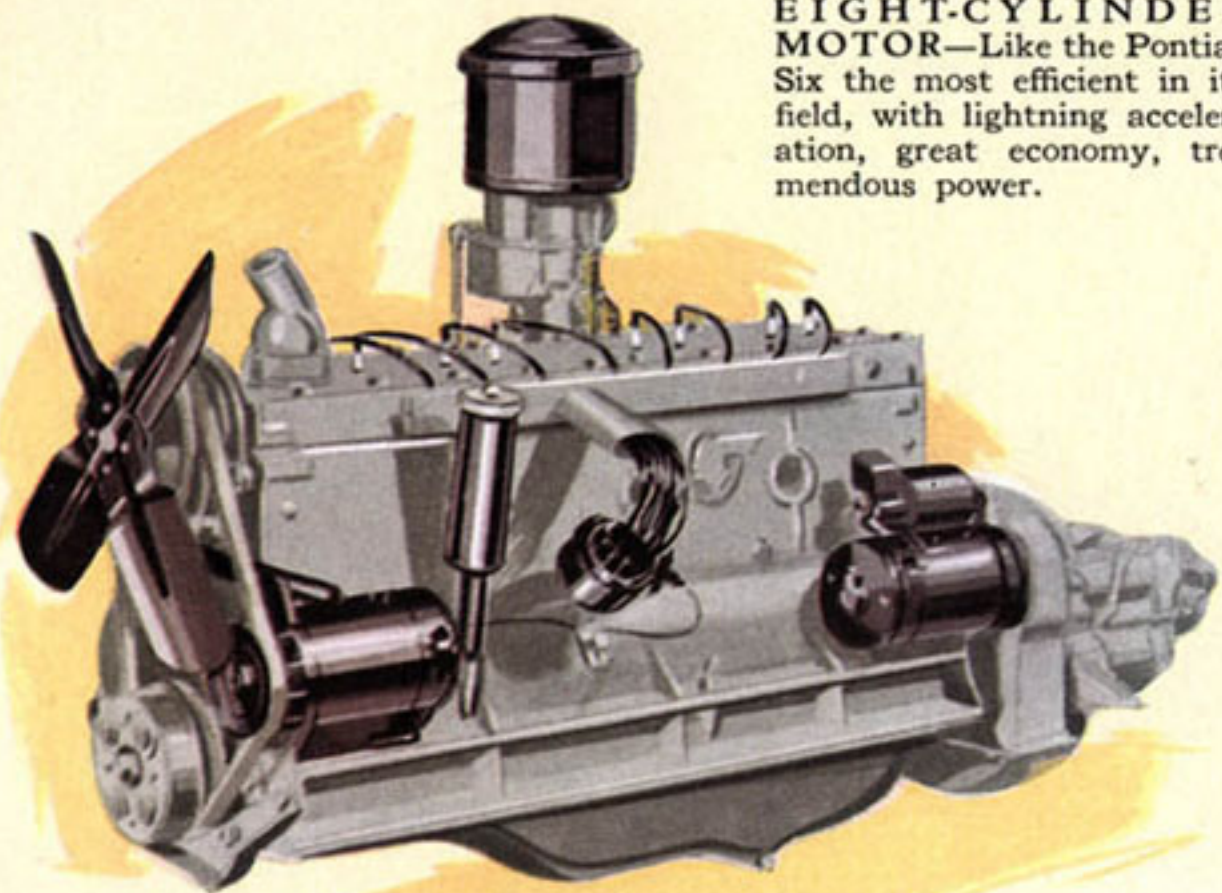
THE PONTIAC EIGHT CHASSIS

- | | |
|--|--|
| 1. Improved Knee-Action. | 10. High Capacity Air-Cooled Generator. |
| 2. Ball-Bearing Water Pump. | 11. Vacuumatic Spark Control. |
| 3. 100 horsepower Eight-Cylinder Engine. | 12. Ride Stabilizer. |
| 4. Ten-Second Zero Weather Starting Motor. | 13. Accessible Battery Position. |
| 5. Center-Point Steering. | 14. Clutch Pedal Booster. |
| 6. New Safety Shift Gear Control. | 15. Sealed Chassis. |
| 7. Dual Propeller Shaft. | 16. Double-Action Hydraulic Shock Absorbers. |
| 8. Triple-sealed Hydraulic Brakes. | 17. Rigid Bridge-Type Frame. |
| 9. Hotchkiss Drive. | 18. Jack Pads (front and rear). |

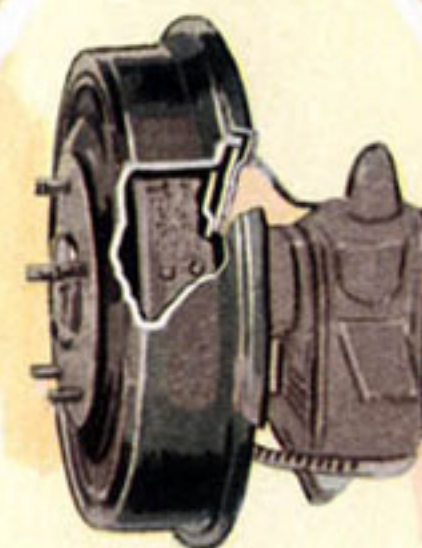
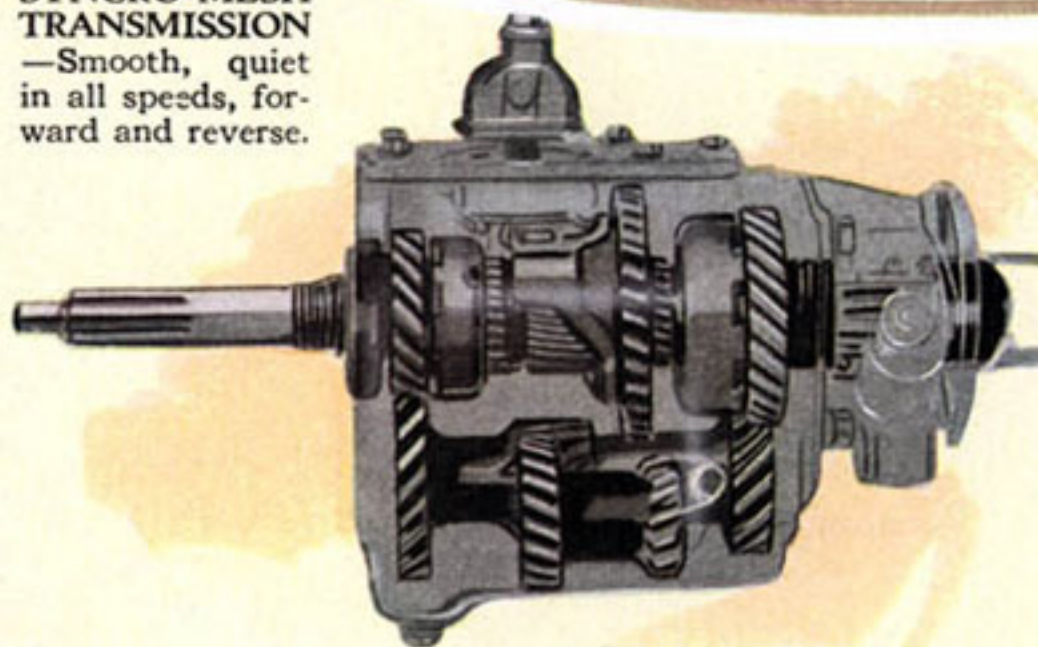
THE LATEST AND GREATEST FEATURES OF

America's Finest Low-Priced Car

EIGHT-CYLINDER MOTOR—Like the Pontiac Six the most efficient in its field, with lightning acceleration, great economy, tremendous power.

