



Pontiac

“SILVER-ARROW”
& “CHIEFTAIN”

THE PONTIAC SILVER ARROW SEDAN above is the lower priced of the two Pontiac Sedan Models. Now of an 116½-inch wheelbase with big, full-curving rear trunk, this roomy Silver Arrow Sedan is an imposing 198¾-inches from bumper to bumper. The fact that it is set lower to the ground for easier entrance emphasizes its length.

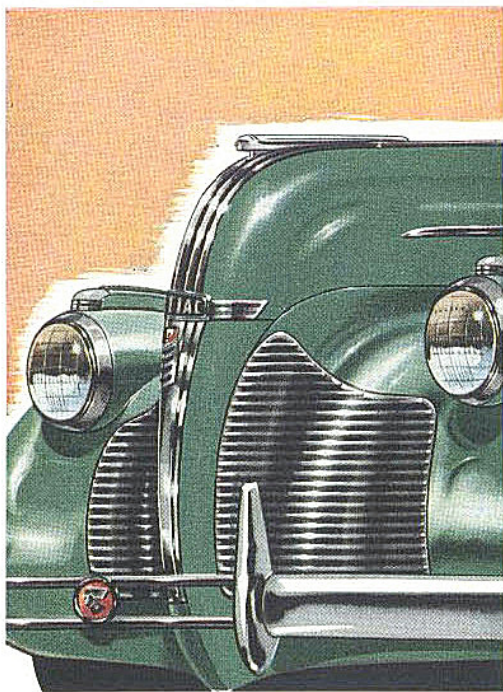
THE MOST BEAUTIFUL



THING ON WHEELS . . .

Again its Pontiac

FOR PRIDE . . . AND PERFORMANCE



In presenting these Silver Arrow and Chieftain models, Pontiac says to you with pride—"See them. Admire them. Compare their individuality, their countless comfort features. But—above all, drive them."

For, though you will fall in love with Pontiac on the showroom floor, it is only out on the open road that you will discover what a delight it is to own and drive.

"Sweetest handling car I ever drove," is typical of what enthusiastic owners say.

And economical? Pontiac is genuinely thrifty, from four points of view. Firstly Pontiac's Octane Selector, Scotch Mist Manifold, Fuel Pre-heating, etc., all conserve petrol. Secondly, Pontiac's cast iron pistons wear exceptionally slowly, saving oil. Thirdly, Pontiac is designed to be the most

troublefree car in the world. Finally, Pontiac sustains a high resale value . . . firstly because it is so faithfully engineered . . . and, secondly, because Pontiac is so designed that it will not look old before it is old. Year after year Pontiac retains its fundamental Silver Streak Styling so that previous models are not dated nor previous owners made to feel that their cars are obsolete.

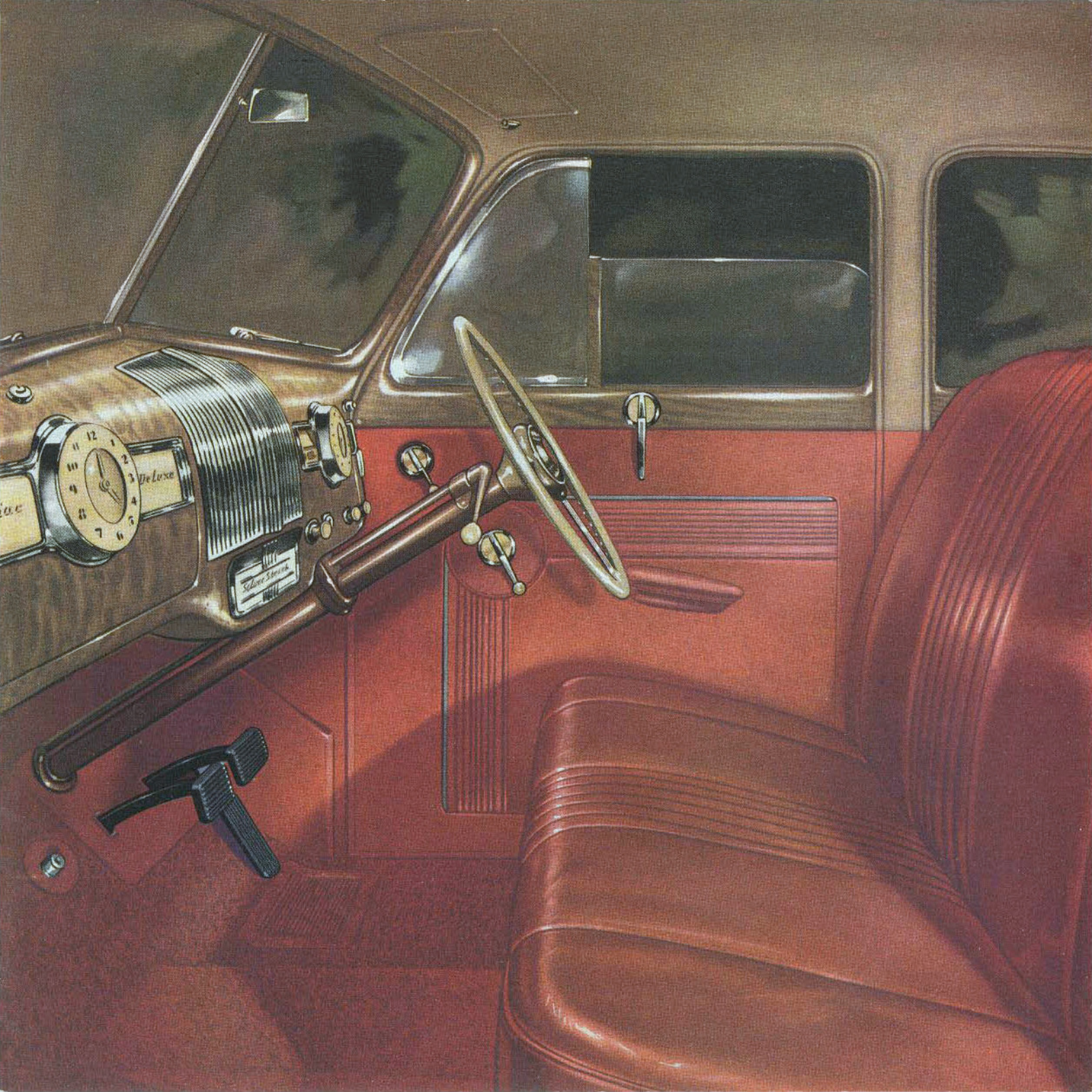
To choose a Pontiac is to join the happiest family of owners in the entire world . . . owners of a car that is built by one of the ablest groups of engineers in the motor industry, men who have been responsible for over 90 big basic improvements in the motor-car industry (just one of those improvements is Safety Shift Gear Control introduced by Pontiac in 1938 and now adopted by practically the entire industry).

