

Proud to be doing our part!



Pontiac Motor Division. """ Motors Sales Corporation reserves the right to make changes at any time, without white MYPPES VOTOS, materials, equipment, specifications and models, and also to discontinue models.

A National Defense Statement From the Pontiac Motor Division

Pontiac is doing its part for national defense by building large quantities of rapid-fire cannon for the United States Navy. How well the work has progressed can be learned from the following facts: two plants, covering 426,123 square feet of floor space—one of which is now in operation, the other rapidly nearing completion—have been devoted to the exclusive manufacture of these cannon. Thousands of skilled craftsmen have been trained to operate the highly technical machines. Over two hundred subcontracts have been awarded in order to get necessary materials in the shortest possible time. Production is speeding along at an ever-increasing pace. The Navy is receiving more and more of these cannon daily...and will continue to do so as long as the need exists. Of course, this means building fewer cars—but Pontiac places defense work ahead of everything else.

Tontiac Engineering

registers its most notable success!

MUCH HAS BEEN written and said during the past about the inherent soundness of Pontiac engineering policy. Never, however, has this soundness been so clearly demonstrated as it is in the new Pontiac Sixes and Eights for 1942.

These new Pontiacs come to the public at a time when no improvement over preceding models is expected—when, in fact, many buyers will consider themselves fortunate indeed on learning that they can obtain new cars as desirable as those of previous years.

Yet, in spite of conditions which have given rise to such misgivings, the new Pontiacs not only retain every fundamental of design and construction which has helped build the Pontiac reputation for excellence in the past, but also reveal improvements in style, dependability,



comfort and safety far beyond anything anticipated.

Thus it is that with the introduction of 1942 models, Pontiac engineering registers its most notable success in a long and impressive series of spectacular achievements.

Down through the years, Pontiac engineers have clung consistently to certain fundamental principles of design. Steady improvement in succeeding Pontiac models has come from improved application of these principles rather than from frequent changes in basic ideas.

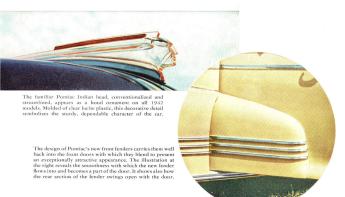
As a consequence, the new Pontiacs are time-proved and integral mits of fine transportation, created without need for compromise. Their quality is all that Pontiac engineers would have specified for a normal, peaceful 1942.



THE FINE CAR WITH

THE LOW PRICE ... and Seattly

Many factors contribute to the improved appearance of the new Pontiacs, chief of them being the greater over-all length of all models and the new, longer, ultra-streamlined front fenders which blend into the front doors. A side view of the car gives an impression of size, grace and over-all beauty hardly expected at Pontiac's low prices.



The view below illustrates Pontiac's new parking lamp, set horizontally into the radiator grille. This lamp also serves as a direc-





Pontiac's famous streamlined body design, which proved such a sensational success in 1941, is again available for 1942 and Pontiac now offers—for the first time—a smart streamlined Sedan Coupe in the low priced Torpedo Series.

Pontiac presents an entirely new front view for 1942. The new radiator grille arches out and down from a smart medallion to make the car seem vider and lower than before. A bumper four inches longer, new horizontal parking lamps and a ten-inch greater spread between headlamps all add to the impression of low-swung power and weight.





Pontiac stylists outdid themselves in designing the new instrument panel for 1942. With dials finished in Burma-copper, instruments are grouped directly in front of the driver and are clearly visible through the neatly designed two-spoke steering wheel with horn button located in center.



The use of taupe plastics on the Torpedo line results in exceptionally attractive door and window controls. Chrome-plated metal and plastic are used on Streamliners and Streamliner-Chieftains.

THE FINE CAR WITH THE LOW PRICE AND



Both front and rear seats are wide enough to permit three passengers to ride comfortably. Arm rests are provided in both front and rear seats of all models.

AMONG ALL the qualities which combine to establish the new Pontiac as a fine car, none is more important than the luxurious comfort which is yours in Pontiac's newly styled interior. Here is plenty of evidence that the beauty and richness once reserved for owners of highest-priced cars are now within the reach of am porticed cars are now within the reach of am part upholstered either is

Entry to the new Pontiacs, as illustrated at the lower left of the opposite page, is made by means of safety steps concealed when the doors are closed. Instrument panel, garnish moldings and door panels are finished in a brown mahogany swirl pattern. The rear compartment is carpeted

car buyer.

with a thick pile rug of mixed mulberry and gray; the front compartment is covered with a ribbed rubber matting in which carpet inserts match the rug in the rear.

