

THE NEW

Pontiac

“TORPEDO”

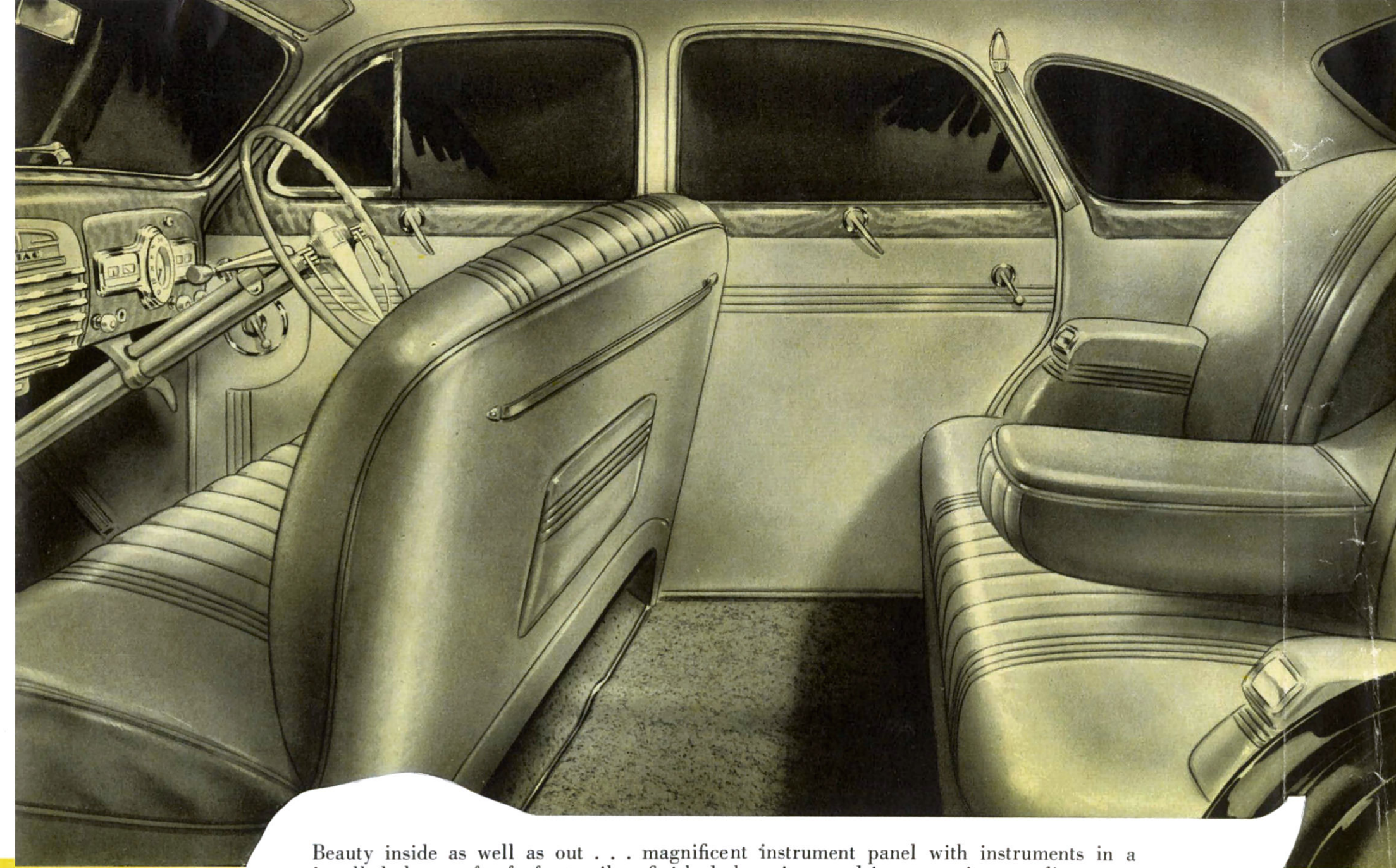
BRILLIANT SUCCESSOR TO THE PONTIAC “CHIEFTAIN”