SO DISTINGUISHED . . .

Again the beauty prize goes to Pontiac. With its enhanced Silver Streak Styling it is the most individual car in the whole parade. There's no mistaking that front end illustrated above. Brilliantly new as it is . . . with its gleaming low-set radiator grilles, new, unusual bumpers, new fenders and lamps . . . a glance tells you it's a Pontiac, the car that keeps its character—its resale value—and its friends.

SO BEAUTIFULLY APPOINTED . . .

Your eye will rove appreciatively over Pontiac's rich, roomy interior. It will dwell on the new instrument panel with its rich continental walnut finish, and the handsome T-spoke steering wheel with its plastic rim and accessible Safety Shift Gear Control Lever. It will take in the wide, roomy seats with their finest soft leather upholstery, the whole careful tailoring of the interior, the chromium and Tenite door and window controls, the No-Draught Ventilation Panes (gear operated on front doors). And, lounging luxuriously inside the car you will notice the wonderful road visibility plus the sense of airiness and light you get with Pontiac's big-glass-area Visionair Body by Holden.



So Airy and Comfortable

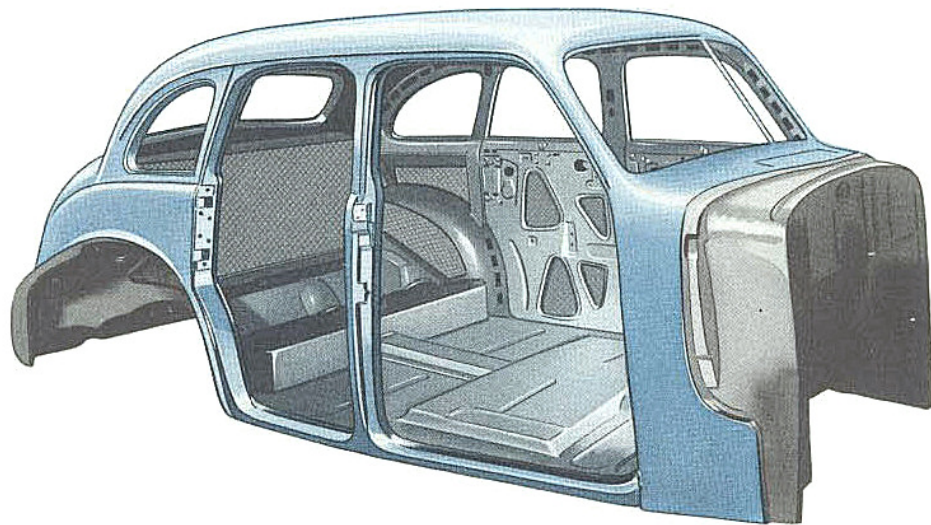
PONTIAC'S VISIONAIR BODY BY HOLDEN

WHEREAS a few years ago the motor-car buyer merely demanded an all-steel body, to-day the wise buyer knows that there can be a world of difference between one all-steel body and another.

Pontiac owners know that they have the finest type of all-steel body. Compare a Pontiac's body and you can see the difference. You'll see windscreen and side pillars that are narrower and neater . . . windscreen and windows that are deeper . . . window sills that are appreciably lower.

What these things do to motoring you can only appreciate from inside the car. It's as if you've previously been sitting in a darkened room and someone had suddenly pulled up the blinds. No longer do you get that shut in feeling. To front, to sides, to rear you can really see. That means greater safety, of course. It also means greater pleasure for both driver and passengers . . . greater comfort on hot days.

