

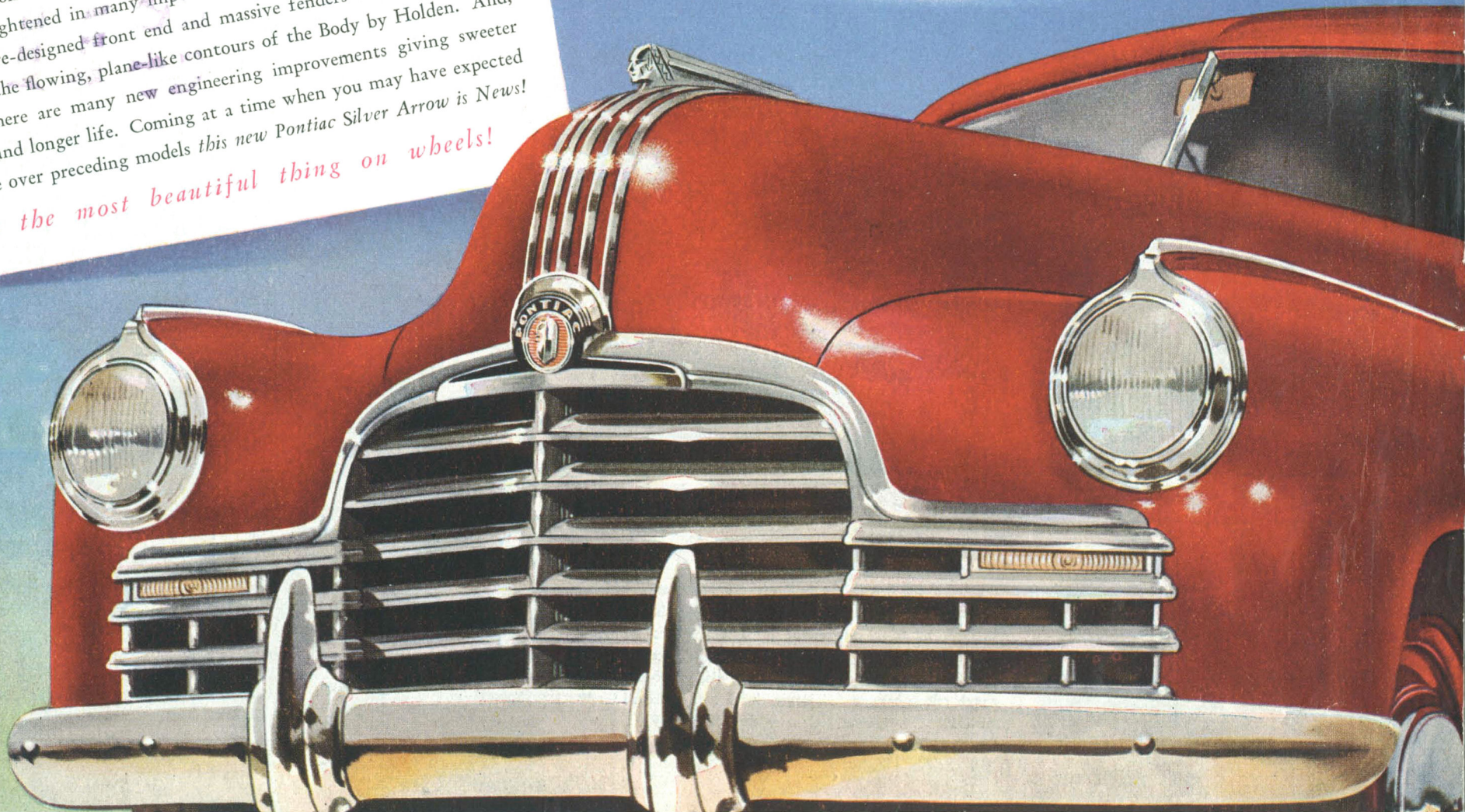
# Pontiac

# SILVER ARROW



THE PONTIAC SILVER ARROW — the first post-war Pontiac—registers a notable success! The dependability, the quality and the stamina which helped to build Pontiac reputation for excellence long before the war are accentuated and heightened in many important ways. You'll like its new good looks—with a re-designed front end and massive fenders which sweep back to merge into the flowing, plane-like contours of the Body by Holden. And, in addition, there are many new engineering improvements giving sweeter performance and longer life. Coming at a time when you may have expected little advance over preceding models this new Pontiac Silver Arrow is News!