*New
breath-
taking
beauty!*

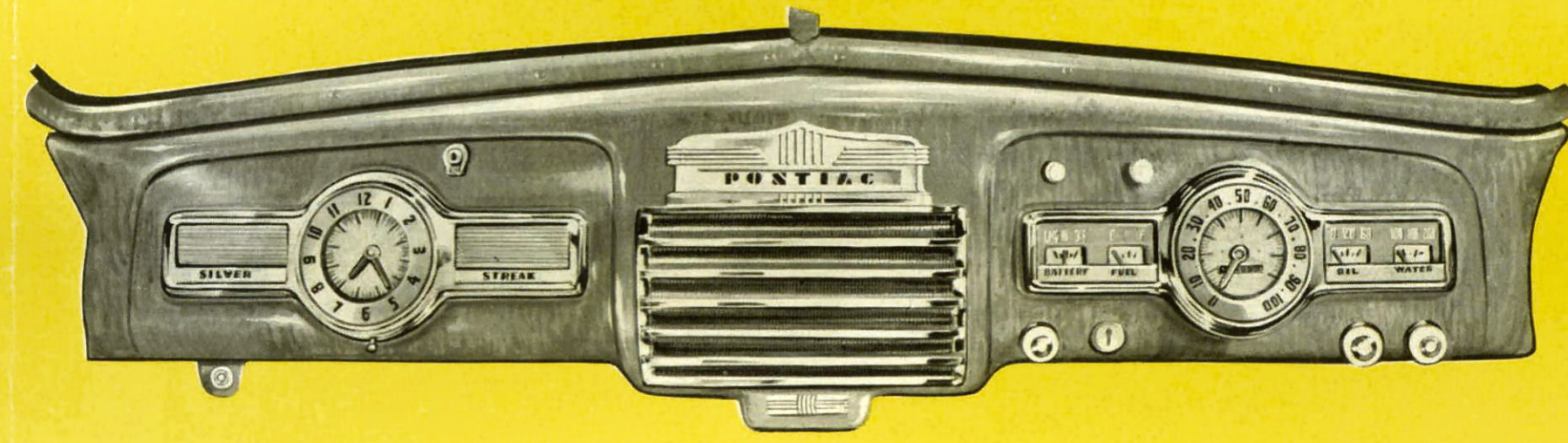
*Extra
inches of
seating
room!*

*Added
engine
and chassis
features*

If you are already a Pontiac owner you may be tempted to skip this foreword and hurry on to see what the new Pontiac offers you. After all Pontiac needs no introduction to *you*. It is owners like you . . . with their infectious enthusiasm for Pontiac's beauty and Pontiac's complete freedom from trouble . . . who have brought Pontiac sensational increases in sales with each successive year. For that enthusiasm Pontiac thanks you . . . in the most practical way . . . by offering you and your friends a still finer, still better performing, even more dependable and beautiful version of "The Most Beautiful Thing on Wheels." It is a true blue Pontiac this new Silver Streak . . . styled to delight you . . . built to serve you long and faithfully and economically . . . to live up to your warmest commendation to your friends. This year, more than ever, we suggest that when you have scanned this catalogue you pass it on. This new Pontiac is news . . . of which many of your friends will want to hear.



Beauty inside as well as out . . . magnificent instrument panel with instruments in a jewelled cluster of soft, frosty-silver-finished chromium, and incorporating a radio speaker grille ready for the installation of a car radio . . . distinguished steering wheel complete with convenient horn ring . . . wide, deep-sprung seats of soft, non-shining dull leather . . . centre arm rest . . . sprung-lid ashtrays in both side arm rests in the rear compartment . . . assist grips . . . robe strap . . . footrest . . . multi-adjustable driving seat — non-splintering Armourplate glass in the windscreen and side windows . . . dual windscreen wipers . . . dual sun visors . . . tasteful Tenite and chromium door and window controls . . . No-draught Ventilation. All these plus the rigidity, the careful sealing against dust and draught and the scientific insulation against heat and sound of a Body by Holden.