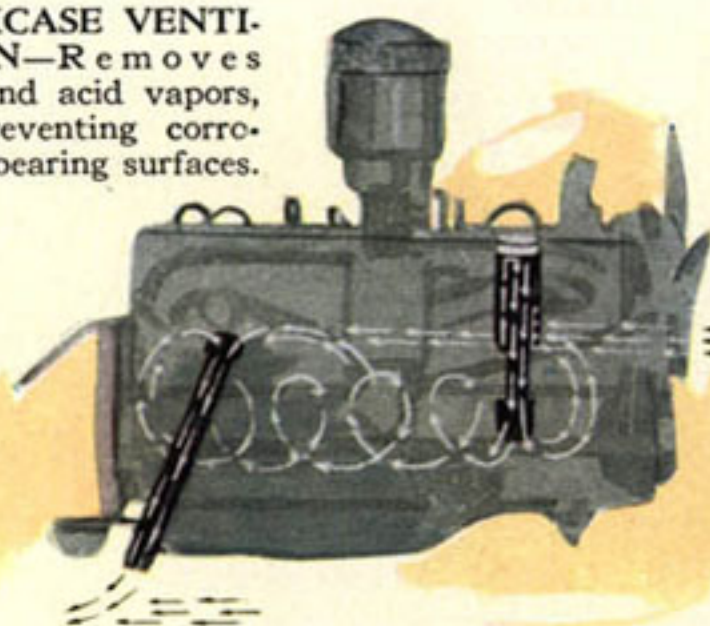


SYNCO-MESH TRANSMISSION—Smooth, quiet in all speeds, forward and reverse.



TRIPLE-SEALED HYDRAULIC BRAKES—Water and dustproof—the finest built today.

CRANKCASE VENTILATION—Removes water and acid vapors, thus preventing corrosion of bearing surfaces.



RADIATOR AND FENDER MOUNTING—Prevents front-end vibration and noise.

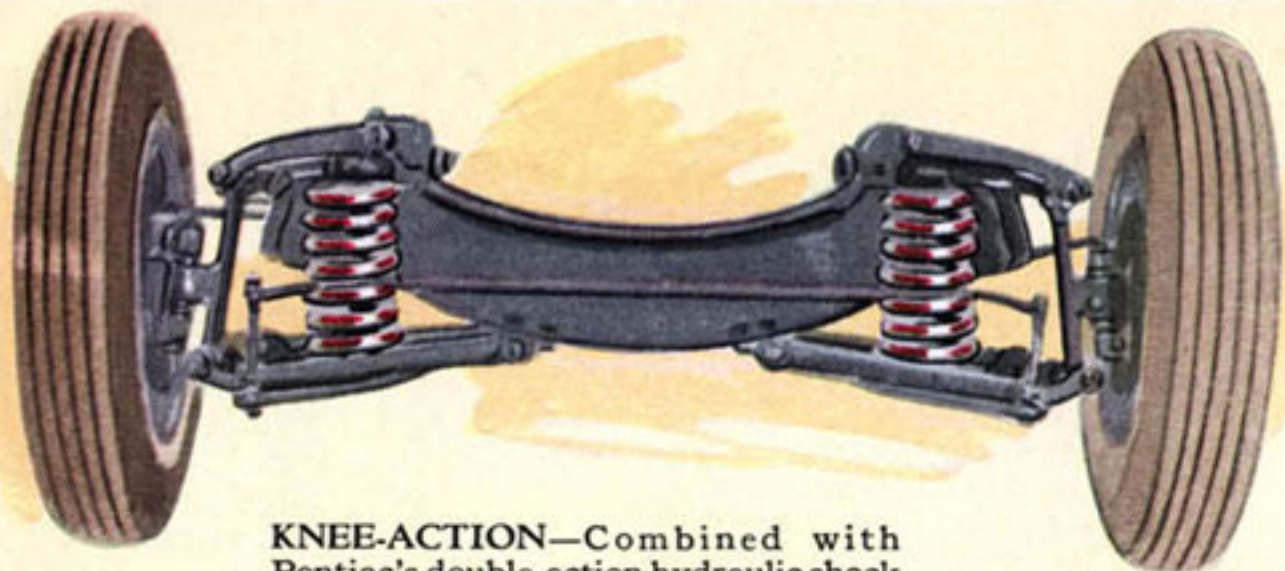
JACK PADS—(front and rear) Make tire changing quick, clean.



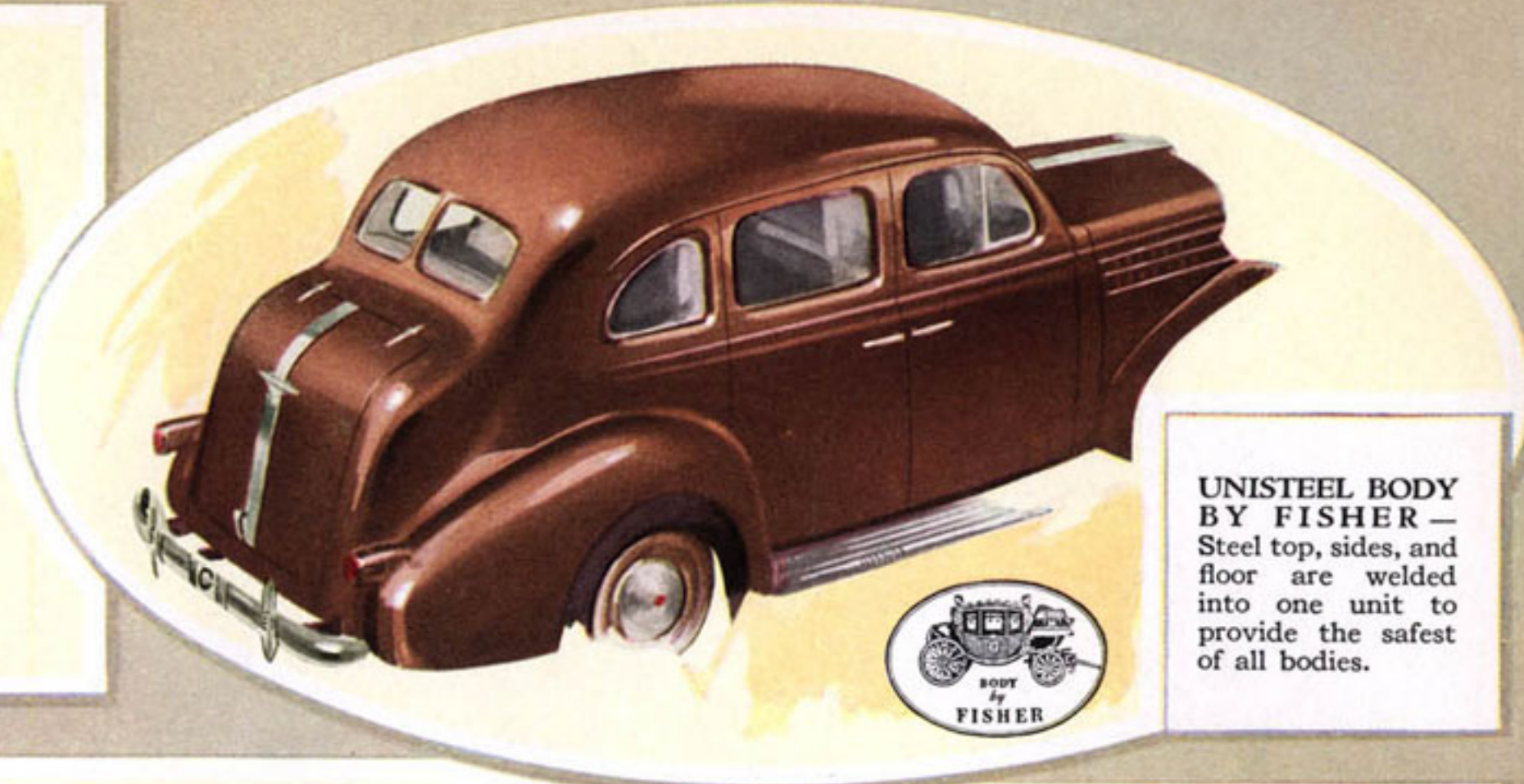
CRANKSHAFT—Heavy and 100% counterbalanced to stifle all engine vibration at its source.