Upholstery and trim vary in each of the two series. In Torpedo models cushions and backs are upholstered either in a novelty weave wool cloth of mixed brown shades or in a Canda cloth with narrow pin stripes. Streamliners are upholstered in pin-striped Rendezvous Gray broad-cloth. Streamliner-Chieftains offer a choice between tan or blue-gray broad-cloth, the choice being made at the factory to harmonize with the car color. Streamliner-Chieftains also include folding rear seat arm rests.

THE FINE CAR WITH THE <u>LOW</u> PRICE In spite of increased length and weight, the new Pontiacs are just as economical as their famous predecessors which won the praise of owners by the thousands. Now it is possible to obtain even greater fuel savings at no sacrifice in performance by specifying the Economy Ratio Axle. With the idling speed of the engine when cold further stepped up, starting the new Pontiacs has been even more simplified. Hand throttle has been eliminated.

Pontiac's gearshift has long been designed to give the driver full control over gear selection with minimum effort. For 1942, this operation has been further simplified by a 30 per cent reduction in gear shift lever travel.

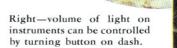


At any speed, on any road the new Pontiacs display a remarkable ability to hold their course with neither sidesway nor "wander." Pontiac's exclusive Tru-Arc Steering gives the driver positive control at all times, whether on straightaway or curves, on paved or gravel roads.

Pontiac's braking system, reputedly one of the smoothest, safest known, has been further improved for 1942. Increased braking area on front wheels and triple-sealing of all brakes provide more positive control under all weather conditions.

Pontiac's famous Triple-Cushioned Ride continues to provide travel comfort unrivalled in any car at any price.

Below—safety hood lock which must be released before the hood can be raised.



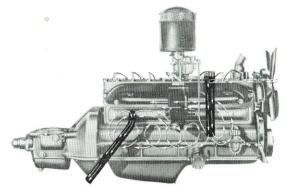




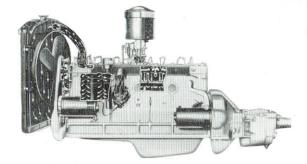
THE FINE CAR WITH THE LOW PRICE OFFERS YOU A CHOICE OF A SIX OR AN EIGHT IN ANY MODEL!

Pontiac again offers a choice between the six and the eight-cylinder engine in any model of its 1942 line, with the eight only \$25 more in price.

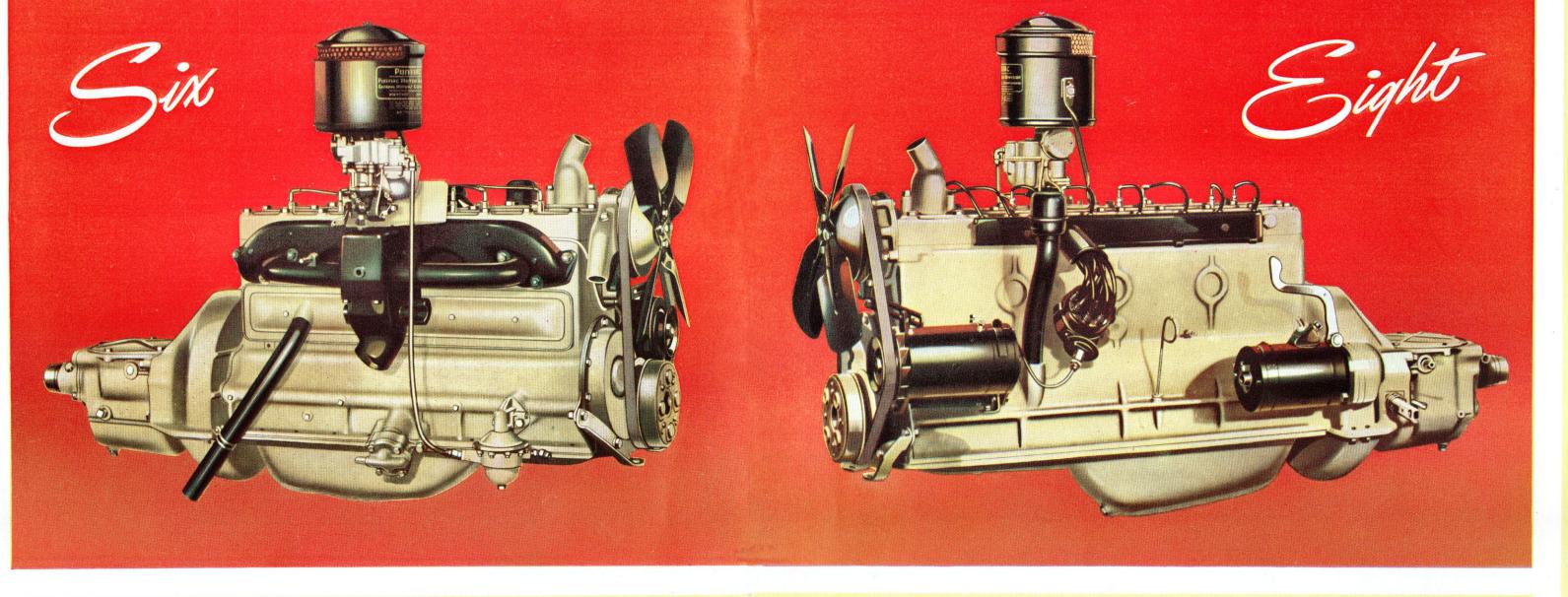
In either engine, the buyer gets an efficient, economical power plant of time-tried smoothness, snap and stamina. As these pages indicate, few changes have been made in the Pontiac engines for 1942—and all of those are improvements!