*Again the most beautiful thing on wheels!*

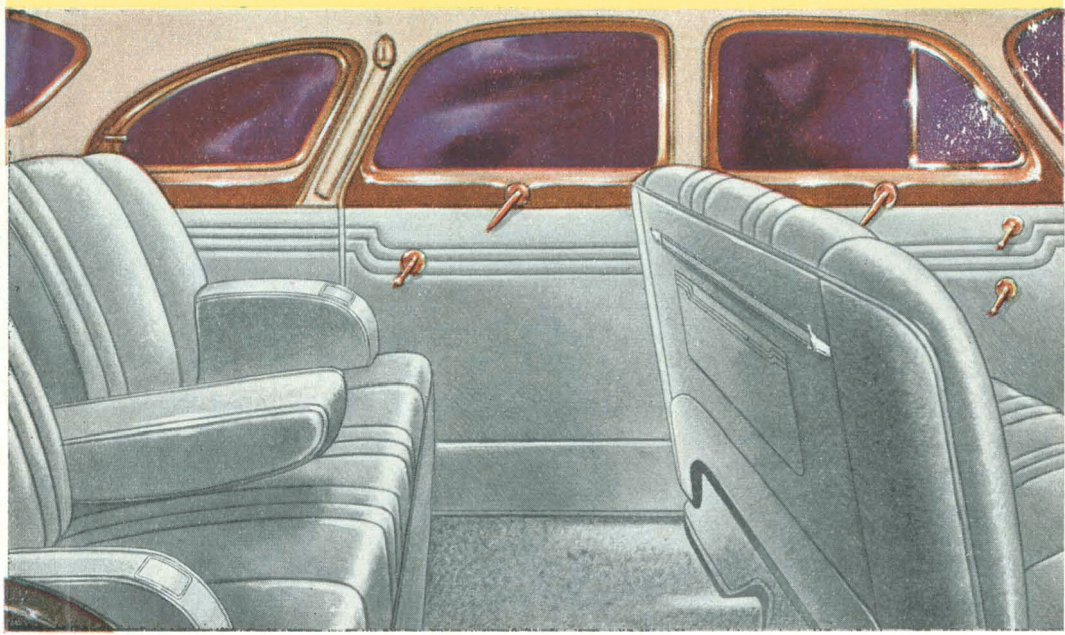




# The New Pontiac . . . styled to delight you . . . engineered to give you more value!

Beauty is never skin-deep with Pontiac. First thing to catch your eye will be the instrument panel . . . with dials finished in Burma-copper and instruments grouped directly in front of the driver. In other ways, too, Pontiac gives you *more* luxury than you expected: wide, deep-sprung seats with plenty of leg room and shoulder room for six, centre arm rest in the rear compartment, multi-adjustable driving seat, non-splintering Armourplate glass

in the windscreen and side windows, with safety glass in the rear window, no-draught ventilation, new Tenite plastic mouldings and door and window controls, assist grips, robe strap, footrest, dual windscreen wipers, dual sun visors, dust and draught sealing, and scientific sound and heat insulation. Of all the qualities that make Pontiac a fine car none is more deeply satisfying than this Body by Holden.



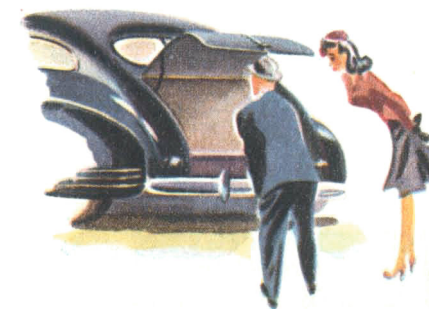
The all-steel turret-top Body by Holden is designed for extra safety with its immensely strong box section construction and its large window areas that give splendid all-round vision even when the car is full.