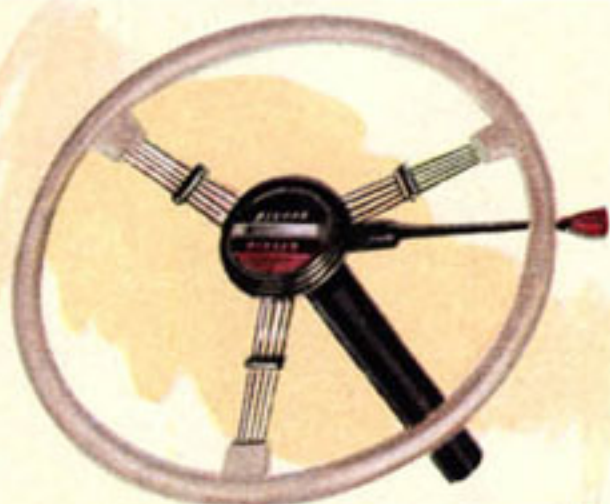
BRIDGE-TYPE FRAME—Rigid and self-bracing. Three times as strong as old-type frames.



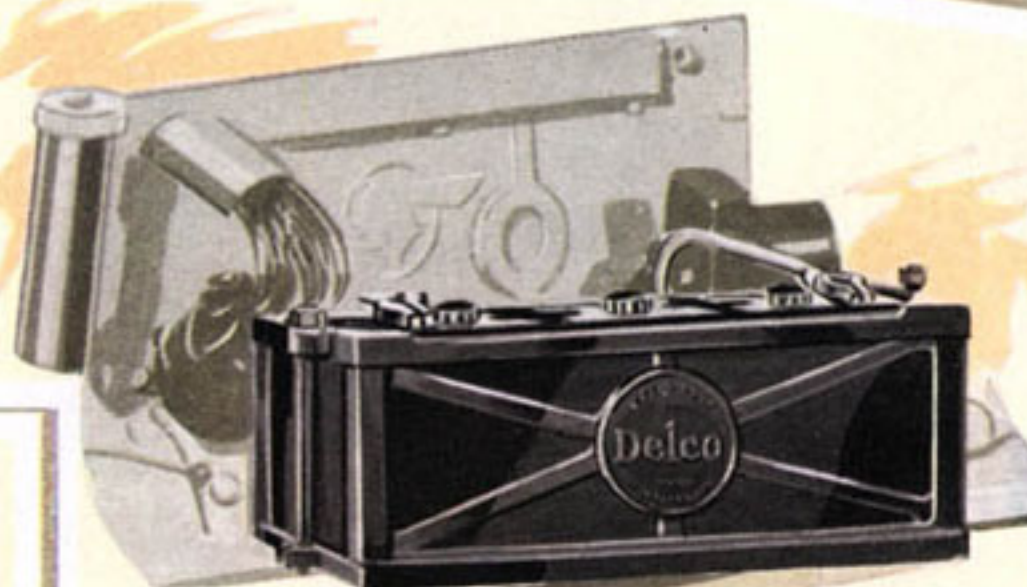
KNEE-ACTION—Combined with Pontiac's double-action hydraulic shock absorbers, this great feature improves every road.



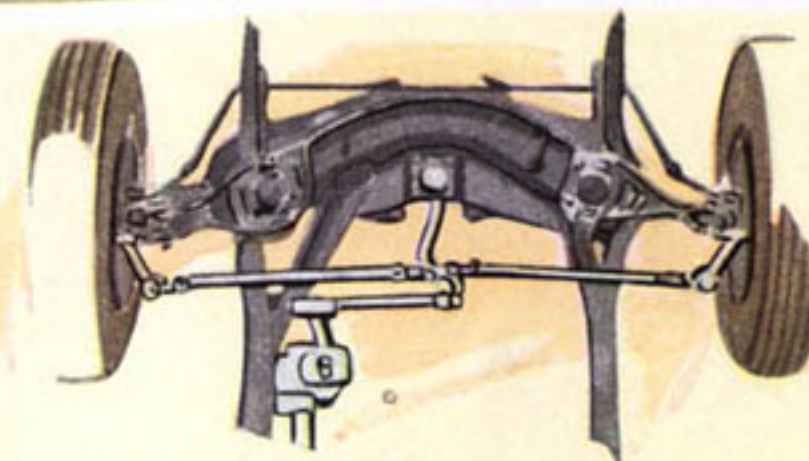
UNISTEEL BODY BY FISHER—Steel top, sides, and floor are welded into one unit to provide the safest of all bodies.



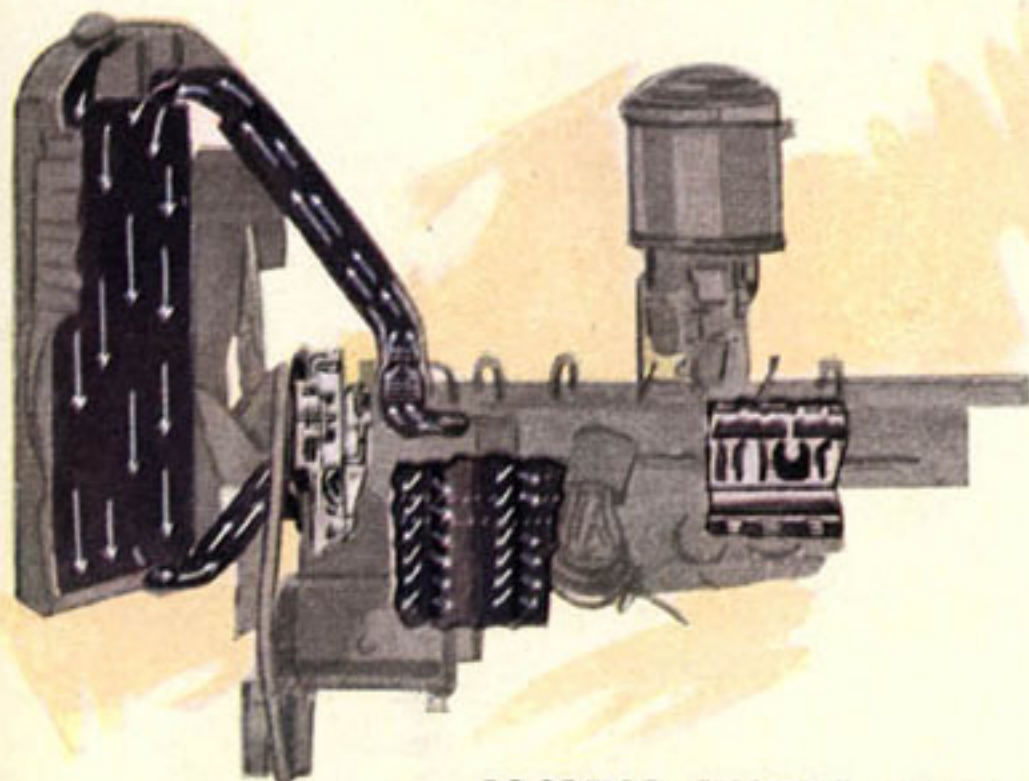
NEW SAFETY SHIFT GEAR CONTROL—Gives greater ease, speed and safety to gear shifting. Leaves floor clear. *Optional at slight extra cost.*