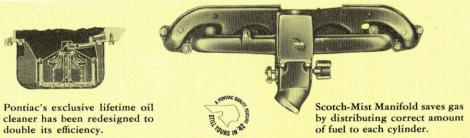


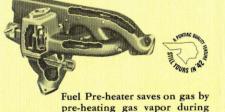
Water vapor and injurious gases are forced out of Pontiac crankcases by pressure-suction crankcase ventilation.



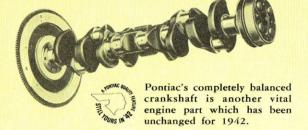
All-Weather Engine Temperature Control keeps Pontiac engine temperature at the point of peak efficiency.

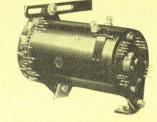






engine warm-up period.







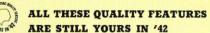


pacity for engine and all

electrical accessories.



Alloy iron electroplated pistons -pioneered by Pontiac-are unchanged for 1942.



GUSHER VALVE COOLING

Protects valves against hot spots-

lengthens periods between grinds

VACUUMATIC SPARK CONTROL

Increases engine efficiency—reduces fuel consumption

RIFLE-DRILLED CONNECTING RODS

Permit full-pressure lubrication of piston pin bearings

HARMONIC BALANCER

Neutralizes torsional vibration in crankshaftadds to engine smoothness

AUTOMATIC CHOKE

Improves starting and increases economy

FULL-LENGTH WATER JACKETS

Reduce oil temperature 15 to 45 degrees improve oil economy

CENTRIFUGAL TYPE WATER PUMP

Improved this year by use of an additional seal

TAPERED VALVE GUIDES

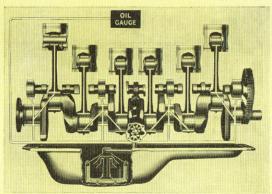
Promote quiet valve operation and eliminate sticking

DUAL CARBURETION

Gives increased power to eight-cylinder engine

100% COUNTERWEIGHTED CRANKSHAFT

Provides unbroken engine smoothness





Metered Flow Lubrication which meters oil under pressure to all vital bearings is responsible for longer and more efficient engine operation.



double its efficiency.

THE FINE CAR WITH THE LOW PRICE HAS A Superior



ALL THESE QUALITY FEATURES ARE STILL YOURS, IN '42

FRONT STABILIZER BAR SEMI-AUTOMATIC SAFETY SHIFT GEAR CONTROL **EXCLUSIVE TRU-ARC SAFETY STEERING** DUFLEX REAR SPRINGING

SHEAR TYPE RUBBER ENGINE MOUNTINGS BRIDGE TYPE 4-WAY CANTILEVER I-BEAM FRAME CLUTCH PEDAL CONTROL, SEMI-AUTOMATIC TRIPLE-SEALED SELF-ENERGIZING HYDRAULIC BRAKES

COMPLETELY SEALED CHASSIS QUIET, ECONOMICAL L-HEAD ENGINE SHOCKPROOF KNEE-ACTION

BUYERS of 1942 Pontiacs may be sure that the chassis which form the foundations of their new cars are as rugged, as dependable, as thoroughly desirable in every respect as any Pontiac has ever produced.