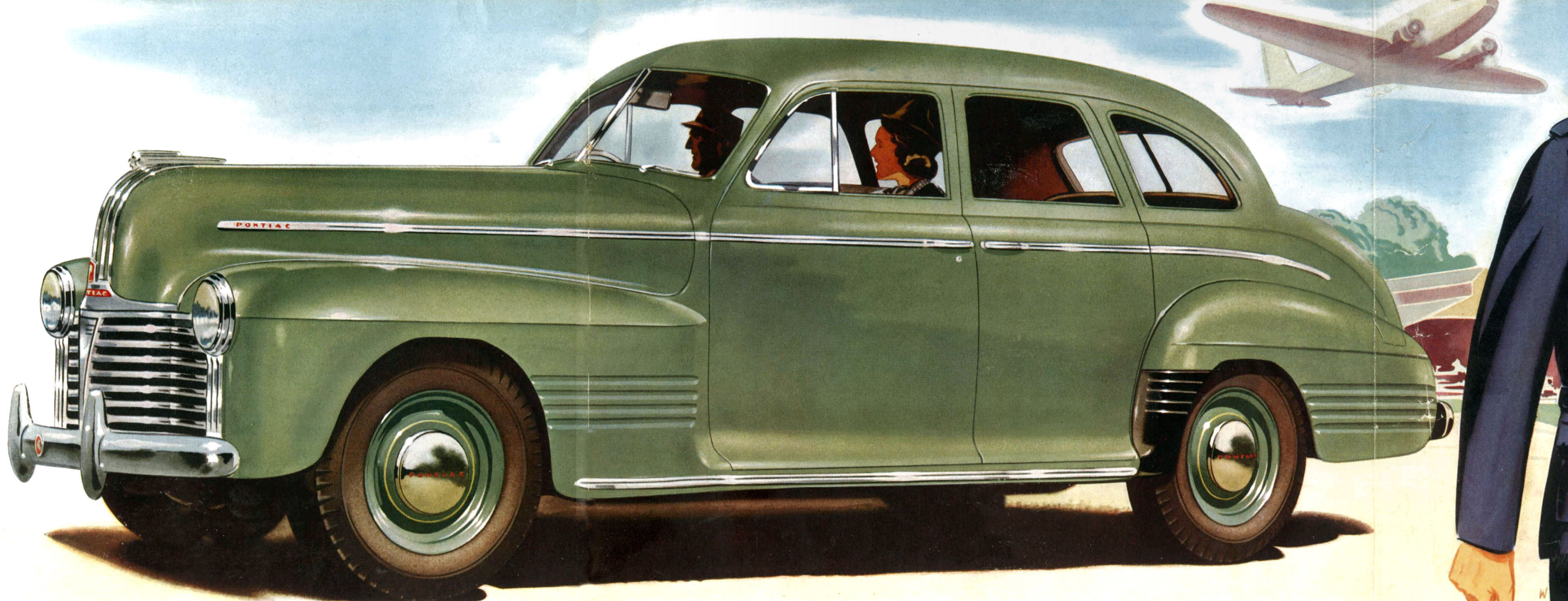
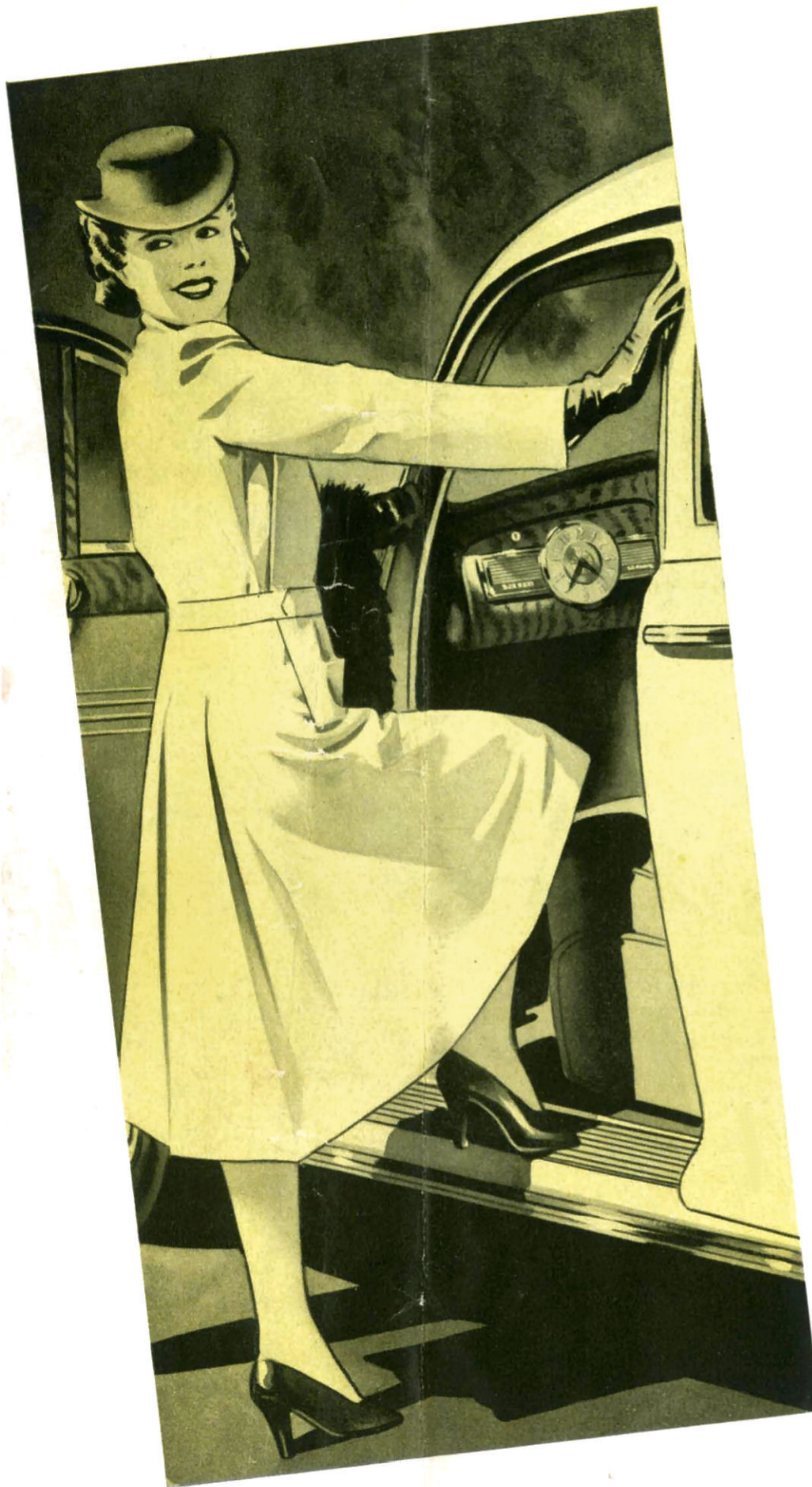


**"THE MOST BEAUTIFUL
THING ON WHEELS"**

*New
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A step in the right direction . . . concealed running boards mean sleeker lines as well as a car which is easier to keep clean since there is no ledge like the old-type running board to collect mud and dust.

'TORPEDO STYLING'

Added Roominess! Wider Seats!