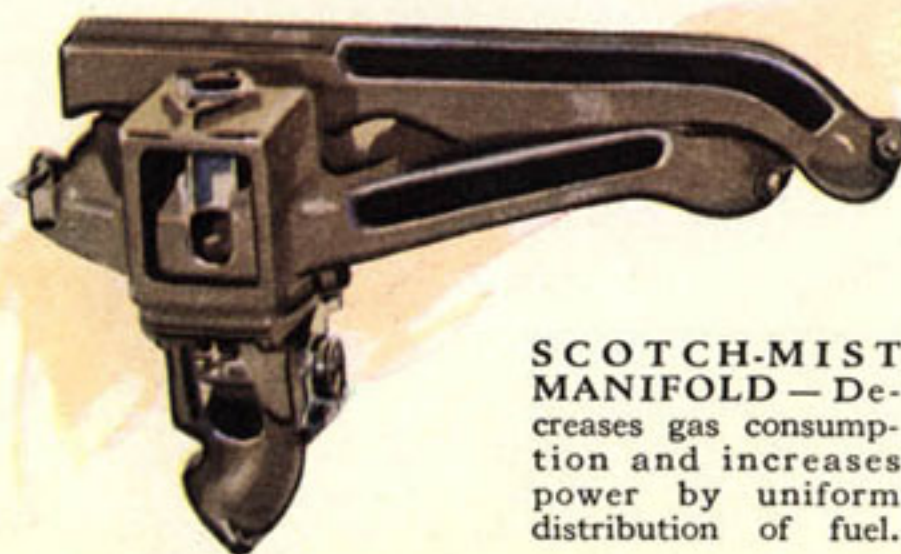
ACCESSIBLE BATTERY — Battery is placed under hood for easy servicing.



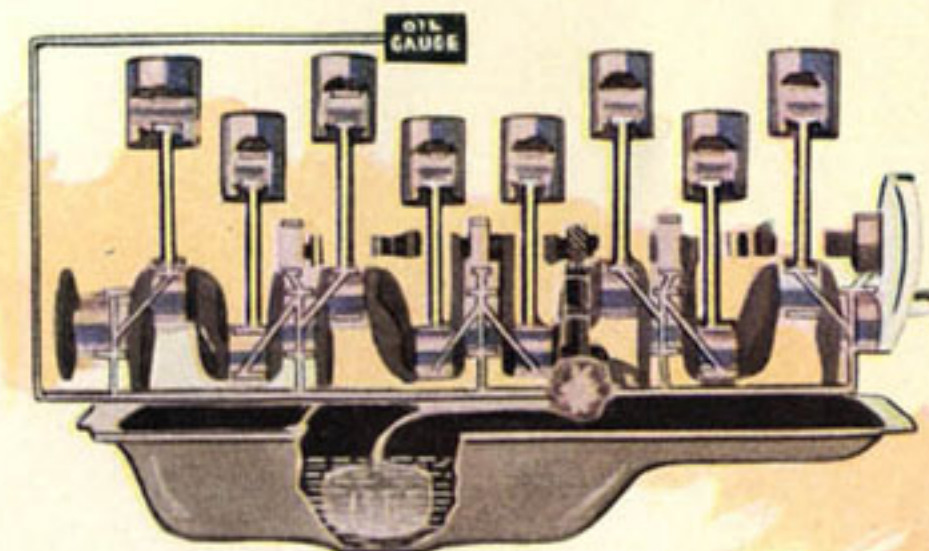
CENTER-POINT STEERING —Makes driving safer and prevents wrist and arm fatigue.



COOLING SYSTEM — Automatic all-weather temperature control. A big reason for Pontiac's long life.



SCOTCH-MIST MANIFOLD — Decreases gas consumption and increases power by uniform distribution of fuel.

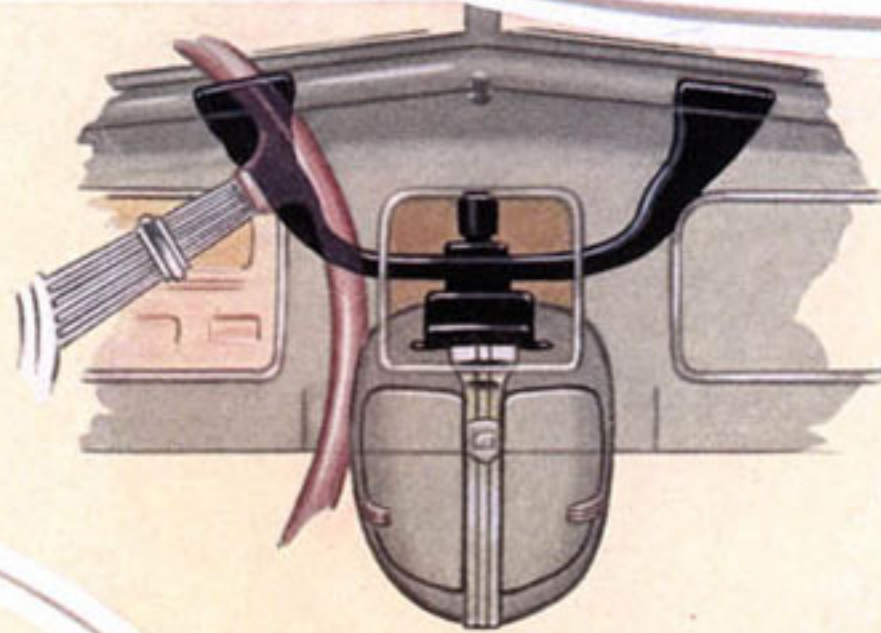


OILING SYSTEM — Full-pressure, metered lubrication forces right amount of oil to all bearings.

PONTIAC APPROVED ACCESSORIES *make this Fine Car Even Finer!*



TENITE GEARSHIFT BALL
—Gives a handsome finish to the conventional gearshift lever. Onyx colored to match the interior trim of the car.



SAFETY WINDSHIELD DEFROSTER
—Attaches to heater. Two wide outlets close to windshield on top of instrument panel keep ice, snow and mist from windshield.

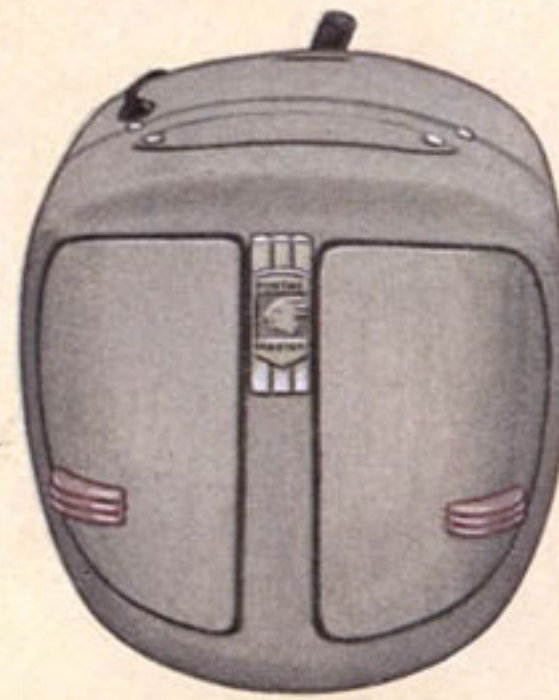


FLEXIBLE STEERING WHEEL—Beautiful Tenite onyx-colored rim harmonizes with control knobs. Three stainless steel arms, made up of 5 steel rods each, provide sufficient flex to keep road shock from driver's hands.

