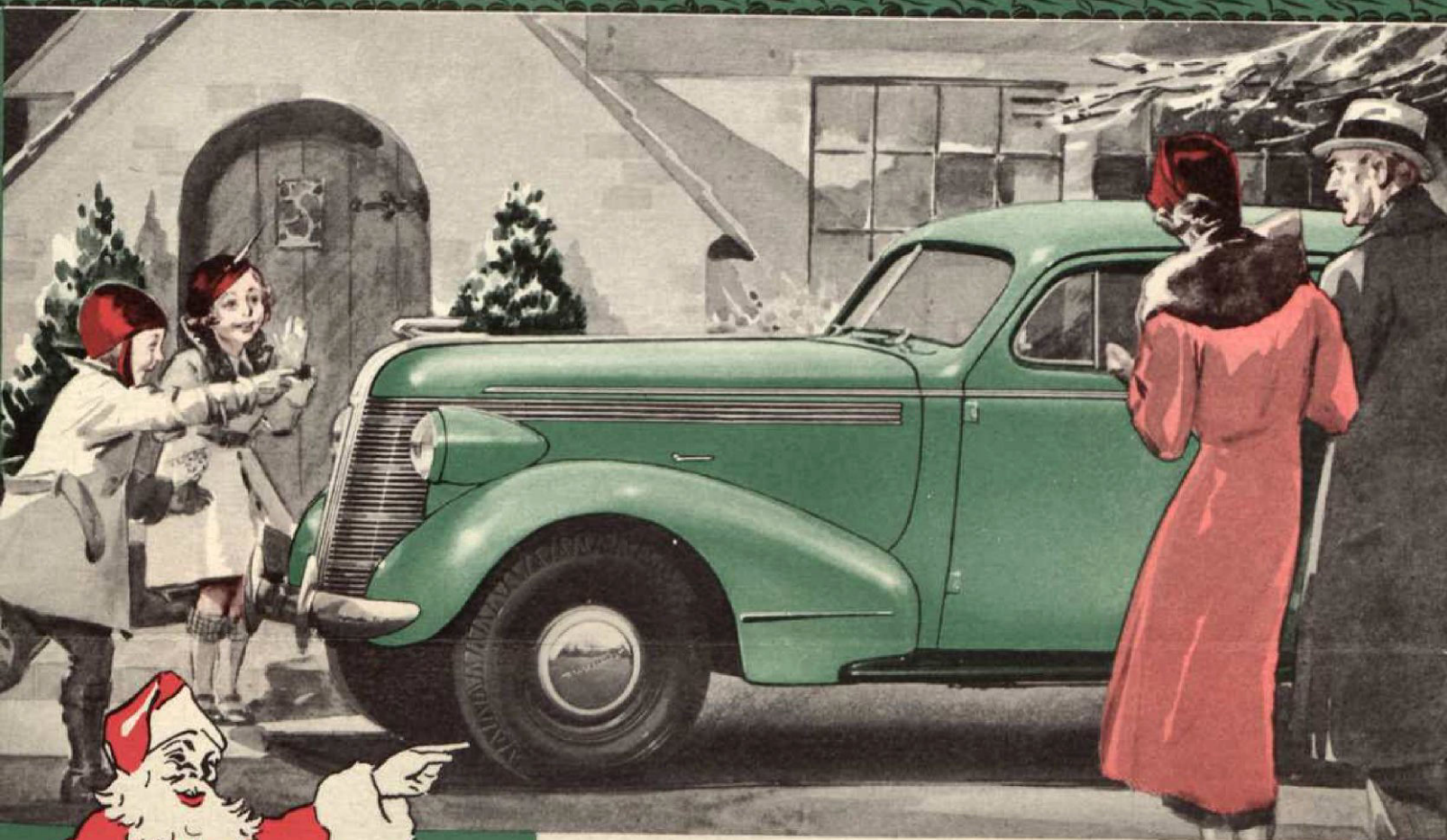




You can take my
Word for it . . .

Your Whole Family Will Cheer Your Choice of a **NEW 1937 PONTIAC**



HERE'S A suggestion to help you solve the problem of what to give the family for Christmas. This year, why not decide right now to combine the family gifts and give them a new Pontiac!