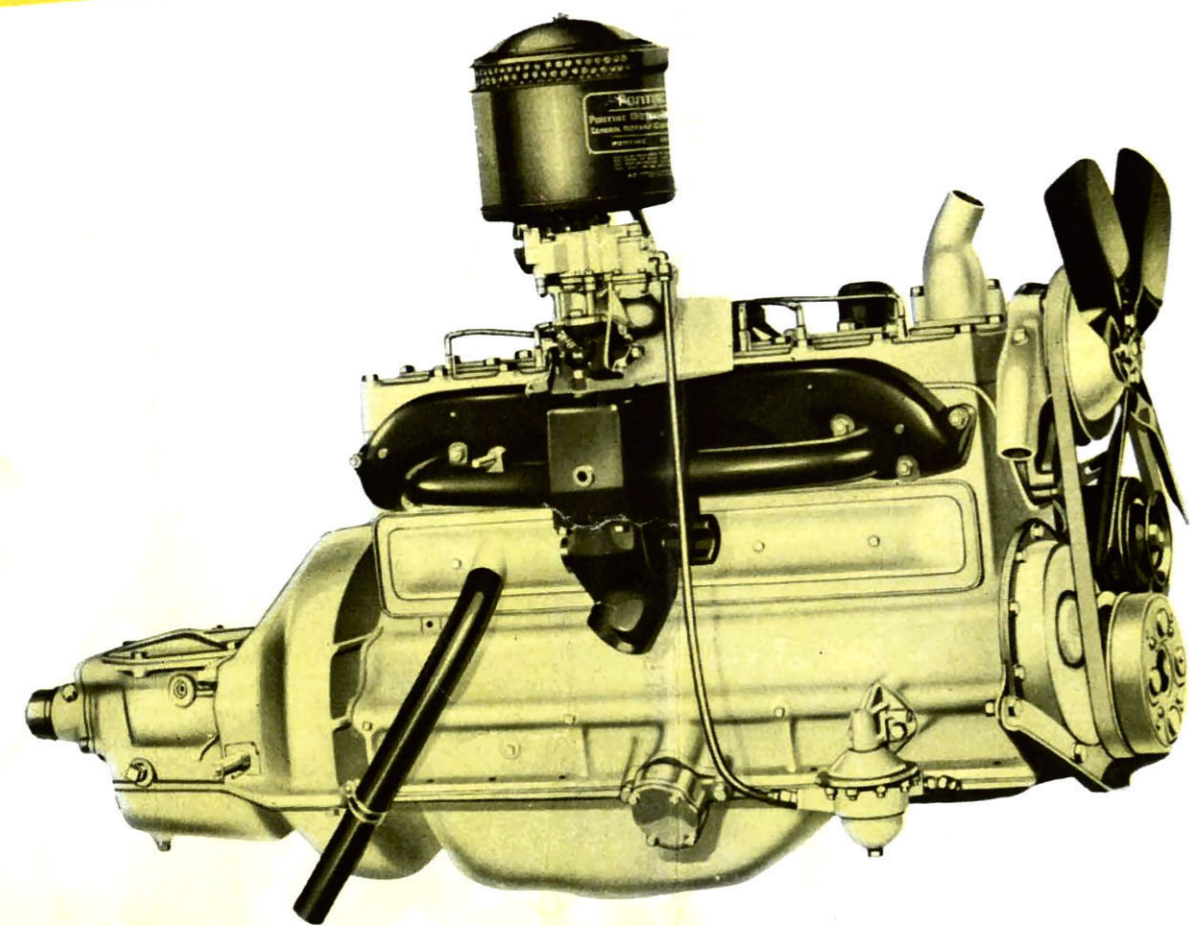
Concealed Running Boards!

When the new Pontiac with its Torpedo styling passed from the drawing board stage and took shape in the first clay model — we knew we had something excitingly new . . . an aristocrat of cars which would set heads turning the minute it appeared on the street. Unquestionably, to-day's Pontiac is the most beautiful yet built . . . refreshingly different from end to end. See how the famous Silver Streak is incorporated in a new sparkling front end in which the radiator grilles and headlamps are embodied in

one handsome unified design. Notice how the air-line groovings in front and rear guards carry on the motif of the horizontal lines of the radiator grilles. The whole emphasis is on smooth flowing lines. Even the running boards are concealed — by the doors which flare-out smoothly over the step. And the outward smartness of Pontiac's Torpedo styling is accompanied by a new interior spaciousness. Front and rear seats are inches wider — with room for three and to spare.

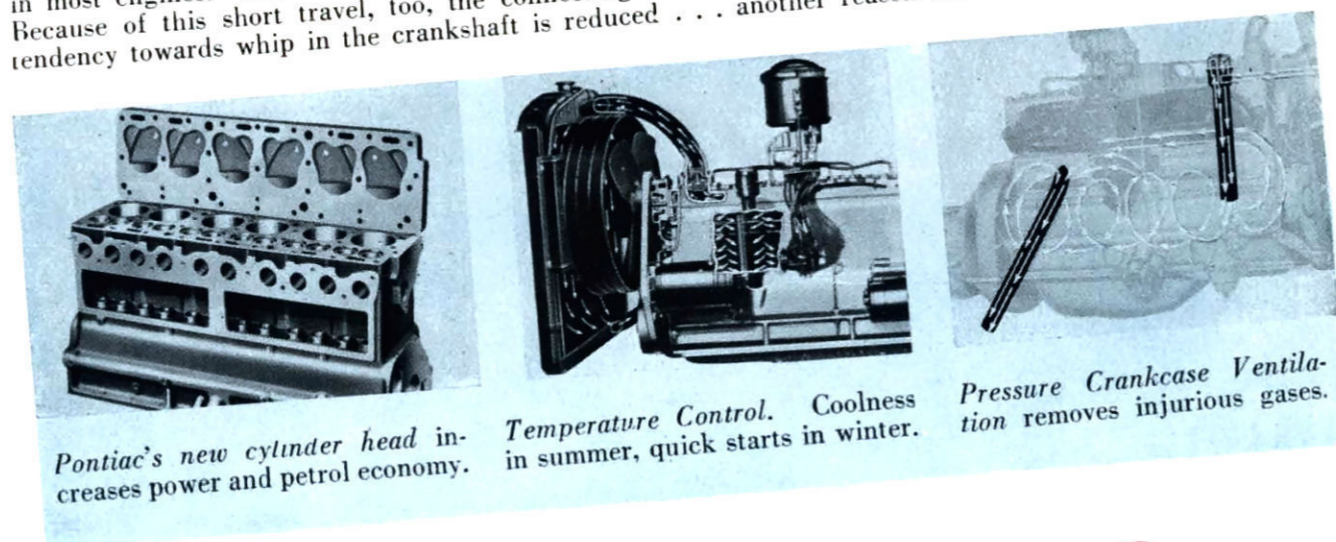
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Lift the Bonnet!