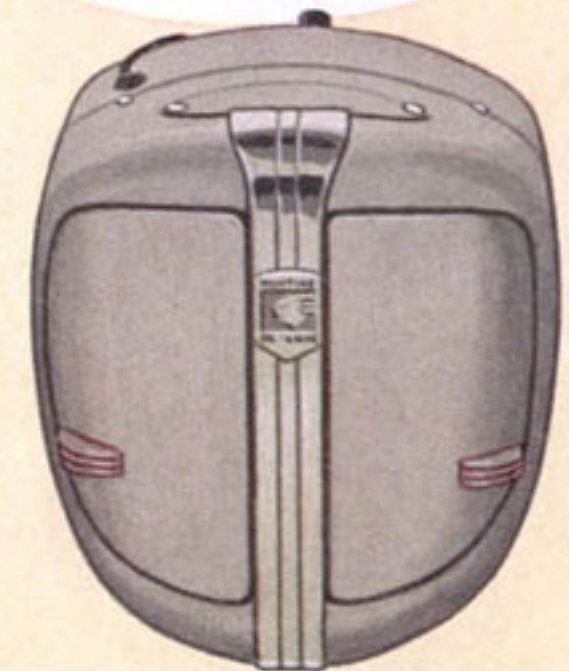


RIGHT-HAND SUN VISOR
—Gives front seat passengers the same sun protection as the driver. Matches left hand visor. Adjustable to all angles.

SAN-TOY SEAT COVERS
—Practical and handsome. Protect and preserve upholstery; prevent wrinkling of clothes; cooler in warm weather. May be washed with soap and water.



PONTIAC MASTER HEATER—A handsome, efficient unit in crackle finish with twin, adjustable deflectors, extra heat outlet on bottom, defroster outlet on top, and illuminated variable speed switch.



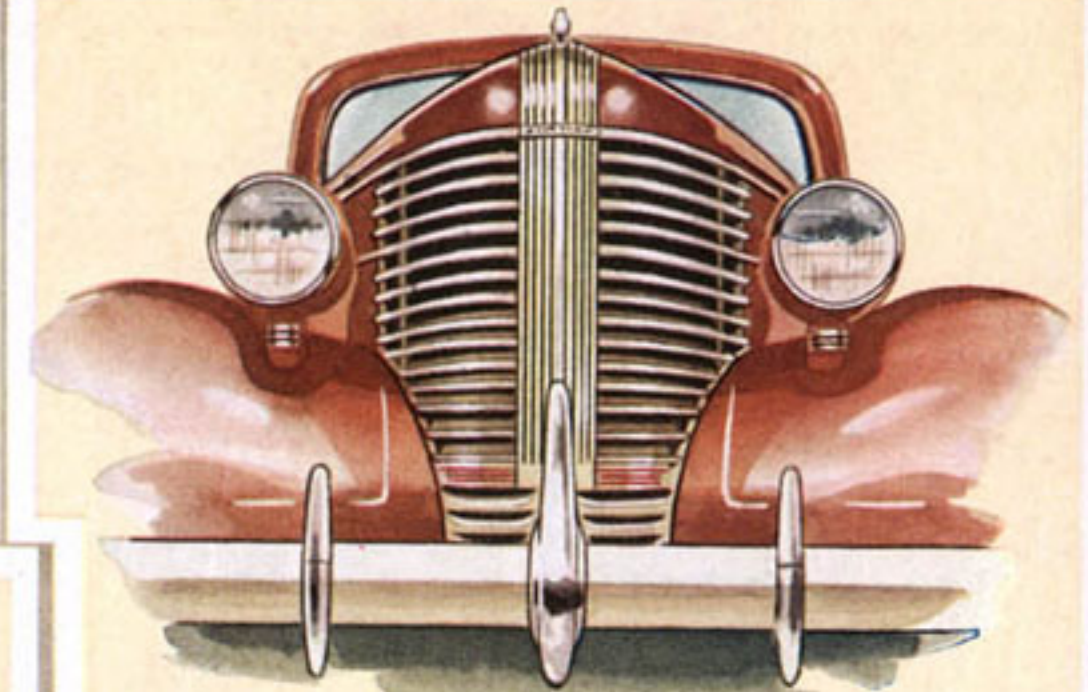
PONTIAC DE LUXE HEATER—Independently hinged doors adjustable to throw heat in any direction. Large size, produces maximum heat for sub-zero weather. Down-draft heat slot, and defroster opening.



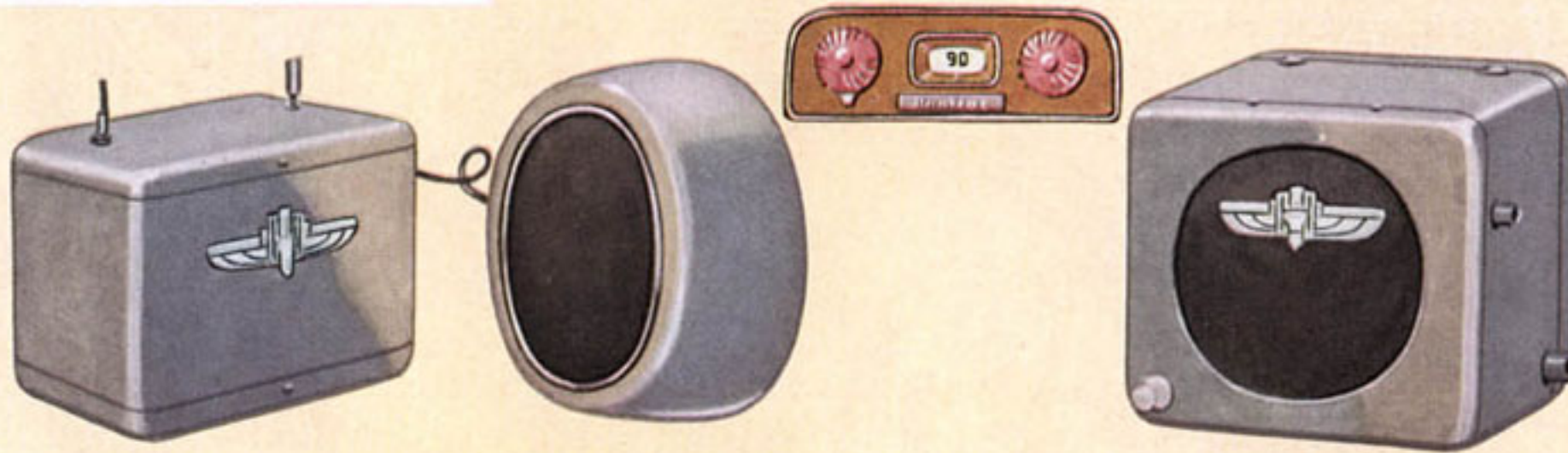
ELECTRIC CLOCK—Illuminated dial and hands match other indicators on instrument panel. Fully guaranteed.



DUAL HORNS
—Sound a compelling warning that cannot be ignored. An added safety feature.



MASTER BUMPER GUARD—Extra protection for your front fenders and radiator grille. Finished in sparkling, rustproof chromium.

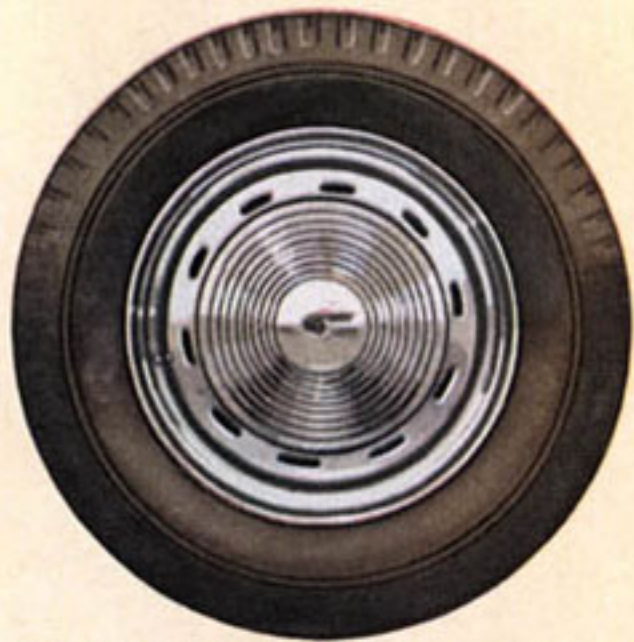


PONTIAC DE LUXE RADIO — Seven tube. Offers performance and reception comparable to the finest home radios. All the latest features. Dial custom-built to match car controls.

