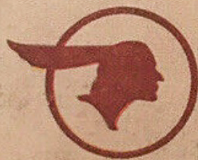
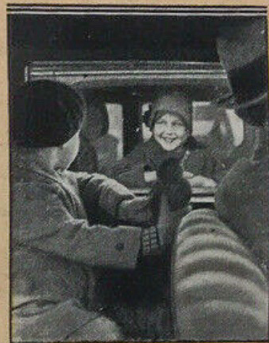


PONTIAC

THE FINE 6



MAKING NEW FRIENDS AND KEEPING THE OLD

HUMBOLDT GARAGE

Pontiac the Fine Six
Fine to look at . . .
to drive . . . to own

THE Oakland Motor Car Company and General Motors take pleasure in presenting the new Pontiac, the fine Six. In smart appearance, in comfort, in performance, in value, it represents an achievement in motor car building. With bodies styled by Fisher, attractiveness of line extends from the new "V" radiator and in-built chrome-plated screen to the heavy, single-bar bumper at the rear. And the



lengthened wheelbase permits long, spacious bodies, with riding ease enhanced by balanced design and by rubber cushioning at 43 chassis points. Powered by its big 60 horsepower motor, Pontiac attains rare brilliancy in performance. And the fine Pontiac is offered at new low prices. Typical of its value are the five wire wheels as standard equipment, at no extra cost.

Built Finely . . . Built
Faithfully . . . to your
ideals and ours . . .

YOUR ideals of quality and of performance set the standards for Pontiac, the fine Six. The same honesty of purpose, the same sincerity of manufacture that would guide you, was our guide in producing this fine automobile. » » In designing the new Pontiac car, traditions of fine car building as old as the industry governed our engineers. They created a car embodying the fine car



qualities you want in an automobile—splendid performance, reliable service and long life. » » With your high ideals guiding them, critical craftsmen, with the will and the skill to excel, built the new Pontiac finely and faithfully. The result is a car of surpassing goodness. » » We believe you will take as much pride in owning the new Pontiac as we do in having designed and produced it.

MAKING NEW FRIENDS AND KEEPING THE OLD



THE BEAUTIFUL PONTIAC
SPORT COUPE

MAKING NEW FRIENDS AND KEEPING THE OLD



THE LARGE, ROOMY
4-DOOR SEDAN



MAKING NEW FRIENDS AND KEEPING THE OLD



THE SPACIOUS, CONVENIENT
2-DOOR SEDAN

*April 1932
Hollister
755
20009
325 sedan*



MAKING NEW FRIENDS AND KEEPING THE OLD



THE RICHLY STYLED
CUSTOM SEDAN



MAKING NEW FRIENDS AND KEEPING THE OLD



THE BUSINESS MAN'S
PRACTICAL COUPE

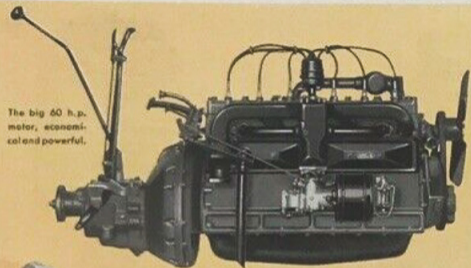


MAKING NEW FRIENDS AND KEEPING THE OLD

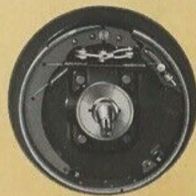


THE SMART, BRILLIANT
CONVERTIBLE COUPE

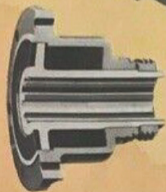
» » » » A few of the Many Mechanical



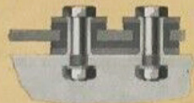
The big 60 h.p. motor, economical and powerful.



New internal, four-wheel mechanical brakes are unusually large and operate easily and surely.



A rubber cushion drive hub, insulating the rear axle and propeller shaft from the power plant, is typical of the complete cushioning throughout the car.



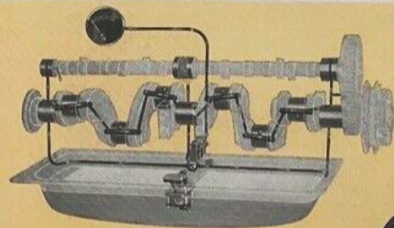
FRONT ENGINE MOUNTING



REAR ENGINE MOUNTING

A new type four-point live rubber mounting insulates the motor from the frame and adds to car life.

Refinements in Pontiac the Fine Six » » » »

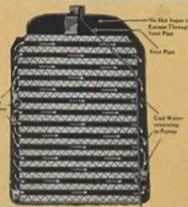


In the Pontiac big 60 h.p. motor, oil is pumped under controlled pressure to front and rear camshaft bearings as well as to all main and connecting rod bearings.



Inlox rubber bushings in the spring shackles ease riding, deaden noise, and eliminate twelve lubrication points.