Changes in the Pontiac chassis have been few and, with one exception, minor. The major change affects one model only, the Torpedo Convertible Sedan Coupe, and this change represents an important improvement. More than 70 pounds have been added to the weight of the frame for this model, in the form of added thickness for side and cross members. This provides added rigidity which in turn gives this handsome convertible model a stability heretofore unattained.









which materially reduces gas consumption,

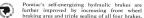
Hypoid Rear Axle permits use of low bodies and

floors. Also available is an Economy Ratio Axle

Front Stabilizer Bar, above, reduces body roll and

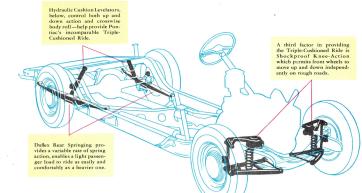
increases safety, handling ease and riding comfort



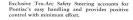




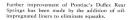
Smooth, even starts are assured for Pontiac drivers by the Power Cushion Drive which absorbs and cushions the thrust of quick power application.











The Torpedo Series

EVEN GREATER interest than it attracted a year ago seems assured for Pontiac's low-priced Torpedo Series this year, both because of the wider variety of body styles which it offers and because it affords an excellent opportunity to economize both in purchase price and in operating costs.

New in the Torpedo series this year is the Sedan Coupe, an exact counterpart in all but size of the famous streamlined model which proved so sensationally popular for 1941.

The Torpedo line is made up of three sedans, three coupes and a completely new Convertible Sedan Coupe which surpasses in style, roominess and convenience any convertible which Pontiac has ever offered. All are available either as Sixes or as Eights.



Two electric motors control the raising or lowering of the Convertible Sedan Coupe top. Either operation may be performed when the engine is not running.



When lowered the top folds neatly into a well behind the rear seat where it may be hidden by a smooth fitting cover. This convertible has a movable quarter window back of the door which improves vision and affords wind protection.













A generous amount of luggage space—enough for even the longest trips—is available in all Pontiac models for 1942.



Convenient leather-covered arm rests on front doors resist wear and protect passengers' wearing apparel.



An attractive ash tray, chrome framed and fitted with a plastic pull, in back of the front seat of all the four-door sedans.



Robe cords are provided in all sedans and sedan coupes—full length in the four-door sedan.

> In all Pontiac closed models, dome lamps light when either front door is opened.







The Streamliner Series

LONGER, LARGER and only slightly higher in price than Torpedo models, the Streamliner Series offers three body types which are available in a choice of two interior trims. With special trim and additional special equipment, they are called Streamliner-Chieftains. Included in the Streamliner and Streamliner-Chieftain series are the Sedan Coupe.

the Four-Door Sedan and the increasingly popular Station Wagon. Newly styled outside and in, each model may be purchased either as a Six or as an Eight.

Streamliner-Chieftains, in addition to being finished with upholstering materials of an especially fine texture, have folding center arm rests in the rear seats of both the Sedan and the Sedan Coupe. Deep, soft carpets cover the floors of the rear compartments of these models.

The two Station Wagons offered in the Streamliner chassis are alike in exterior appearanceand construction, but different in seating arrangement and interior trim. The Streamliner model has three seats, the rear seat being removable. With all seats in place, it accommodates eight passengers. The Streamliner-Chieftain model, with special interior trim, accommodates six passengers and provides as wealth of luggage space, a wealth of luggage space.



Both the Sedan Coupe and the Sedan in the Streamliner-Chieftain series provide folding center arm rests in their rear seats.

A wide variety of soft but durable fabrics is used in upholstering various models. Colors are carefully selected to harmonize with interior trim.











Windshields and all windows on the new Pontiac sedans and coupes are equipped with High-test Safety Plate Glass. The advantage in clear vision is illustrated in pictures above.





Wide doors and concealed safety steps afford easy entry to or exit from the rear seats of Pontiac sedans.

Two seating arrangements are available in Pontiac's Station Wagons for 1942. At the left is shown the Streamliner-Chieftain floor plan with six passengers accommodated in two full-width seats. The Streamliner Station Wagon seats eight in three seats, the rear seat being removable.



Accessories!