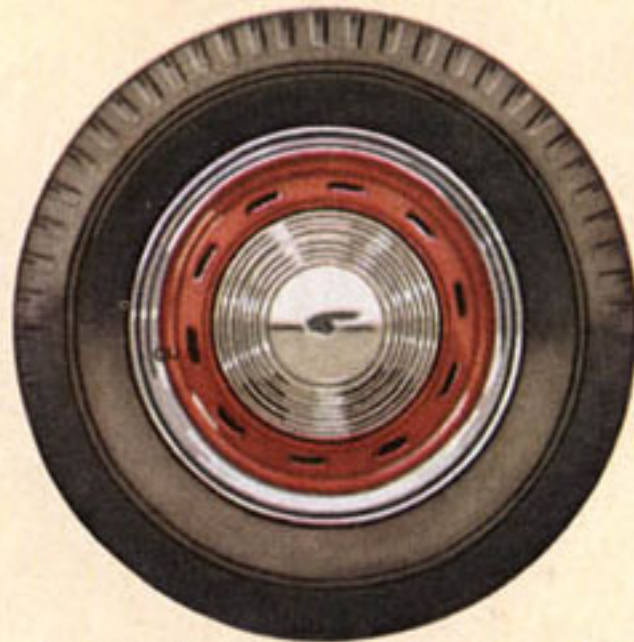
PONTIAC MASTER RADIO—A powerful, compact, inexpensive six-tube radio that excels many high-priced sets in tone quality and performance. Has many of the fine features of the De Luxe radio.



CIGARETTE LIGHTER — Popular automatic type. Heats quickly. Handle harmonizes with car control knobs.



CHROME WHEEL DISCS—Add to car appearance and accumulate less mud and dust. Easily snapped on. Sparkling and rustproof.



CHROME WHEEL MOULDINGS—Easily installed. Will not rattle or rust. Make tires and hub cap appear larger and add to car smartness.



ASH RECEPTACLE — Can be easily removed for emptying. Matches instrument panel ensemble. Easily installed.

RIGHT-HAND TAIL LIGHT—Gives a more finished appearance to rear-end and serves as an added safety unit. Matches left-hand light and operates in unison both as tail light and stop light.



OWNERS OF AMERICA'S FINEST LOW-PRICED CAR GET AMERICA'S FINEST SERVICE.

PONTIAC
Product of
General Motors Corporation

**OWNER
SERVICE POLICY**

Owner's Name _____
Address _____
Serial Number _____
Engine Number _____
Body Number _____
Body Style Number _____
Ign. Key Number _____
Deck Key Number _____
Zone Name _____
Delivery Date _____
Policy Issued by _____
Pontiac Dealer _____

When you take delivery on your Pontiac you will receive an Owner's Service Policy, protecting you for a period of ninety days or for 4,000 miles of driving, against defective parts or workmanship. In addition, this valuable warranty entitles you to a free 1,000 mile and 2,000 mile inspection on presentation to any authorized Pontiac dealer in the United States or Canada. And at any dealer with whom you do business you will find the highest type of workmanship and low standard labor charges, for all dealers have factory-designed tools, factory-trained mechanics and quote labor charges based on factory statistics. This fine nationwide service organization—fast, courteous, expert, and low-priced—is the result of Pontiac's desire to help you get the maximum enjoyment from your new Silver Streak all its long life.



THIS CERTIFIES THAT _____

IS A

PONTIAC SERVICE CRAFTSMAN

EXPIRATION DATE _____

ZONE SERVICE MANAGER

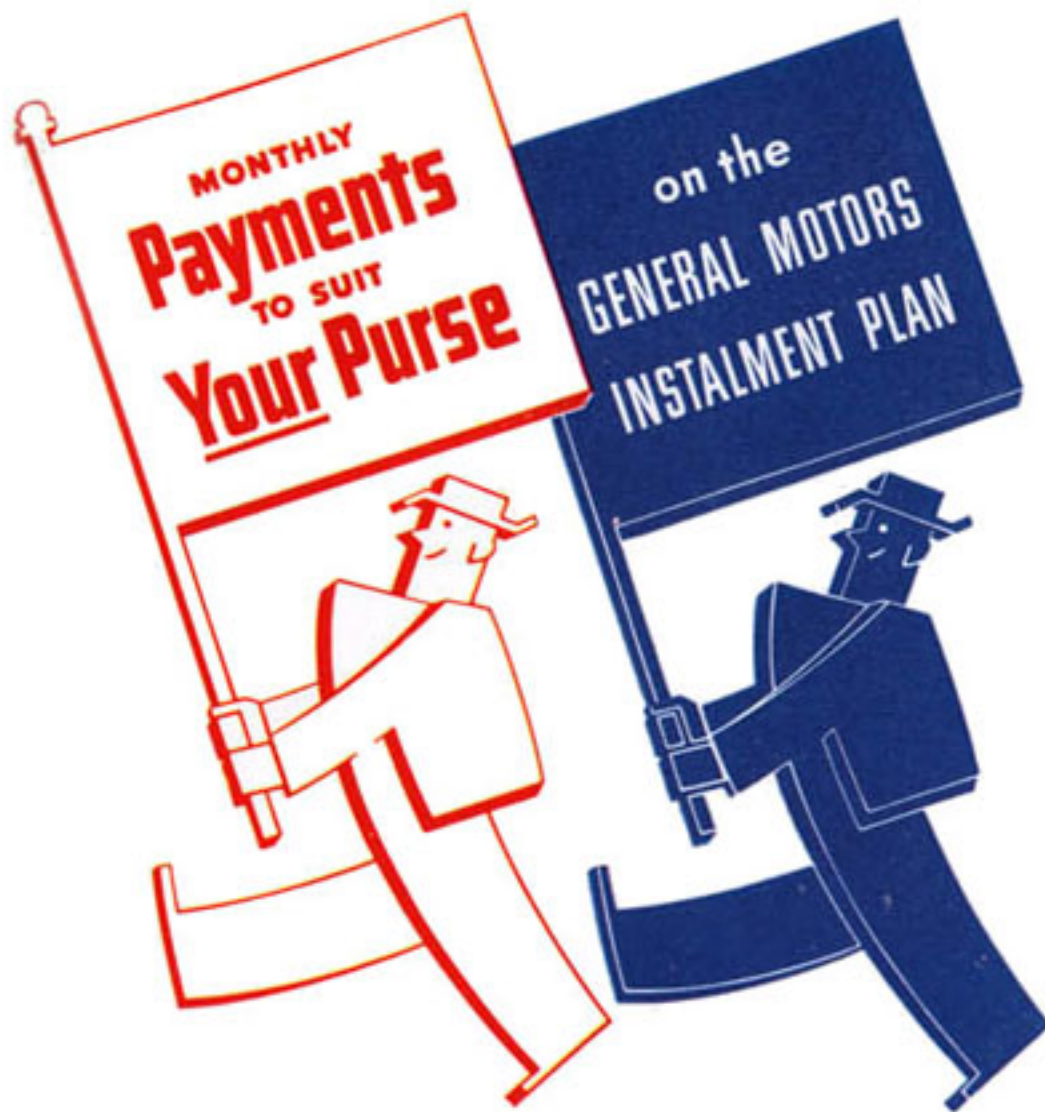
John H. Barclay
General Service Manager

PONTIAC SERVICE CRAFTSMEN

In almost every Pontiac service station you will find men who have measured up to the strict standards required to win the card shown above. Such men must pass strict factory examinations every six months assuring Pontiac owners that their

cars will be taken care of by the finest mechanics in the industry. Pontiac tries to leave nothing undone that will add to the satisfaction of driving and owning America's finest low-priced car and the most beautiful thing on wheels.