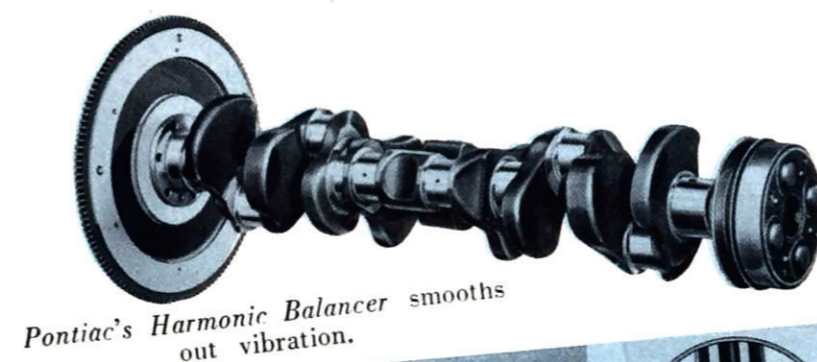
Under Pontiac's bonnet is an engine outstanding for its long life and performance. Pontiac is designed by a group of engineers responsible for many of the improvements in the modern car. Pontiac's engine is of the square design type, i.e., its bore and stroke are more nearly the same than in most engines. One result is that the piston has a shorter up and down travel, reducing wear. Because of this short travel, too, the connecting rod bearings revolve in a smaller circle. Obviously, tendency towards whip in the crankshaft is reduced . . . another reason for Pontiac's phenomenal life.



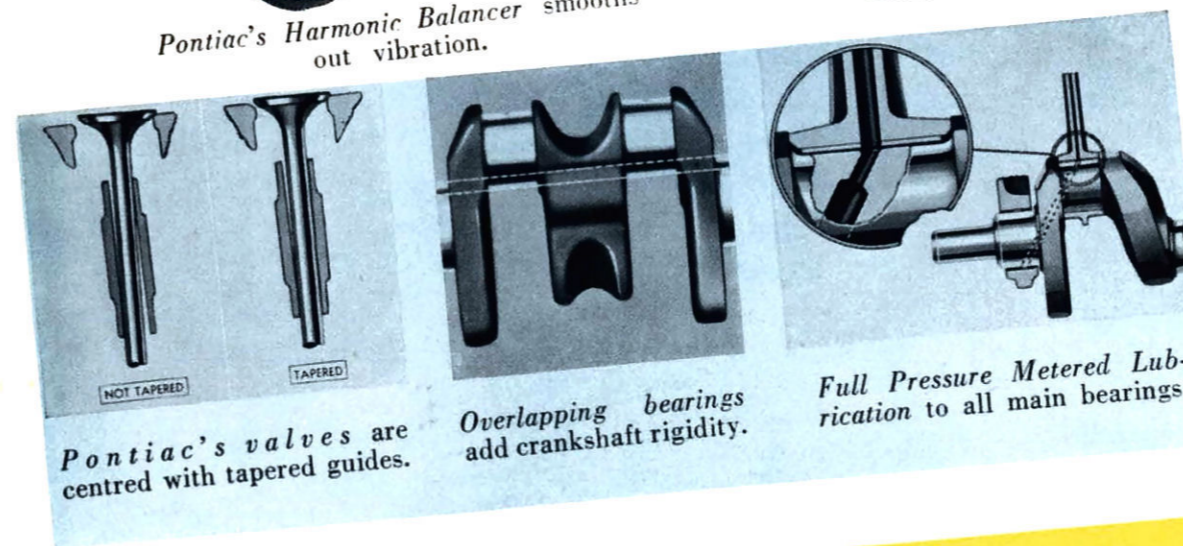
Pontiac's new cylinder head increases power and petrol economy.

Temperature Control. Coolness in summer, quick starts in winter.

Pressure Crankcase Ventilation removes injurious gases.



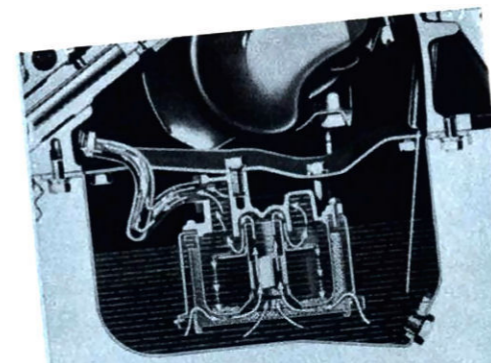
Pontiac's Harmonic Balancer smooths out vibration.