These are advantages you will not get in simply any all-steel body, for that airy graceful upper structure demands body construction of a special type. It requires that corner pillars and side pillars are all considerably slenderer in section, yet greater in strength. It calls for constructional methods that are more exacting than the ordinary all-steel body.



In Pontiac, corner pillars, side pillars, roof rails and body sills are what engineers call "of complete box section." These form a rigid frame work for a body which is to-day made in fewer separate pieces than ever before in Australia—(another easily appreciated contribution to strength and a triumph made possible only by plant such as the mammoth 1,000 ton press at the Holden Body Works, the only press of its capacity in Australia).

Along with greater visibility and greater ventilation, this Pontiac Visionair Body by Holden brings you other advantages too. Scientific sound insulation isolates you from road rumble and noises so you experience a new sense of restful travel.

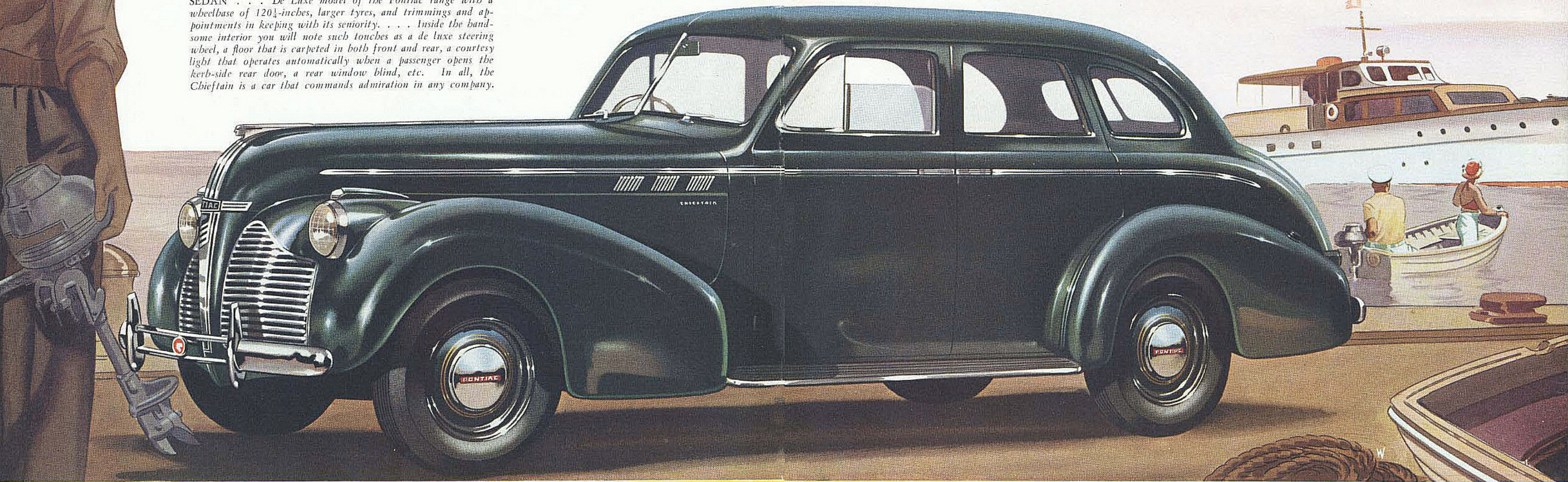
For instance the steel top panel has a felt pad cemented to the under side. Back, side, and door panels have insulating felt cemented to them on the inside. This material is stamped with waffle-shaped impressions which form dead air space between the felt and metal, providing further protection against heat and cold. The dash and cowl are insulated against heat, cold and noise by a thick dash trim. The sealed steel floor is ribbed and stamped to prevent vibration or noise, and covered with a thick pad of insulation over which the floor mats are placed. This combination of absorbing and insulating material prevents heat, cold, and noise from impairing riding comfort.

THE PONTIAC SILVER ARROW COUPE (illustrated opposite) is No. 1 favourite with several types of owner. It's ideal for the unmarried owner as it gives him the cosiness of a coupe with an ability to carry six passengers on occasions. It's widely favoured in families with small children who can be put in the back seat away from doors and door handles. And for the sportsman, the businessman or the countryman, it is simply made-to-order. Lower the back seat and the whole back of the car is converted into a huge luggage compartment almost as big as a utility.



TEMPER
BRID

Illustrated on this page you see the PONTIAC CHIEFTAIN SEDAN . . . De Luxe model of the Pontiac range with a wheelbase of 120½-inches, larger tyres, and trimmings and appointments in keeping with its seniority. . . . Inside the handsome interior you will note such touches as a de luxe steering wheel, a floor that is carpeted in both front and rear, a courtesy light that operates automatically when a passenger opens the kerb-side rear door, a rear window blind, etc. In all, the Chieftain is a car that commands admiration in any company.



So Thrilling in Action!

Every now and again a new Pontiac owner comes to us enthusiastically and says "Why don't you tell people more about the delightful handling ease of Pontiac?"

The fact is that these things are hard to put into words. It takes a demonstration ride in a Pontiac to show the owner of another car how vastly superior Pontiac is in this direction.