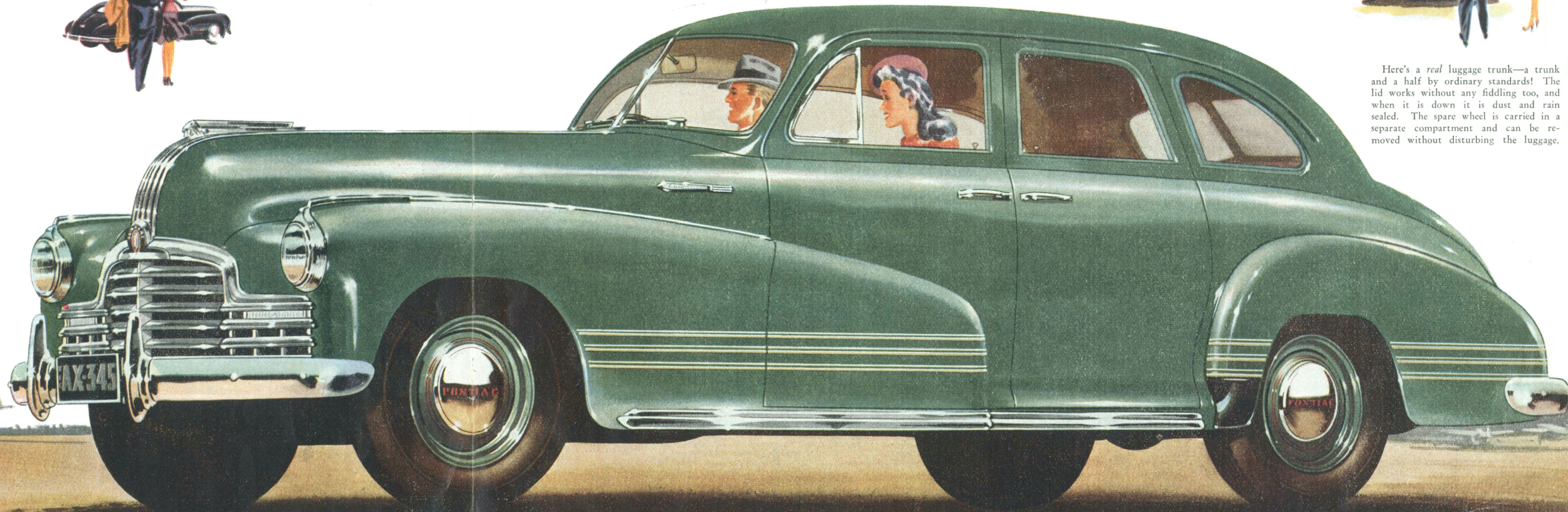
Great, wide, easy-swinging doors and concealed safety running boards mean you can slip in and out without folding yourself up like a jack-knife. No-draught ventilation with rain deflectors mounted above the window vanes is of course standard equipment on the Pontiac.



Whether you're a husky six-footer or a demure vest-pocket edition, you can adjust the front seat backward or forward, up or down to suit your driving comfort perfectly. The gear change lever is conveniently mounted just beneath the smart two-spoke steering wheel.



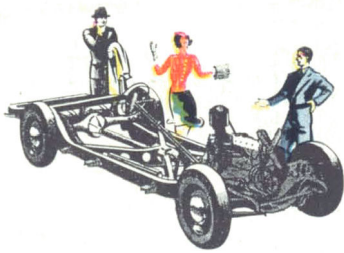
Here's a *real* luggage trunk—a trunk and a half by ordinary standards! The lid works without any fiddling too, and when it is down it is dust and rain sealed. The spare wheel is carried in a separate compartment and can be removed without disturbing the luggage.



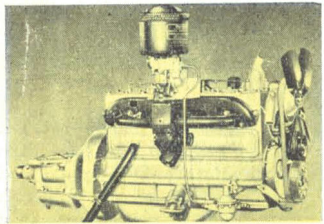
Pontiac was first in the field with 90 major car engineering improvements. Here are some of the latest Pontiac advances: Vacuum metering carburettor gives same effect as higher octane fuel . . . improved cooling . . . shot-peened piston pins for better lubrication and longer life . . . self-lubricating clutch release bearing . . . larger clutch . . . improved intake manifold . . . quieter and more durable muffler . . . new five inch rims for greater comfort and longer tyre life.