AMERICA'S FINEST LOW-PRICED CAR IS ONE OF THE EASIEST TO BUY



When you have chosen the Pontiac model you prefer and go to your dealer to learn the price, two things will give you an agreeable surprise. For one thing the dealer will give you the *complete* figure, delivered to your door, and will gladly show you exactly how the delivery price is arrived at. For another, the price will be much lower than you think, because the Silver Streak Pontiac, although it ranks with the finest in size and quality, is actually priced near the lowest, as you can readily prove by comparing *complete* delivered prices. In short you save by low first-cost as well as by low operating costs when you buy a Pontiac.



MONTHLY PAYMENTS ON GENERAL MOTORS INSTALLMENT PLAN

General Motors Installment plan brings you insurance protection against accidental damage to the car, and can include collision insurance. Adjustment facilities assure prompt settlement anywhere in the U. S. and Canada.

Not only is the big Silver Streak Pontiac priced near the lowest, but when you buy it you can avail yourself of the General Motors installment plan. This plan assures you of a low financing cost, valuable car insurance protection, friendly,

helpful treatment, and payments to suit your individual needs. Over the years, millions of people have used this General Motors plan to help them buy the car they want in the most convenient way. You, too, will find it helpful.

PONTIAC DELIVERED PRICES

Model	Six	Eight	Model	Six	Eight	Model	Six	Eight
BUSINESS COUPE			4-DOOR TRUNK SEDAN			CABRIOLET		
2-DOOR SEDAN			2-DOOR TRUNK SEDAN			4-DOOR CONVERTIBLE SEDAN		
5-PASS. SPORT COUPE			4-DOOR SEDAN			STATION WAGON		X

PONTIAC EIGHT SPECIFICATIONS

MOTOR • Straight Eight "L" head, developing 100 horsepower at 3800 r.p.m. Bore, $3\frac{1}{4}$ inches. Stroke, $3\frac{3}{4}$ inches. Displacement 249 cu. in. Compression ratio 6.2 to 1. Operates satisfactorily with standard grade fuels. Single unit block and crankcase. Ample water passages between cylinders and around each intake and exhaust valve seat, providing maximum cooling and making valve seat inserts unnecessary. All pistons and connecting rods balanced to within $\frac{1}{16}$ ounce. Motor mounted on three rubber supports eliminating vibration and torque reaction. Engine has no "vibration point" at any speed from 8 to 85 m.p.h. Combination suction-pressure crankcase ventilator removes vapor and acids.

COOLING • Cellular type all copper radiator core. Thermostatic water temperature control provides for short "warm-up" period and cool motor operation. Gusher type valve cooling.

CLUTCH • Single, dry plate, 10-inch clutch. Clutch pedal booster.

TRANSMISSION • Syncro-Mesh with all-silent helical gears.

NEW SAFETY SHIFT GEAR CONTROL • Shift lever under steering wheel. A simple mechanical shift which replaces awkward conventional gearshift lever. Makes ample room for three passengers in front seat. Optional at small extra cost.

GEARS • Of heat-treated, chrome-nickel alloy steel.

FUEL SYSTEM • Eighteen-gallon gas tank concealed at rear. Filler cap on right side. Baffle in filler neck to prevent theft of gasoline. Magnetic gas gauge on instrument panel. Fuel line carried along on outside of frame to prevent vapor lock (bubbles in gas caused by heat). Large mechanical fuel pump. Air Cleaner and Silencer with triple-venturi carburetor. Thermostatic fuel temperature control in manifold. Automatic Choke.

FRAME • Triple strength deflection resistant frame with channel side bars and "X" shaped subframe of deep "I" beam section incorporating a "frame within a frame."

STEERING GEAR • Worm and roller high efficiency type. Steering ratio 19 to 1. 18-inch, black finish, three-spoke steering wheel of steel reinforced moulded rubber with convenient finger grips.

KNEE-ACTION • Link type Knee-Action as used on highest priced cars provides utmost in riding comfort, easy steering and safety.

DRIVE • Hotchkiss drive through dual propeller shaft with two roller bearing universal joints permitting low floors without obnoxious tunnels.

TIRES • 16 x 6.50 inch full balloon, low pressure tires with silent rib tread.

ELECTRICAL SYSTEM • New Delco-Remy ventilated generator with higher charging rate and voltage control. Powerful, four-pole starting motor electrically operated from accelerator pedal. 17-plate, 112-hour storage battery located under hood. Power enough to start motor in 10 seconds at zero temperature with 10 W oil in crankcase. Vacuumatic spark control. Multi-beam lighting system provides maximum safety for night driving.

BODIES • One piece Unisteel Turret-Top Body by Fisher. Safety Glass in windshield, doors and windows. Provision in cowl of all bodies for installation of windshield Defroster. All doors lock from inside. Armrests in front and rear. Theft-resisting door locks. Luggage and spare tire compartment at rear of all six-passenger models and in back of seat in business coupe and cabriolet models. Sport coupe spare tire carried in rear deck compartment. Duco fenders in colors to match bodies.

SPECIFICATIONS

*of
America's Finest
Low-Priced
Car*

INSTRUMENTS AND CONTROLS • Crowned instrument board finished in Beige Lustre and chrome trimmed. Rectangular type speedometer, oil, gasoline, temperature gauges and ammeter grouped in chrome bound, glass covered instrument panel on left of instrument board. Glove locker door with lock and key on right. Throttle and light controls of coral plastic and ignition switch arranged in center. Headlamp beam indicator light indicates when upper beam is on. All instrument dials finished in translucent ivory with large black figures. Instrument panel is provided with indirect type lighting.

DIMENSIONS AND CAPACITIES:

Wheelbase.....	122 in.
Over-all length (bumper to bumper).....	196 $\frac{5}{8}$ in.
Width.....	71 $\frac{1}{2}$ in.
Height (4 Door Sedan with passengers).....	.67 in.
Capacity of Crankcase (Oil).....	7 quarts

PONTIAC SIX SPECIFICATIONS

MOTOR • Six cylinder "L" head developing 85 horsepower at 3600 r.p.m. Compression ratio 6.2 to 1. Operates satisfactorily on standard grade fuels. Bore, $3\frac{1}{8}$ inches. Stroke, 4 inches. Displacement 223 cubic inches. Remaining features same as on the Pontiac Eight motor.

COOLING • Same type as used in the Pontiac Eight.

CLUTCH • Same as the Pontiac Eight.

TRANSMISSION • Same as in the Pontiac Eight.

NEW SAFETY SHIFT GEAR CONTROL • Same as the Pontiac Eight.

FUEL SYSTEM • Same as in the Pontiac Eight. Eighteen-gallon gas tank concealed at rear.

FRAME • Same type as used on the Pontiac Eight.

STEERING GEAR • Same type as on the Pontiac Eight.

KNEE-ACTION • Same type as on the Pontiac Eight.

DRIVE • Same as on the Pontiac Eight.

TIRES • 16 x 6.00 inch full balloon, low pressure tires with silent rib tread.

ELECTRICAL SYSTEM • Same as on the Pontiac Eight except starting motor is operated by separate foot pedal. 15-plate, 98 hour storage battery with power enough to start motor in 10 seconds at zero temperature with 10 W oil in crankcase.

BODIES • Same as on the Pontiac Eight with the exception of upholstery.

INSTRUMENTS AND CONTROLS • Same as on the Pontiac Eight.

DIMENSIONS AND CAPACITIES:

Wheelbase.....	117 in.
Over-all length (bumper to bumper).....	192 in.
Width.....	71 $\frac{1}{2}$ in.
Height (4 Door Sedan with passengers).....	.66 $\frac{3}{4}$ in.
Capacity of Crankcase (oil).....	6 quarts

1938 ACCESSORY GROUPS

Group B —R. H. Tail Light, R. H. Visor, Dual Horns, Booster Pump, Rear Luggage Compartment Mat. (Installed on Sedans on Dealer's Order.)