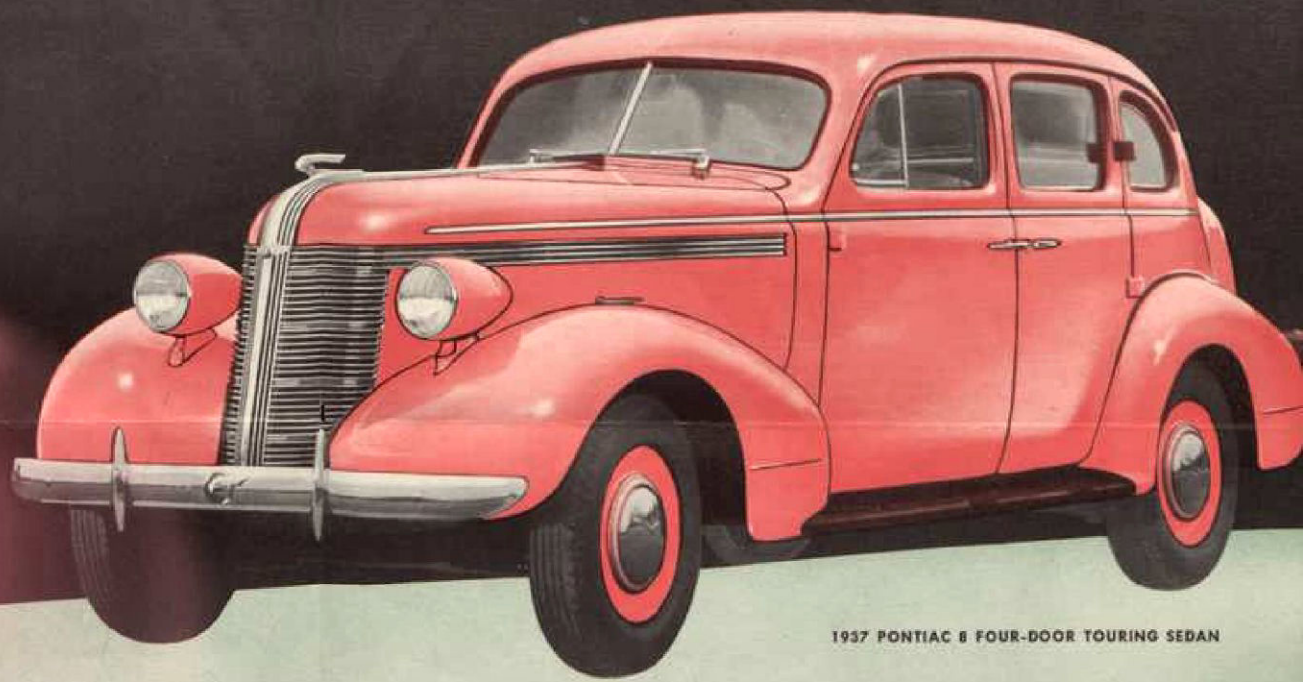
It's a safe bet that they will all heartily approve of and welcome this suggestion—for the new Pontiac appeals to young and old alike. It's smart looking . . . in fact, the 1937 Pontiac stands out more than ever before as "The Most Beautiful Thing On Wheels." It's comfortable, roomier and as safe to drive as any car on the road—regardless of price. It's a thrilling performer—accelerates from 10 to 25 miles per hour in a little more than 5 seconds and provides all the speed you will ever need. And, best of all, it's even more economical to operate than the 1936 Pontiac, the economy champion of its price class.

There's no doubt that your whole family will cheer your choice of a new 1937 Pontiac—for America's finest low-priced car makes America's finest Christmas gift.