The efficient cross-flow radiator by means of its circulating system prevents loss of water or anti-freeze solution.



New wheel and rim construction increases volume of air in the tires by 13 per cent without increasing size of tires. This means added stability and easy riding qualities. Five wire wheels are standard equipment at no extra cost on all Pontiac Cars.



13% ADDED AIR CAPACITY

Only a Product of General Motors could give you such quality . . . at such a price

FROM every standpoint of appearance, design, manufacture and true value, Pontiac, the fine Six, reflects the benefits of its close association with General Motors. » » Its bodies are built by Fisher—world's foremost producers of fine automotive coach work—and a unit of the General Motors Corporation. » » Its advanced engineering reflects the knowledge and skill of General Motors great Research Staff—and the



wide experience gained at the General Motors Proving Ground. » » Its generous value is a direct result of the vast purchasing power, the great volume production and the diversified resources of General Motors. And the financial services of G. M. A. C. make the purchase of a new Pontiac a friendly, economical transaction. » » In fact—only a product of General Motors could give you such a fine car at such a low price!

Qualities you prefer, the Pontiac provides generously at low prices

Smart Appearance. Supplementing the beautiful front ensemble, with new "V" radiator and in-built chrome-plated screen, are Fisher bodies in six attractive types. Fisher luxury features and craftsmanship set Pontiac apart as a truly distinctive car. Lines are low, sweeping, graceful. Five wire wheels are standard equipment at no added cost.

Luxurious Comfort. Many Pontiac refinements provide the comfort you seek. Lengthened wheelbase permits long, spacious bodies. Riding is further eased by rubber cushioning at 43 chassis points, including Inlox rubber spring shackles, which deaden noise and reduce road shocks. The new design of semi-drop wheel rim also adds to riding comfort by increasing the volume of air in tires without increasing tire size. Lovejoy shock absorbers are also standard equipment at no extra cost. And the Fisher bodies carry deep, luxury-type cushions.

Brilliant Performance. Pontiac's big 60 h. p. six-cylinder motor is economical, yet rugged, powerful, with quick smooth acceleration. Pistons are electroplated for close and accurate fit in cylinders and for long life. The cross-flow radiator, one of the many features contributing to economical operation, prevents the loss of water or anti-freeze liquid by evaporation. The new

rear axle has sturdy differential housing, new pinion roller bearing, with oil sealed in and dust sealed out.

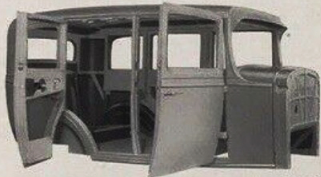
Handling Ease. You want a car that handles easily on the road, in traffic and in parking. Pontiac is built to your ideals. The new 17-inch, three-spoke steering wheel with a favorable gear ratio makes turning the front wheels easy, even when the car is at a standstill. All controls are conveniently placed. And the driver's seat is adjustable.

Safety. Safety is an important factor in the car you drive. The new Pontiac frame, with fifth cross-member, is heavy and rigid, giving the car unusual strength as well as making a firm foundation for the body. The extra large, mechanical, internal-expanding, four-wheel brakes operate easily, softly and surely.

Economy of Operation. You would not associate Pontiac's operating economy with its remarkable performance. Low in first-cost, Pontiac is low in fuel, tire and maintenance costs because of its fine engineering and balanced design.

Added Value. Other features that add to Pontiac value are heavy, single-bar bumpers, front and rear; one-piece fenders; steel running boards; one-handle hood lifts; tailored splash apron; chrome-plated fender lamps.

Body by Fisher » » Your Guarantee of style, luxurious comfort, lasting satisfaction » »



With bodies by Fisher smartly styled and tastefully finished in Duco, the new Pontiac is truly a car of exceptional beauty, comfort and distinction.

The famous Fisher hardwood and steel construction assures

quietness and long life. Typical of the new Pontiac bodies is the forming of cowl and windshield pillars in one strong unit, without the usual joints where the cowl meets the windshield posts. Narrow windshield pillars provide an improved vision.

Features of Pontiac Design

All models: Adjustable driver's seat. Slanting, non-glare windshield. New double bead moulding. Automatic windshield cleaner. Rear view, non-glare mirror; convenient inside door lock controls; concealed door checks; Ternstedt design interior body hardware; luxury type cushion springs; felt backed floor mat; insulated dash; sealed openings around

pedals, control levers and steering column; concealed hood latches with single operating lever; five wire wheels (wood optional); Lovejoy shock absorbers; chrome-plated head lamps, combination tail and stop lamp, and fender indicator lamps; chrome-plated, in-built radiator screen.

Upholstery: Mohair, whipcord, leather.