ESPECIALLY DESIGNED FOR THE FINE CAR WITH THE LOW PRICE

Many desirable accessories have been made available to Pontiac buyers this year, each designed to add to the pleasure of Pontiac ownership. All of these various items have been thoroughly tested by Pontiac engineers and each one is fully recommended. Selection of accessories is entirely a matter of personal preferences. However, it is always advisable to choose accessories which have been built for the car in which they are to be installed.



Front Bumper Guards. Enhance Pontiac's massive front end design and protect fenders, lights and grille against damage from frequent bumps in parking. License plate frames add beauty to a necessity.



Rear Bumper Guards. Match front guards in appearance. High quality chrome plating, 24½ inches long. Prevent over-riding and interlocking of bumpers and add pleasing style note to rear.



Venti-Heat—A new principle in heating and ventilation. Thermostatically controlled to maintain the temperature you choose. Uses only fresh air. Changes air inside car every two to three minutes, depending on speed. Easy to set from central, lighted control panel. Once set needs no adjustment under normal conditions because it is automatic.





Radio. Big

tubes, tone

automatic

many other features.



Air Mate Radio. Design harmonizes with instrument panel. A mediumpriced radio with high-priced features, such as 7 mbes. 8-inch elec-



tro-dynamic speaker, 4-position tone control, 5 push buttons. Advanced design insures clear reception, ample volume and sensitivity.



Safti-Flex Steering Wheel. For greater comfort and safety. Unobstructed view of in strument panel. Full 18 inch diameter, Rexible chrome steel "T" spokes, on yx colored reinforced tenite rim with naturalfingergrips. Chrome-plated full circle horn ring.



Weatherchief Dash Heater. Large heat output, attachment for dual defroster. Designed for coupes and use when ventilating feature is not desired.



Underbood Light, and Trouble Light. Lights automatically, unreels for trouble light.



Kool Kooshion. Ventilated seat cushion, spiral wound springs with attractive fiber

cover.



Glove Compartment Light, Handy at night, automatic,



Visor Utility Case. Carries toilet articles, first aid items. Pockets for other articles.



Electric Clock. Fully electric. Burnished copper face. matches instrument panel. Indirectly lighted.

and behind of your turn.







Eliminates blind spot. Very easily adjusted.

Non-Glare Rear View Mirror. Reduces eve strain.

Safety Light. Throws beam 1,000 feet, mounts through corner post, handy control knob.



Visor Vanity Mirror Rest quality, space for records.

Luggage Compartment Light. Convenient and automatic

Back-Up Light, Wide path

of light, fully automatic.



Booster Pump. or uniform ontinuous windshield wiper operation at all speeds.



Electric Visor Vanity Mirror Two lights, space for notes,



Seat Covers. A wide variety of patterns. materials, colors and prices. Protect upholstery and clothing. Custom design and tailored fit insure better appearance and longer life. Richly constructed, any Pontiac seat cover is an outstanding accessory.







does not obstruct view.



Fog and Snow Lights. Pierce densest fog and rain.









Fender Panels. Smart new design. Easy to remove.





Windshield Washer, Press a button and sprays of water clear windshield with aid of wiper.



Safety Smoker. Empties when ventipane is opened.



Scuff Pads. To protect front door upholstery.



nates discoloration.



In-a-Car Bed. Quickly made up, stores out of sight. Sleeps two comfortably.



THE OWNER SERVICE POLICY which comes to you with your new Pontiac Torpedo protects you for 90 days or 4,000 miles of driving against defective parts or faulty workmanship. In addition to this protection, you will receive free inspections of your car at 1,000 and 2,000 miles. Any of Pontiac's thousands of service stations throughout the United States will give you this service, using factory-trained service men and modern service equipment.

G.M.A. C. TIME PAYMENT TERMS are available to you to cover the cost of your new Pontiac plus any accessories which you choose. A down payment is required, which may be covered in whole or greater part by the value of your present car. The remainder is paid in convenient monthly payments. These terms are offered by General Motors Acceptance Corporation. Included in the plan is insurance against fire, theft, and accidental damage, including collision.