So we urge you to take that demonstration ride. Take a Pontiac out on a long straight stretch, for instance. Relax your hand on the wheel yet see how arrow-true the car steers without any tendency to wander or dart to right or left. (It's all the better, too, if there's a strong, gusty wind. Of course, all cars are somewhat affected by a head or quartering wind—but

here is one that's affected much less than others.)

Curve ahead? You can take it with confidence and ease of mind. There's no tendency to turn into the curve (called "over-steering"), nor does the car "shy away" from the curve (called "under-steering"). Your Pontiac follows where its nose points as truly as if it were on rails.

Need to overtake a car at high speed? You'll stream past it without apprehension, without that sensation of fighting with your car or feeling the palms of your hands growing damp. And talking of that—how about parking in a small space? You won't get all hot and bothered in a Pontiac. For Pontiac has a truly amazing lock that allows you to slip into a parking

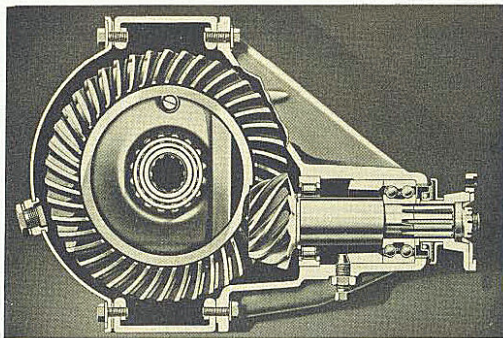
space with a dexterity that you never knew before. Despite its bigness and roominess, a Pontiac can actually turn in a smaller circle than many shorter cars.

All these things, of course, are largely a matter of steering, but there are other aspects of ease of control that are just as outstanding. There is Pontiac's arrow-true flight on rough

gravelled roads . . . its freedom from dance and sway on crowned surfaces . . . its sure, velvety braking . . . its easy flip through the gears . . . the light pedal pressure of its clutch.

All these are things that you will prize more and more in a car that you will drive happily for thousands upon thousands of miles.

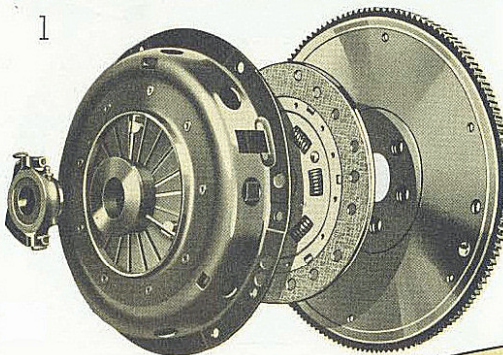
So well Engineered for



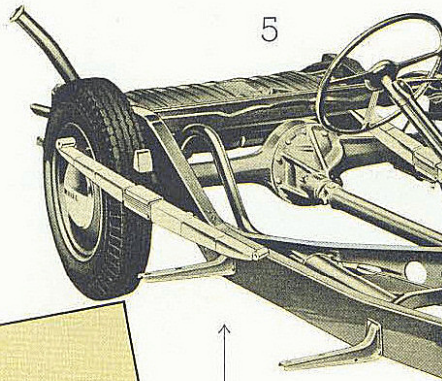
Better engineered from the ground up! Every component of Pontiac's chassis is the finest Pontiac engineers have been able to devise. Some of the more important components illustrated on this page are:

(1) *Hypoid Gear Rear Axle.* With hypoid gears the tooth strength is greater in relation to the ring gear diameter minimising danger of fracture. And bearing loads too are reduced because of the lower spiral angles, whilst greater quietness is enjoyed in operation.

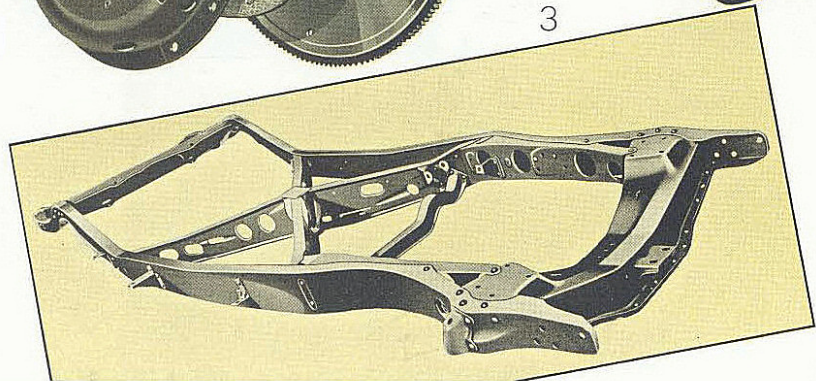
(2) *Self Cushioning Clutch.* Pontiac's Clutch is exceptionally smooth in operation and has fewer working parts to wear thus assuring longer trouble-free service. Balance of all reciprocating clutch parts is a very important factor in smooth clutch operation and Pontiac's clutch driven plates are balanced to within 1/10th inch ounce and clutch driven plates are balanced to within 3/10th inch ounce. Another splendid example of Pontiac's precision workmanship.



2



5



4

Dependability and

(3) *Double drop 4-way cantilever bridge type frame.* Notice the two massive channel side members, the sturdy fore-and-aft cross members and the powerful X member which joins with the side members to form exceptionally rigid box sections. This is the rigid foundation upon which your Pontiac rests.