Group BX —R. H. Tail Light, R. H. Visor, Dual Horns, Booster Pump. (Installed on Coupes and Cabriolets on Dealer's Order.)

Group C —Electric Clock, Cigar Lighter, Ash Receiver, Visor Vanity Mirror, Master Guard (Front), Trim Rings. (Installed on all cars on Dealer's Order.)

Group CX —Electric Clock, Cigar Lighter, Ash Receiver, Visor Vanity Mirror. (Installed on all cars on Dealer's Order.)

Group D —Wheel Discs, License Plate Frames, Tail Pipe Extension. (Installed on all cars on Dealer's Order.)

Group E —Oil Bath Air Cleaner and Silencer. (Installed on cars in certain zones. Other zones only when Dealer specifies.)

Group F —Flexible Steering Wheel. (Installed on all cars on Dealer's Order.)

Group S —New Safety Shift Gear Control. (Installed on all cars on Dealer's Order.)

Group DH —De Luxe Heater. (Installed on all cars on Dealer's Order.)

Group MH —Master Heater. (Installed on all cars on Dealer's Order.)

Group J —Defroster. (Installed on all cars on Dealer's Order.)

Group DR —De Luxe Radio. (Installed on all cars on Dealer's Order.)

Group MR —Master Radio. (Installed on all cars on Dealer's Order.)

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold.

PONTIAC MOTOR DIVISION, General Motors Sales Corporation, PONTIAC, MICHIGAN

WHEN YOU BUY A PONTIAC YOU GET AMERICA'S BEST RECOMMENDED CAR

"When you call the roll of satisfied Pontiac owners you can certainly mention my name. I'm out of the small-car class for good . . . and saving money every day on gas and oil."

—M. D. WATSON, Los Angeles, Calif.

"After taking a ride in a Pontiac I found out that I couldn't feel comfortable in any other low-priced car. As long as you keep on giving such extra value you can count on me to stay in the Pontiac family."

—J. LUKANISH, Oakland, Calif.

"I had my mind all set on a lower-priced car, but thank heaven I paid a few more cents a day to buy a Pontiac. I get better mileage than my friends and get a real thrill out of driving the most beautiful thing on wheels."

—E. C. SUTTON, Denver, Colo.

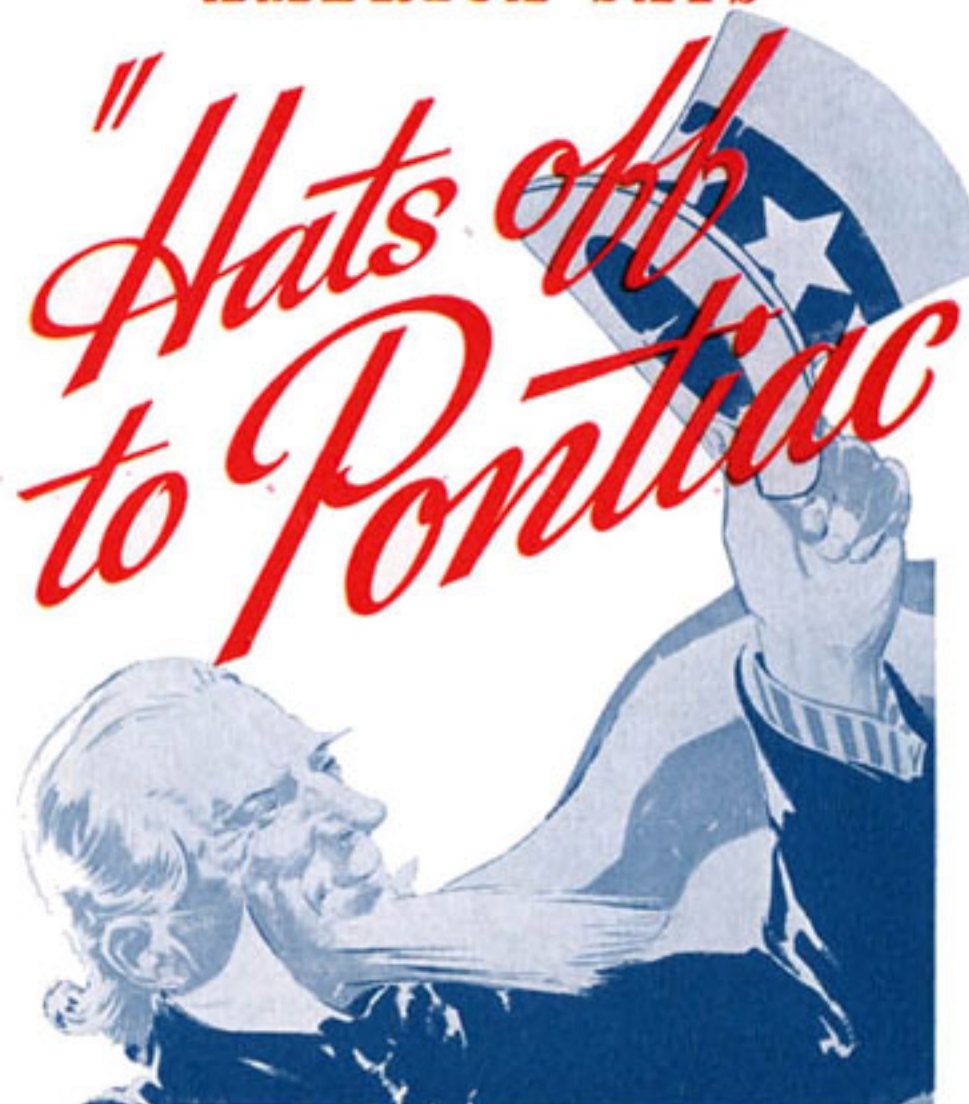
"Your salesman showed me that it only costs a few cents a day more to buy a Pontiac than one of the cheaper cars. I wouldn't trade it for cars selling at twice the price."

—H. E. CHRISTIANSON, Chicago, Illinois

"You didn't tell me half the story when you sold me the car. I never seem to have to put oil in it, and I get better than 20 miles to a gallon around town."

—CLAUDE M. REEVES, Atlanta, Georgia

AMERICA SAYS:



Picked at random from the thousands of letters testifying to Pontiac's greater beauty, better all-around economy and extra comfort, these glowing words of enthusiastic owners explain why Pontiac has won the name of "America's best recommended car." As you see, you risk nothing when you buy a Pontiac—from one end of the country to the other the most beautiful thing on wheels is recognized as the greatest value of its time.

"For gas and oil economy, I doubt if Pontiac can be equalled, and for speed, riding comfort and looks no other car regardless of price can compare as far as I am concerned."

—W. O. RUX, Minneapolis, Minn.

"I did not know real driving comfort until I bought a Pontiac. Here's hoping many other persons learn the advantage of owning a Pontiac—buy one and receive the enjoyment I get."

—CYRIL R. CLARK, Chicago, Ill.

"After analyzing the cars in the lower-price field, the greatly added value for small additional cost swung my decision to Pontiac. The ease of driving, safety, along with economy and unusual comfort more than justify my selection."

—J. F. PENNOCK, Baltimore, Md.

"When I heard I could buy a Pontiac for just a few cents more a day I decided to try one out. I did, and bought one immediately. My operating costs have gone down better than 20 per cent."

—D. CHARLESTON, Lakewood, Ohio

"I've found that there is nothing left to ask for when you own a Pontiac. I'm passing that word on to my friends and I wouldn't be surprised if they all became Pontiac owners. They certainly couldn't do better."

—C. J. MEYER, Denver, Colo.

PONTIAC FOR 1938



America's Finest Low-Priced Car