Place Your Order Now For Delivery By Christmas

For the man who believes there is nothing too good for his family

*America's finest
low priced Car Makes
America's finest
Christmas Gift*

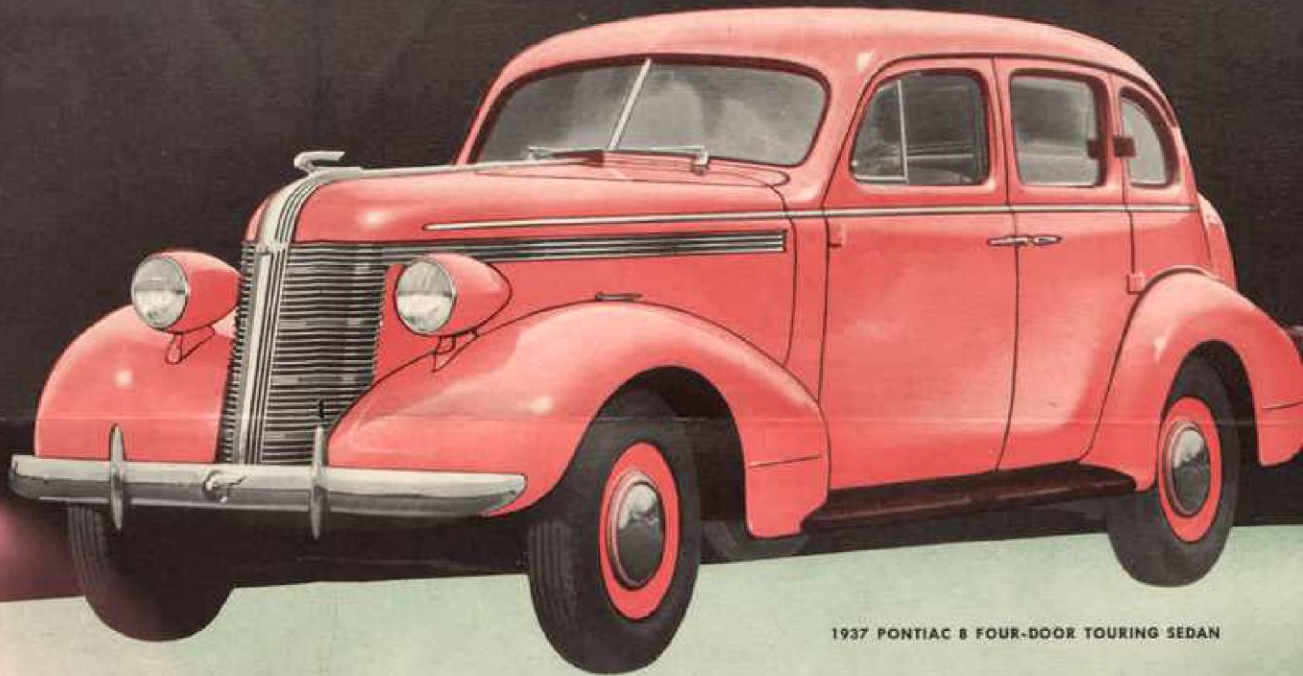


1937 PONTIAC 8 FOUR-DOOR TOURING SEDAN



**BIGGER CAR
BETTER VALUE
GREATER
ECONOMY**

America's finest
low priced Car Makes
America's finest
Christmas Gift



1937 PONTIAC 8 FOUR-DOOR TOURING SEDAN



THE PONTIAC RELAXATION RIDE. Pontiac's Knee-Action is the same as that used on the most expensive cars built today. This system of independent front-wheel suspension, combined with longer wheelbase, ample weight, a rigid, safety, bridge-type frame, and Center Point steering, provides complete comfort for both front and back seat passengers on any kind of road.



50% MORE LUGGAGE SPACE. Along with more room and greater comfort for passengers, the 1937 Pontiac provides 50 per cent more luggage space than last year. This extra luggage space will accommodate all your bags and baggage and leave the interior of the car free for the complete comfort of passengers. You need leave nothing behind when you own a big, roomy Pontiac.



UNISTEEL "TURRET-TOP" BODIES BY FISHER. When your family rides in the new 1937 Pontiac, you can rest assured that they are fully protected by every modern safety feature. Unisteel "Turret-Top" Bodies By Fisher . . . Multi-beam headlights and many others. Check the long list of features—and you will be convinced that Pontiac is as safe as any car can possibly be.



10-SECOND STARTING EVEN AT ZERO. Pontiac's automatic choke and throttle plus thermomatic heat control enable you to start without fuss, waste or costly engine wear inside of 10 seconds even in zero weather. The Pontiac cooling system, engine air conditioning and efficient lubrication system, preserve lively, economical performance and make for greater dependability.

LUXURIOUS, DISTINCTIVE INTERIORS. Entering a new Pontiac is just like stepping into a richly furnished living room. The seats and the smartly tailored upholstery will remind you of the finest furniture. The floors are low and smooth—and the distinctive fittings are of the finest quality materials—designed to harmonize with the overall interior decorative motif.



THREE-PASSENGER FRONT SEAT. The front seat of the 1937 Pontiac is wide enough to seat three full-sized persons comfortably. This seat is adjustable, forward and back, and tilts at the same time to provide an upright or reclining position. A higher, wider V-type windshield provides increased vision. The instrument panel is finished in handsome, imitation burl walnut.

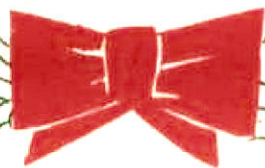


SAFETY-SEALED SUPER-HYDRAULIC BRAKES. This efficient braking system makes Pontiac one of the safest cars on the road. The dual-serve, self-energizing principle gives Pontiac a 650-horsepower braking system . . . the hydraulic principle assures equalized action on all four wheels. Front brakes are double-sealed and rear brakes are triple-sealed against dirt and water.



INCREASED SMOOTHNESS AND HORSEPOWER WITH EVEN GREATER ECONOMY. The Pontiac Six engine develops 85 horsepower, and the Eight 100 horsepower—they both provide sufficient power and pick-up to meet nearly any emergency. Despite these increases in power and acceleration, Pontiac for 1937 is even more economical than last year.





The perfect answer to the annual question—

**“WHAT SHALL I GIVE
THE FAMILY
FOR CHRISTMAS?”**