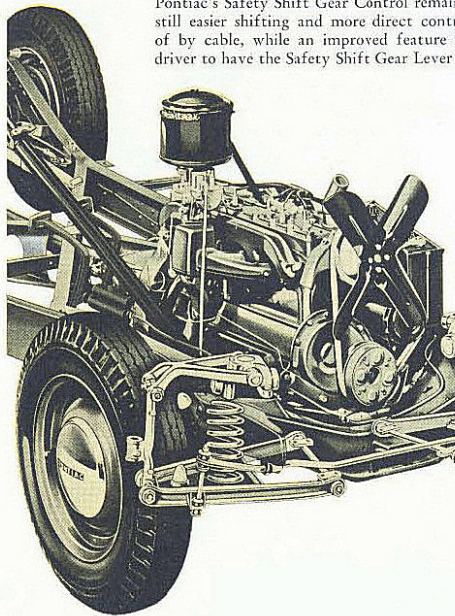
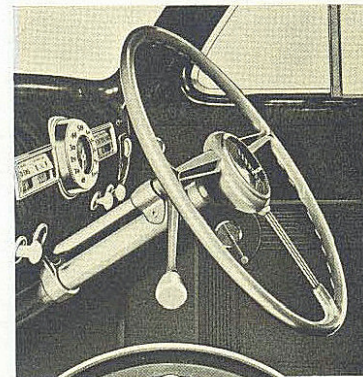
(4) *Independent Front Wheel Springing and Duplex Rear Springing.* Pontiac's New-Rest ride is a combination of Independent Front Wheel Springing and Duplex Rear Springing which is designed to give the same riding comfort with one passenger as with six.

(5) *Power Cushion Drive.* Pontiac uses the highly efficient Hotchkiss cushion drive in which the effort of starting or braking is taken through the rear springs so that rear tyre slip and spin is minimised and tyre life prolonged.

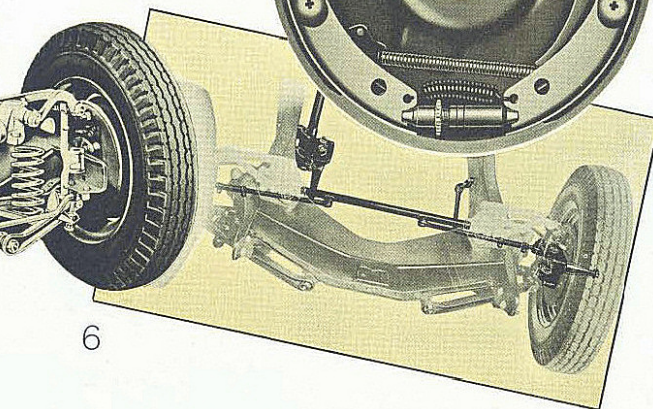
(6) *Linked Parallelogram Steering.* Pontiac's delightful ease of handling is in no small measure due to its steering. Motorists who drive a Pontiac day after day on long tours marvel at the absence of that tired feeling after a long day's run.

(7) *Super Hydraulic Brakes.* Pontiac has long been famous for its brakes which are velvety yet positive. Pontiac uses the Duo Servo self-energising principle which converts a touch on the brake pedal by the driver's foot into a tremendous braking force on the drums. Double sealed in front and triple sealed at the rear against mud and water, Pontiac's brakes are the finest safety assurance.

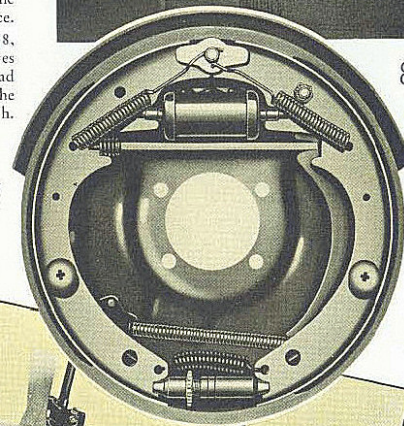
(8) *Safety Shift Gear Control.* Widely copied since its introduction in 1938, Pontiac's Safety Shift Gear Control remains ahead of its field and to-day gives still easier shifting and more direct control. Linkage is now by rod instead of by cable, while an improved feature is the adjustment which allows the driver to have the Safety Shift Gear Lever placed in a position to suit his reach.



6

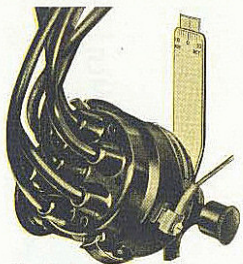


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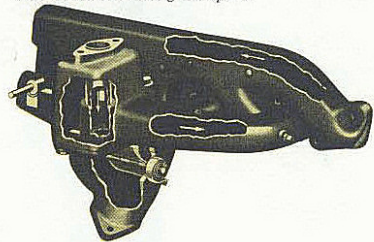


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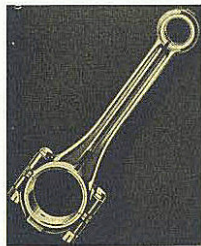
Economy



Pontiac's easily accessible octane selector enables owners quickly to adjust the distributor timing for maximum performance on either first or second grade spirit.