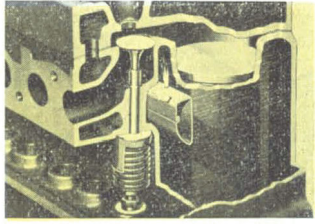




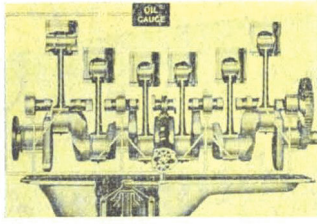
# Engineering features of the Pontiac Silver Arrow . . .



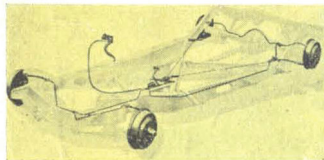
An outstanding engine for performance and long life . . . the square-design L-head Pontiac Six.



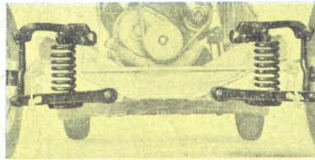
Full length water jackets and gusher cooling of exhaust valve ports ensure efficient cooling.



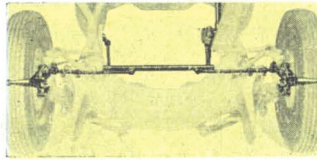
100% full pressure Metered Flow Lubrication supplies oil to every vital part in the right quantity.



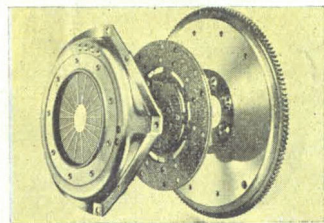
Self-energising triple-sealed Hydraulic Brakes are improved and front brakes are larger.



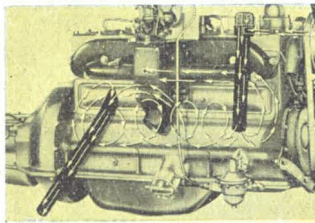
Shockproof Independent Front Springing irons out bumps and absorbs wheel recoil and bounce.



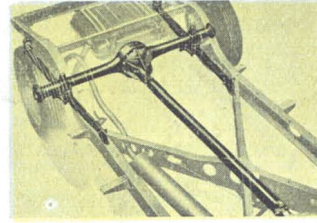
Exclusive Tru-arc Safety Steering accounts for Pontiac's easy handling and positive control.



A larger, improved easy-action Clutch is built for smooth operation and long troublefree life.



Pressure suction Crankcase Ventilation uses fresh air to force out water vapour and acids.



Smooth, even starts are assured for even the novice driver by Pontiac's Power Cushion Drive.



## CONDENSED SPECIFICATIONS

### PONTIAC "SILVER ARROW."

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 $\frac{1}{8}$  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. Piston pins shot-peened to improve lubrication.

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 carburettion . . . 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 . . . Improved ball bearing leak-proof water pump.

CLUTCH: Larger 9 $\frac{1}{2}$ " dia. 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.

Prices, Specifications and Equipment subject to change without notice.

## GENERAL MOTORS - HOLDEN'S LIMITED

BRISBANE - SYDNEY - MELBOURNE - ADELAIDE - PERTH

### AN "AIR CHIEF" FOR YOUR PONTIAC.

When choosing a radio, remember an "AIR CHIEF" model has been specially designed for Pontiac.

In addition, "AIR CHIEF"—Australia's finest Car Radio—gives excellent performance . . . rich tone . . . ample volume and reception equal to your home set. Ask your Dealer for particulars.

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 . . . larger front brakes . . . rapid cooling brake ventilation . . . independent hand brake, mounted beneath the dash and operating on the drums.

BODY: Visionair Unisteel Body by Holden of rigid box frame construction . . . safety type door and window controls. Safety Glass in all windows and windscreen. Large luggage compartment containing 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. Aertone Horn.

DRIVING COMPARTMENT: Distinctive full vision steering wheel. Dual Electric Windscreen 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.

BOTH COMPARTMENTS: Restful, Long-wearing 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. Your local Pontiac Dealer will explain the G.M.A.C. Plan to you, and arrange your payments on the most convenient basis.