MAKING NEW FRIENDS AND KEEPING THE OLD

S P E C I F I C A T I O N S

ENGINE—Six cylinders, L-head, honed cylinders cast en bloc with crankcase integral. Bore, 3 1/4 inches; stroke, 3 1/4 inches; displacement, 200 cubic inches. Silent chain camshaft drive. Harmonic balancer. Four point engine supports. Insulated from frame with rubber inserts.

CRANKSHAFT—Three-bearing counterweighted type, weighing 53 pounds, statically and dynamically balanced. Bronze-backed, babbitt-lined interchangeable main bearings.

CAMSHAFT—Drop-forged steel, integral cams. Silent drive with 1 1/4-inch chain. Oil fed to front and rear bearings under pressure; to center, by spray.

PISTONS—Semi-steel, assembled in matched sets. Piston pin locked in piston by special aluminum plugs inserted in pin prevent piston pin rattle.

CONNECTING RODS—Drop-forged, heat-treated. Selected in matched sets. Lower bearing high-grade babbitt; upper bearing, bronze.

VALVES—Intake valves, 1 1/4-inch clear diameter nickel steel; exhaust valves, 1 1/4-inch clear diameter silicon chromium. Valve spring dampeners. Tappets self-oiling.

LUBRICATION SYSTEM—Constant flow type, pressure being regulated by adjustable pressure relief valve. Pressure feed from gear-driven pump to all main bearings, connecting rods, timing chain, and front and rear camshaft bearings. Submerged gear type oil pump, driven off camshaft. Valve compartment open to spray. Oil capacity 6 quarts. Pressure-suction type crank case ventilator.

FUEL SYSTEM—Gas pump feed and filter. Thirteen-gallon elliptical tank in rear provided with gauge on dash.

CARBURETOR—AIR SILENCER—1 1/4-inch vertical, with accelerating pump and economizer. New air silencer.

ELECTRICAL SYSTEM—Delco-Remy starting, lighting, and ignition. Foot-controlled tilting beam headlights.

13-plate, 80-ampere hour storage battery. Approved chrome-plated combination tail light and stoplight. Chrome-plated headlamps and fender indicator lamps. Delco-Remy ignition coil with lock.

CLUTCH—Dry single disc type, ventilated and self-adjusting. Driven disc faced with moulded lining.

COOLING SYSTEM—New chrome-plated "V" type radiator shell and screen; positive water circulation; cross-flow core with thermostat control. Frontal area core, 442 square inches. Capacity, 14 quarts.

TRANSMISSION—Threespeeds forward and one reverse. New Departure ball bearings for main drive shaft. New rubber-cushioned drive hub.

FRAME—Pressed steel channel section, 5 inches deep, 2 1/2 inches wide. Five cross members. Integral bumper mountings. New design tire carrier.

STEERING GEAR—Hourglass type, hardened steel, worm-and-sector gear. Worm mounted on taper roller bearings. 17-inch steering wheel. Ebony finish rim.

INSTRUMENT PANEL—Speedometer, gasoline gauge, oil gauge, and ammeter in center of depressed panel are individually mounted. On one side are ignition lock and lighting switch buttons; on other are choke and throttle control buttons. All are illuminated by a soft, reflected light. Special finish instrument panels on sport models.

FRONT AXLE—Heavy, drop-forged, I-beam, reversed

Elliott type. Ball and socket tie rod connections have springs to cushion shocks and automatically take up wear.

REAR AXLE—Heavy semi-floating type, spiral bevel drive gears. New Departure ball bearings used throughout except pinion and wheel bearings which are Hyatt roller type. Rubber insulation between axle and springs.

WHEELS—Five wire wheels standard; wood wheels optional. New design semi-drop base rim, 19x3 inches.

TIRES—Low-pressure balloon cords, 29x5 inches, non-skid tread. Spare tire extra.

BRAKES—Larger four-wheel brakes of mechanical type, internal-expanding with 12-inch brake drums; hand brake lever connected to all four service brakes.

SPRINGS—Semi-elliptic, front and rear. Length of front springs, 36 inches; width, 2 inches; rear springs, 54 inches; width, 2 inches. Rear springs, silicon-manganese-steel. New Inlox rubber spring shackle bushings.

SPRING COVERS—Standard, at slight extra cost.

LOVEJOY SHOCK ABSORBERS—Standard equipment, included in the list price.

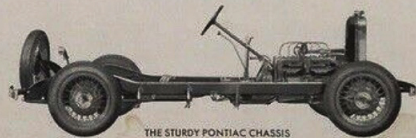
BUMPERS—New design wide, single bar chrome-plated front and rear bumpers are standard equipment on all models at extra cost.

BODIES—Built by Fisher. See page 14 for body features.

UPHOLSTERY—Custom Sedan and Sport Coupe trimmed with either mohair or whipcord; Convertible Coupe trimmed in leather; other models in mohair. Rumble seats trimmed in fabricoid to match.

We reserve the right to make changes or improvements at any time without incurring any obligation to install same on cars previously sold.

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICHIGAN



THE STURDY PONTIAC CHASSIS