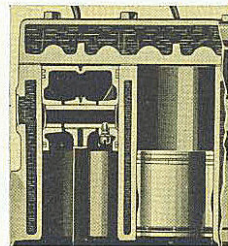
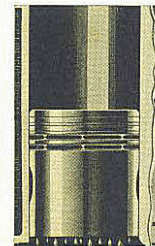
Pontiac's Fuel-Preheating System warms the vapour, while Pontiac's Scotch Mist manifold provides increased power from less fuel by distributing the fuel uniformly to all cylinders.



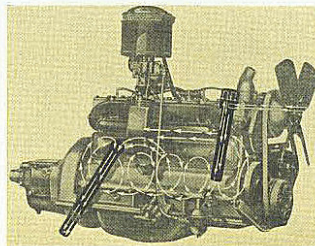
Every bearing pressure lubricated—even the pistons pins, by means of rifle-drilled connecting rods



Pontiac's oil ring (left) is located down where it traps oil when engine is started instead of allowing it to drain off, as in the design of piston illustrated at right.



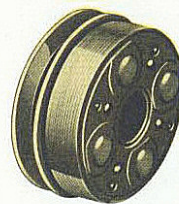
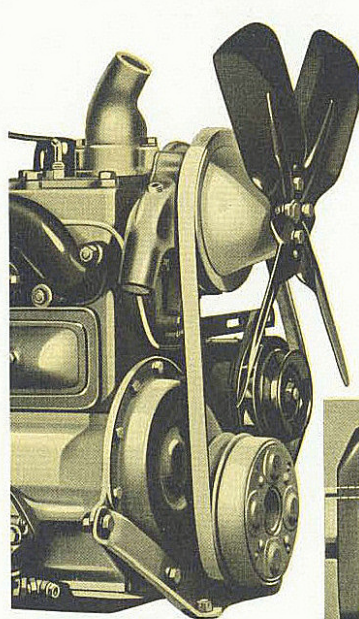
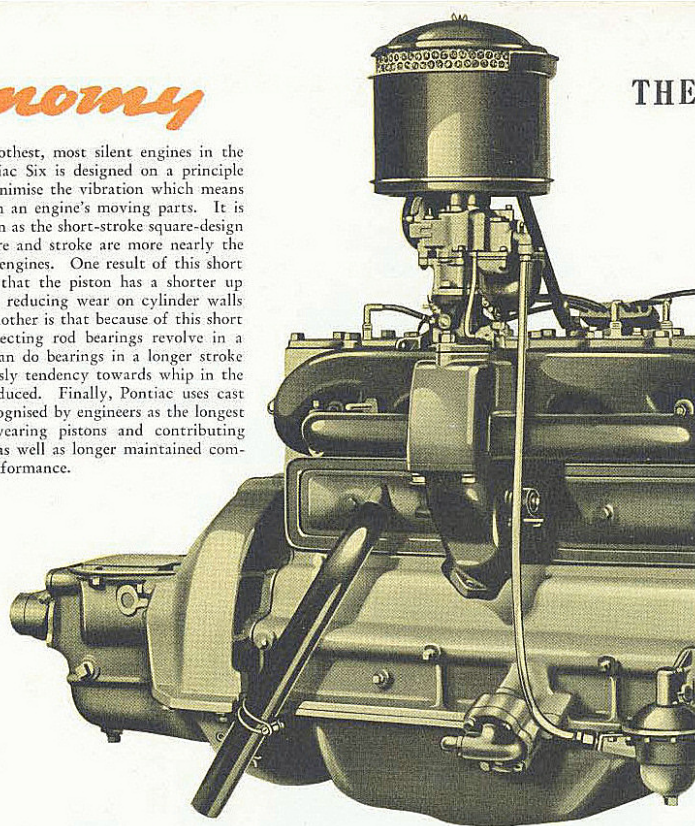
Each individual cylinder surrounded by water instead of the cheaper practice of cooling cylinders only in pairs.



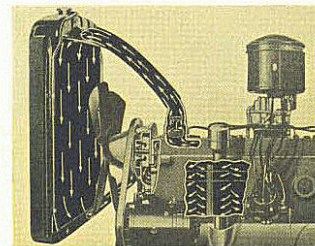
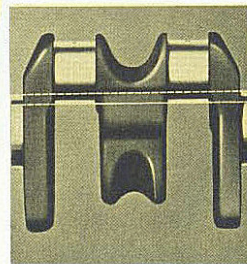
Another Pontiac long life feature, pressure suction crankcase ventilation carries off acid fumes which form in every engine and cause corrosion if not dispelled.

THE

FAMOUS "SQUARE DESIGN" PONTIAC ENGINE



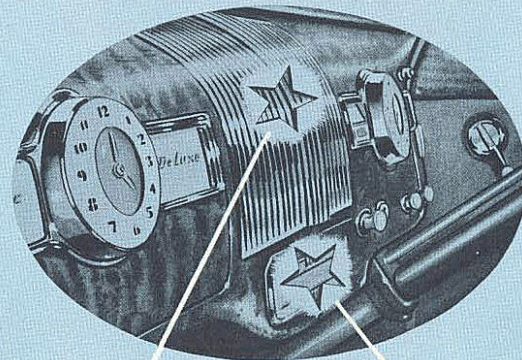
One reason for Pontiac's smoothness is its harmonic balancer mounted on the front of the crankshaft. This balancer smooths out any tendency towards torsional (twisting) vibration.