SPECIFICATIONS OF 1942 PONTIAC:

	TORPEDO SERIES							STREAMLINER SERIES		
	4-DOOR SEDAN	2-DOOR SEDAN	METROPOLITAN SEDAN	SEDAN COUPE	SPORT COUPE	BUSINESS COUPE	CONVERTIBLE	4-DOOR SEDAN	SEDAN COUPE	STATION WAGON
Wheelbase	119"	119"	119"	119*	119*	119"	119*	122*	122"	122*
Over-all Length	20434*	20434*	20414*	20435*	20436*	20436*	20436"	210*	210"	21436*
Seat Widths	5714" 49"	5614" 49"	5716" 49"	5614' 5214'	5614" 54"	5614*	5614' 4614'	60% 51	5814" 5314"	55" 39" 51"
Turning Radius	38' 7"	38' 7"	38′ 7*	38' 7"	38' 7"	38' 7"	38' 7"	40'	40'	40'
No. of Cylinders	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8
Horsepower	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103	6-90 8-103
Compression Ratio	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5
Oil Capacity	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts
Bore and Stroke	6-314 x 4 8-314 x 334	6-34 x 4 8-34 x 34	6-34 × 4 8-34 × 34	6-314 x 4 8-314 x 314	6-34 x 4 8-3½ x 3¾	6-34 × 4 8-314 × 314	6-34 x 4 8-3½ x 3¾	6-31 x 4 8-31 x 31	6-34 x 4 8-34 x 34	6-34 × 4 8-3¼ × 3¾
Displacement	6—239 cu. in. 8—249 cu. in.	6—239 cu, in, 8—249 cu, in,	6—239 cu. in. 8—249 cu. in.	6—239 cu. in. 8—249 cu. in.	6—239 cu. in. 8—249 cu. in.	6-239 cu. in. 8-249 cu. in.	6—239 cu. in. 8—249 cu. in.	6-239 cu. in. 8-249 cu. in.	6—239 cu. in. 8—249 cu. in.	6—239 cu. in, 8—249 cu. in.
Type of Frame	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever		Straight "X" Cantilever	Straight "X" Cantilever				
Brakes	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic
Semi-Automatic Gear Shift	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Steering Gear Ratio	19:1	19:1	19:1	19:1	19:1	19:1	19:1	19:1	19:1	19:1
Rear Axle Ratio	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.3	4.3	4.3
Knee-Action Front Spring	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Duffex Rear Springs	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hydraulic Shock Absorbers	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct	Front-Double action Rear-Two-way direct
Tire Size	6.00° x 16°	6.00° x 16°	6.00° x 16°	6.00° x 16°	6.00° x 16°	6.00" x 16"	6.00° x 16°	6.50° x 16°	6.50° x 16°	6.50° x 16°
Type of Carburetor	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual	6-Single 8-Dual
Gasoline Tank Capacity	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	16 Gals.
Radiator Capacity	6-18 Qts. 8-19½ Qts.	6-18 Qts. 8-1914 Qts.	6-18 Qts. 8-1934 Qts.	6-18 Qts. 8-1934 Qts.	6-18 Qts. 8-1914 Qts.	6-18 Qts. 8-1934 Qts.	6-18 Qts. 8-1914 Qts.			
Battery Location	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood
Dual Windshield Wipers	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Dual Tail Lamps	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Dual Horns	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Dual Sun Visors	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Cigar Lighter	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Front Door Arm Rest	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Tire Board in Trunk	No	No	No	No	Yes	Yes	Yes	No	Yes	No
Safti-Flex Steering Wheel	Accessory	Accessory	Accessory	Accessory	Accessory	Accessory	Accessory	Standard on Chieftains	Standard on Chieftains	Accessory
Electric Clock	Accessory	Accessory	Accessory	Accessory	Accessory	Accessory	Accessory	Standard on Chieftains	Standard on Chieftains	Accessory
Front Bumper Guard	Accessory	Accessory	Accessory	Accessory	Accessory	Accessory	Accessory	Standard on Chieftains	Standard on Chieftains	Accessory
Rear Seat Center Armrest	No	No	No	No	No	No No	No	Standard on Chieftains	Standard on Chieftains	Accessory
Chrome Fender Beads	No	No	No	No	No	No	No	Standard on Chieftains	Standard on Chieftains	No
Vacuum Booster Pump	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights	Accessory on Sixes Standard on Eights
Upholstering	Torpedo models have Canda cloth or novelty weave tan wool cloth. Convertible has choice of four colored leathers and tan whipcord or all Bedford cloth, with pin artipe. Streamliner-Chefatins have tar bulb-grey breadded with shades within a trape.								Streamliner—tan imita- tion leather, Chieftain— wool and genuine leather.	