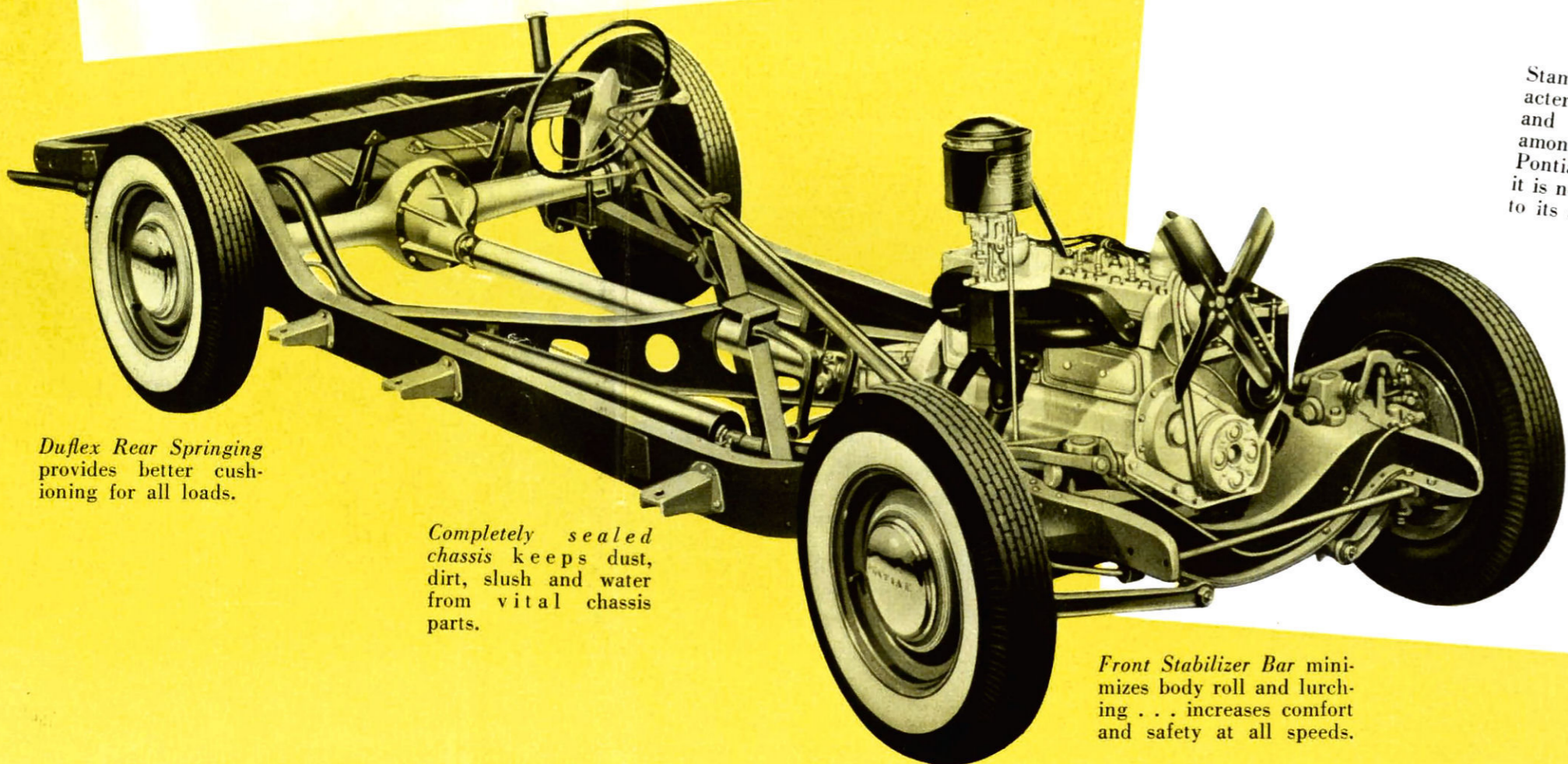
Pontiac's valves are centred with tapered guides.

Overlapping bearings add crankshaft rigidity.

Full Pressure Metered Lubrication to all main bearings.



Pontiac's new improved Oil Cleaner lengthens engine life. It is 2 to 3 times more efficient . . . so located that every drop of oil must pass through it . . . so constructed that microscopic particles of grit are cleared from the oil. Made without filter element to clog and need replacement.

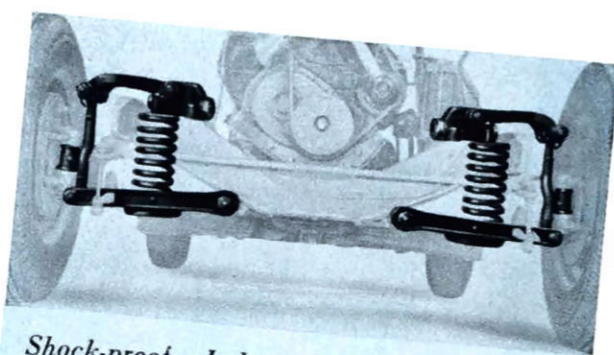


Duflex Rear Springing provides better cushioning for all loads.