Another economy feature. Water circulation is controlled so the engine temperature is brought to its maximum efficiency as quickly as possible after starting.

All ready for the installation of the

"AIR CHIEF" CAR RADIO



The "Air Chief" Speaker is quickly installed behind this gleaming chromium Radio Grille.

"Air Chief" controls are designed to harmonise with Pontiac's instrument panel.

When you look at that gleaming grille in the instrument panel of your Pontiac remember this—it was created specially for the installation behind it of the speaker of a car radio such as "Air Chief." Pontiac foresaw that an increasing number of owners would want the companionship of a car radio—and have provided not only this speaker grille, but have made provision beneath it for the installation of the radio controls themselves. "Air Chief" is Australia's finest car radio. A 6-valve superheterodyne, "Air Chief" gives long day-light reception and faithful reproduction from the highest treble to the deepest bass. Ask for a demonstration.

NASCO ACCESSORIES

Here is a list of some of the NASCO Accessories which are available to give you greater enjoyment, comfort or convenience when driving your Pontiac. Ask your dealer to show them to you. Cool Cushion, Twin Cushion, Petrol Tank Locking Cap, Visor Vanity Mirror, Fog Lamp, Fender Markers, Tyre Inflator, Exhaust Extension. And to keep the car spick-and-span!—NASCO Ducco Polish, NASCO Chamois, NASCO Leather Preservative, G.M. Chromium Cleaner, etc.

Remember, if you are taking advantage of the easy G.M.A.C. Payment Plan you can include an "Air Chief" Car Radio or any accessory in your terms payments.

The diagram above shows how, on Pontiac's crankshaft, main and connecting rod bearings overlap adding materially to the rigidity of the crankshaft and contributing to Pontiac's smoothness. This construction is possible only in a short stroke engine of Pontiac's type in which the connecting rod bearings revolve in a smaller circle than do the same bearings in a long stroke engine.

CONDENSED SPECIFICATIONS

PONTIAC SILVER ARROW (Sedan and Coupe)

WHEELBASE: 116½-inches.
 REAR AXLE RATIO: 4.1 to 1.
 ENGINE SPEED: 3060 r.p.m. at 60 m.p.h.
 TYRES: 6.00 x 16.
 ENGINE: 28.3 h.p., L head Engine. Mounted on the chassis at 3 points on highly resilient cushions of high quality wear-resisting rubber. Bore 3-7/16 inches . . . Stroke 4 inches . . . Displacement 222.7 cubic inches . . . Compression Ratio 6.5 to 1 . . . Electroplated Cast Iron Pistons . . . Heavy 86.5 lb. crankshaft, 100 per cent. counter-weighted, and statically and dynamically balanced . . . Harmonic Balancer.
 ENGINE LUBRICATION: Gear type oil pump supplying full pressure lubrication to all bearings including crankshaft, connecting rod, piston pin and camshaft bearings and camshaft drive chain. Metered flow to ensure correct amount of lubrication to all bearings.
 FUEL: Camshaft driven fuel pump. Inverted fuel bowl located below the engine side pan permitting wind stream to cool fuel and prevent vapour lock. Triple Venturi down-draught carburation . . . Quick warm-up fuel pre-heater . . . Scotch Mist Manifold distributing vapour uniformly to all cylinders . . . Automatic Choke . . . Octane Selector . . . 13½ gallon tank.
 COOLING: Down flow radiator . . . Thermostatically controlled cooling and re-circulation system . . . full length water jackets with complete surrounding of each individual cylinder with water . . . Gusher valve cooling . . . Ball bearing leak-proof water pump.
 CLUTCH: Single plate clutch with single spring eliminates 21 parts over old type clutch.
 TRANSMISSION: Safety Shift Gear Control with all-quiet synchromesh helical gears with high ratios in low gear giving rapid acceleration.
 REAR AXLE: Semi-floating hotchkiss drive with hypoid gears.
 ELECTRICAL SYSTEM: 15 plate battery accessibly mounted beneath bonnet . . . high charging rate fan cooled generator . . . Voltage control . . . Tilt-ray headlights with toe button control.
 SUSPENSION: Independent Front Wheel Suspension of link parallelogram coil spring type with front stabilizer bar. Leaf springs at rear with grease retaining threaded shackles . . . Double acting hydraulic shock absorbers front and rear. Metal rear spring covers.
 FRAME: Rigid bridge type frame with side members of heavy channel section steel 6½-inch deep, braced by a powerful X-member of massive steel I-beams.
 STEERING: Linked parallelogram steering system, giving improved ease of handling, roadability and stability with increased durability.
 BRAKES: Hydraulic brakes with triple-sealing against dirt, mud and water . . . rapid cooling brake ventilation . . . independent hand brake, mounted beneath the dash and operating on the drums for absolute positiveness.
 BODY: Visionair Unisteel Body by Holden with deep windscreen and side windows and narrow corner and side pillars of rigid box frame construction . . . floor sides and roof insulated against sound and heat . . . safety type door and window controls and safety roll to top of front seat, recessed instrument panel controls, etc. Safety Glass in all side windows and windscreen.

PONTIAC CHIEFTAIN (Sedan only)

WHEELBASE: 120¼-inches.
 REAR AXLE RATIO: 4.3 to 1.
 ENGINE SPEED: 3126 r.p.m. at 60 m.p.h.
 TYRES: 6.50 x 16.
 ENGINE: 28.3 h.p., L head Engine. Mounted on the chassis at 3 points on highly resilient cushions of high quality wear-resisting rubber. Bore 3-7/16 inches . . . Stroke 4 inches . . . Displacement 222.7 cubic inches . . . Compression Ratio 6.5 to 1 . . . Electroplated Cast Iron Pistons . . . Heavy 86.5 lb. crankshaft, 100 per cent. counter-weighted, and statically and dynamically balanced . . . Harmonic Balancer.
 ENGINE LUBRICATION: Gear type oil pump supplying full pressure lubrication to all bearings including crankshaft, connecting rod, piston pin and camshaft bearings and camshaft drive chain. Metered flow to ensure correct amount of lubrication to all bearings.
 FUEL: Camshaft driven fuel pump. Inverted fuel bowl located below the engine side pan permitting wind stream to cool fuel and prevent vapour lock. Triple Venturi down-draught carburation . . . Quick warm-up fuel pre-heater . . . Scotch Mist Manifold distributing vapour uniformly to all cylinders . . . Automatic Choke . . . Octane Selector . . . 13½ gallon tank.
 COOLING: Down flow radiator . . . Thermostatically controlled cooling and re-circulation system . . . full length water jackets with complete surrounding of each individual cylinder with water . . . Gusher valve cooling . . . Ball bearing leak-proof water pump.
 CLUTCH: Single plate clutch with single spring eliminates 21 parts over old type clutch.
 TRANSMISSION: Safety Shift Gear Control with all-quiet synchromesh helical gears with high ratios in low gear giving rapid acceleration.
 REAR AXLE: Semi-floating hotchkiss drive with hypoid gears.
 ELECTRICAL SYSTEM: 15 plate battery accessibly mounted beneath bonnet . . . high charging rate fan cooled generator . . . Voltage control . . . Tilt-ray headlights with toe button control.
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 BODY: Visionair Unisteel Body by Holden with deep windscreen and side windows and narrow corner and side pillars of rigid box frame construction . . . floor sides and roof insulated against sound and heat . . . safety type door and window controls and safety roll to top of front seat, recessed instrument panel controls, etc. Safety Glass in all side windows and windscreen.

EQUIPMENT

INSTRUMENT PANEL: Grouped and indirectly lighted instruments, locking glove box, cigarette lighter, two ash receivers, electric clock and provision for installation of Radio Controls, Dual Horns.
 DRIVING COMPARTMENT: Distinctive full vision steering wheel, armrests on front doors. Dual Electric Windscreen Wipers, Dual Sun Visors (with Vanity Mirror on passenger's side), Multi-Adjustable Front Seat (raising and lowering).
 REAR PASSENGER COMPARTMENT: Centre Armrest, assist loops on Sedan rear quarter pillars, Footrest, Rear Armrest, Ash Receivers, Dome Light, Carpeted Floor, Quarter lights and trunk light on Sedans, Robe Strap on Sedans.
 BOTH COMPARTMENTS: Super-dull Finish Upholstery, Tenite and Chrome Window Controls, No-Draught Ventilation (in Front and Rear in Sedans; in Front only in Coupe).

ADDITIONAL EQUIPMENT ON THE CHIEFTAIN

Carpeted Front Floor, Rear Window Blind, De Luxe Steering Wheel, Courtesy Switch, etc.

Prices, Specifications and Equipment subject to change without notice.

PONTIAC SERVICE

An Unusual Owner Service Policy. For 90 days, or 3,000 miles of operation you are protected against defective workmanship or material under the terms of General Motors-Holden's Ltd. unusual Owner Service Policy. In addition, you are entitled to two thorough inspections and adjustments without charge.

CONFIDENTIAL DEFERRED PAYMENT PLAN

The purchase of your Pontiac under the G.M.A.C. Confidential Payment Plan is conducted, not through an outside finance organisation, but with a special division of General Motors, which has therefore a very real interest in ensuring your satisfaction with your car. General Motors Acceptance Corporation is the largest hire-purchase institution in the world, and is consequently able to offer low rental charges and to arrange payments to suit your individual needs. Your local Pontiac Dealer will explain the G.M.A.C. Plan to you, and arrange your payments on the most convenient basis.

GENERAL MOTORS-HOLDEN'S LIMITED

Brisbane Sydney Melbourne Adelaide Perth

Printed in Australia

417.

Remember—
 YOUR MONEY GOES FARTHER
 IN A GENERAL MOTORS-HOLDEN'S CAR

If you compare and analyse Australian prices of cars you will quickly recognise the truth of that. And if you study the organisation and plant of General Motors-Holden's Ltd. you will appreciate the reason why. General Motors-Holden's Limited is one of Australia's largest organisations with five great Australian assembly plants as well as the huge 40-acre Holden Body Works at Woodville. In purchasing ability and production methods, General Motors-Holden's are able to effect savings in manufacture impossible with a smaller enter-