Completely sealed chassis keeps dust, dirt, slush and water from vital chassis parts.

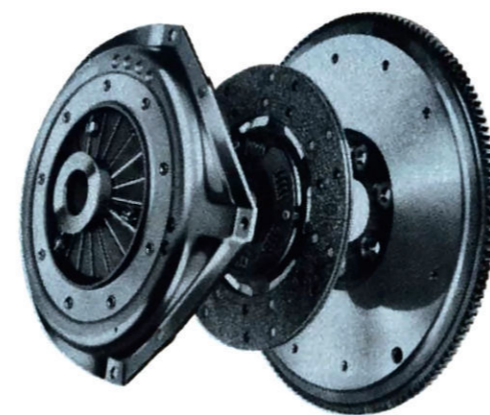
Front Stabilizer Bar minimizes body roll and lurching . . . increases comfort and safety at all speeds.

Stamina and dependable long life are two Pontiac characteristics which have been built up through the years and which have given Pontiac an enviable reputation among owners and the public at large. To learn how Pontiac has gained and strengthened these characteristics, it is necessary to look beneath its beautiful Body by Holden to its soundly engineered chassis.

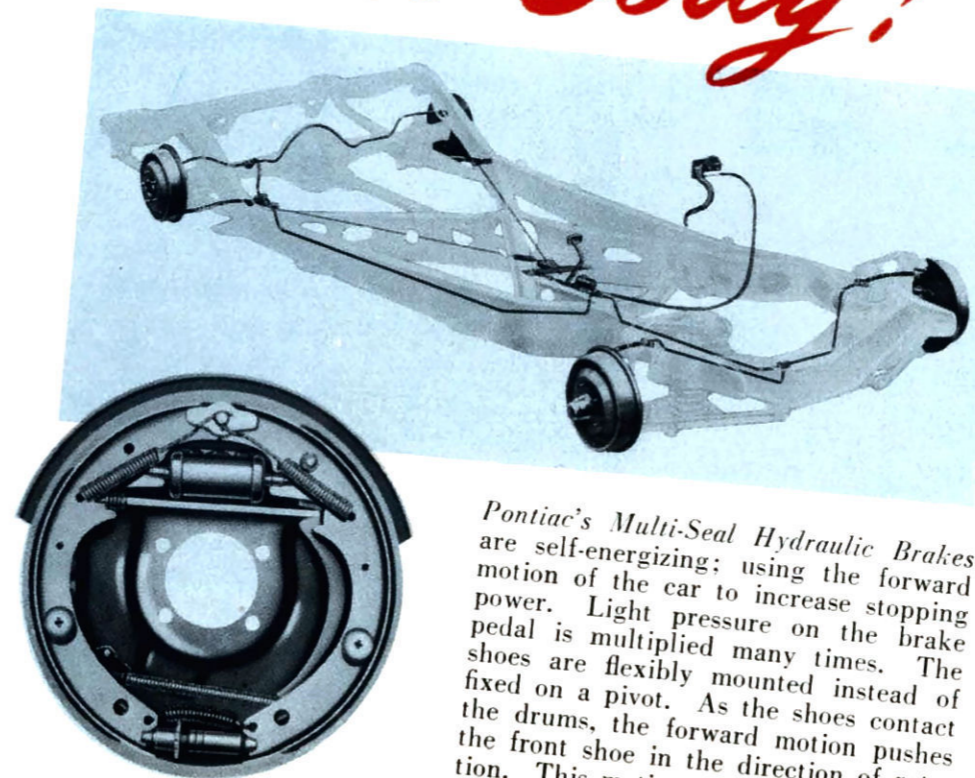


Shock-proof Independent Front Wheel Springing levels out the roughest roads, makes steering easier, improves control.

Look underneath the Body!



Pontiac's improved easy action clutch is exceptionally smooth in operation and, due to its extremely simple design, has fewer working parts to wear and get out of order, thus assuring long, trouble-free service. The addition of a booster spring to assist in completely depressing the clutch pedal makes it possible to disengage the clutch with scarcely more pressure than the weight of the foot.



Pontiac's Multi-Seal Hydraulic Brakes are self-energizing; using the forward motion of the car to increase stopping power. Light pressure on the brake pedal is multiplied many times. The shoes are flexibly mounted instead of fixed on a pivot. As the shoes contact the drums, the forward motion pushes the front shoe in the direction of rotation. This motion is transferred to the rear shoe, forcing it into closer contact with the drum.

Now take the wheel!

HANDLING EASE has long been one of Pontiac's most talked about and admired qualities. Pontiacs for many years have been notable for their marked ability to hold the road, their easy steering and their positively effortless control. Owners experienced in handling many different makes of cars have spoken with enthusiasm of the substantial "feel" their Pontiacs gave them and of the fact that all-day driving was a pleasure instead of a task. In the new Pontiac driving has been made more effortless, more pleasurable than ever. Frames are lower, wider, longer, heavier than they were a year ago. The result has been extra stability. The new Pontiac literally hugs the road.

PONTIAC'S TRU-ARC SAFETY STEERING is an important reason for Pontiac's effortless handling. It eliminates "wander" on the road at high speeds and keeps the car under positive control at all times.

PONTIAC'S INDEPENDENT FRONT WHEEL SPRINGING works with Pontiac's lower, heavier frame and its Tru-Arc Steering to reduce steering effort on turns and curves, to improve roadability and to provide more positive control, as well as of course, contributing to riding comfort.

SEMI-AUTOMATIC SAFETY SHIFT GEAR CONTROL does much to take the little remaining effort out of the driving of Pontiac. When you move the gear shift-lever only slightly past neutral toward top or second gear, the gear change is completed automatically.

MULTI-SEAL SELF-ENERGIZING HYDRAULIC BRAKES with new type long-life brake linings and new all-steel drums with nickel alloy brake surface make your driving as safe as it is pleasurable. Light brake pedal pressure is multiplied many times. Brakes have always been a famous feature of Pontiac, and this year's braking system will sustain their reputation.

Added engine and chassis features

CONDENSED SPECIFICATIONS

PONTIAC "TORPEDO."

WHEELBASE: 119 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: 30.4 h.p., L head Engine. Mounted on the chassis at 3 points on cushions of high quality wear-resisting rubber. Bore 3 3/8 inches . . . Stroke 4 inches . . . Displacement 239.2 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. 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 . . . 14 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: Easy action clutch with pedal booster. Slotted steel disc eliminates 21 parts over old type clutch.

TRANSMISSION: Semi-Automatic Safety Shift Gear Control with all-quiet synchro-mesh 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 . . . Tiltray 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 cantilever type frame, 6 1/2 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.

Prices, Specifications and Equipment subject to change without notice.

GENERAL MOTORS - HOLDEN'S LIMITED

BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH



ACCESSORIES
for your
PONTIAC

NASCO ACCESSORIES FOR YOUR PONTIAC

When you install a radio in your Pontiac, make sure it is an "Air Chief." "Air Chief" is a truly remarkable set giving performance equal to the best home model radio sets. With an "Air Chief," you and your friends are assured of many miles of enjoyable entertainment. NASCO also provide a range of Cleaners, Polishes, etc., to enable every owner to keep his car in tip-top condition. These NASCO products have been thoroughly checked by intensive tests and are therefore recommended for your use. NASCO Duco Cleaner and Polish—NASCO Liquid Wax—NASCO Auto Wax—NASCO Chamois—NASCO Door Ease—NASCO Leather Cleaner and Preservative—NASCO Radiator Rust Preventive. Preserve the Beauty of your Pontiac with these NASCO upkeep items.

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. Safety Glass in all side windows and windscreen. Large luggage compartment contains conveniently located spare wheel and tool compartment.

EQUIPMENT.

INSTRUMENT PANEL: Grouped and indirectly lighted instruments, locking glove box, cigarette lighter, ash receiver, electric clock and provision for installation of Radio Controls. Dual Horns.

DRIVING COMPARTMENT: Distinctive full vision steering wheel, arm rests on front doors. Dual Electric Windscreens Wipers. Dual Sun Visors (with Vanity Mirror on passenger's side). Multi-Adjustable Front Seat (raising and lowering), Adjustable Rear View Mirror, Rain Deflectors fitted to front doors above No-draught window vanes.

REAR PASSENGER COMPARTMENT: Centre Armrest, assist loops on rear quarter pillars, Footrest, Rear Armrest Ash Receivers, Dome Light, Carpeted Floor, Rear quarter lights and trunk light, Robe Strap, Parcel Shelf behind rear seat, Pocket in front seat back.

BOTH COMPARTMENTS: Super-dull Finish Upholstery, Tenite and Chrome Window Controls, No-Draught Ventilation (in Front and Rear).

PONTIAC SERVICE.

An Unusual Owner Service Policy. For 90 days, or 4,000 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.

G.M.A.C. CONFIDENTIAL 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.

PONTIAC "FIRSTS"

Pontiac is engineered by one of the ablest groups of engineers in the industry, men who have been responsible for the development of an amazing number of improvements of the modern car. The following are amongst the many contributions by Pontiac to appearance, comfort, ease of control, performance and safety:—

- First to use Duco finish on cars.
- Cyanide-hardened transmission gears.
- Adjustable exhaust heat control valve.
- Harmonic balancer.
- G-M-R combustion chamber.
- Honed cylinders.
- Metered-flow engine lubrication.
- Electroplated pistons.
- Perfected automatic spark control.
- Engine Mountings about neutral axis.
- Uniform, balanced connecting rods.
- Crankshaft with integrally forged counterweights.
- Brake and clutch pedals mounted on frame.
- Inlox rubber spring bushings.
- 100 per cent. pressed steel axle housing.
- Valve spring dampeners.
- Tapered valve stem guides.
- Pressure suction crankcase ventilation.
- Mechanical fuel pump.
- Synchro-Mesh transmission in low-price field.
- Helical gear, silent transmission.
- Rubber silenced chassis.
- Head lamp Beam Indicator.
- Special analysis nickel-chrome steel for axle shafts.
- Notch in tail pipe to reduce exhaust noise.
- Gusher valve cooling.
- Built-in thermostatic control for cooling system.
- Foot control for headlight beams.
- Indirectly-lighted instrument panel.
- Safety Shift Gear Control.
- Variable Rate Rear Springs.
- Full-Flow Built-in permanent oil cleaner.

The more you know and study car engineering, the more certain is it that you will choose a Pontiac . . . The Most Beautiful Thing on Wheels and the most trouble-free car in the world.