



PONTIAC

'SILVER-ARROW' & 'CHIEFTAIN'



A Word from Pontiac

To its present
as well as
prospective owners

AS THE present Pontiac owner turns the pages of this Catalogue he will be gratified again to see that Pontiac holds unswervingly to its policy of safeguarding its owners against loss of resale value and diminished pleasure in their cars.

Here are no radical changes in style to separate this year's models sharply from previous ones and leave owners lamenting their sudden loss in depreciation and pride of ownership.

The new Pontiacs are even more beautiful and desirable than those of the past. That is only in the natural order of progress.

But they will bring no pangs to existing owners. On the contrary it will be a source of satisfaction to such owners to note the continuance of such established Pontiac characteristics as the Silver Streak bonnet which makes every Pontiac model one of a closely related family.

And that freedom from reckless change and experiment, with its influence on resale value is true, not only of Pontiac's appearance, but of its fundamental engineering features.

Here again there are no belated changes in mechanical design. For Pontiac has always been in the vanguard of progress, adding improvements in advance, not waiting till weight of competition requires it.

Independent Front Wheel Springing, which only today is being adopted generally, has been a feature of Pontiac since 1934.

Safety Shift Gear Control which is another Pontiac feature that is being confirmed by imitation, was introduced by Pontiac in 1938 and even then had some ten years of research behind it.

So to present Pontiac owners who are desirous of making a change to the latest model, Pontiac has no embarrassment either for the products it has sold in the past, or those it offers to-day . . .

. . . while to the prospective Pontiac owner, Pontiac extends an invitation to him to join what Pontiac sincerely believes to be the happiest family of owners in the entire world.



SALE

PONTIAC

PONTIAC

STILL THE MOST BEAUTIFUL THING ON WHEELS

Idea!

WITH THIS PONTIAC "SILVER ARROW" 6-SEATER COUPE YOU CAN OWN A QUALITY CAR FOR LITTLE MORE THAN THE COST OF A SEDAN MODEL OF A CHEAPER MAKE OF CAR

HERE'S a body style which was introduced on Pontiac several years ago and has been a warm favourite ever since for these very good reasons: Firstly, it is dashingly smart and fleet looking. Secondly, it gives you closed car comfort at lower than sedan prices. Thirdly, it is amazingly adaptable, thanks to the Holden Body Engineers who originated it.

On week-end outings it will carry six in comfort . . . for it has a rear seat that is wide and broad and roomy as well as being sprung and upholstered as comfortably as a sedan's.

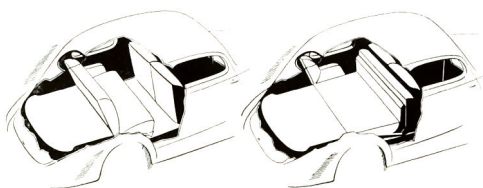
But—when Monday comes and it is wanted as the personal car by the man of the house, it assumes again its cosy, coupe character which makes it such a delightful car to drive alone or with a single passenger.

And—if the owner's business demands the carrying of bulky samples or parcels, then the Pontiac Coupe reveals another advantage.

Simply slip your hand down between the seat cushion and the rear of the back seat and pull! Up will come the seat cushion to pull forward on a hinge and fold back against the driver's seat. Simul-

taneously, down will swing the back to lie upon the floor with its top at the same level as the luggage compartment behind. The result is that the entire back of the car behind the front seat becomes one flat floor . . . an enormous luggage compartment which can be loaded either from the side door or from the rear luggage compartment door.

Not only business men, but campers, sportsmen and the countryman who makes trips to town for supplies, find the Pontiac Coupe the ideal body style. And—it's just made to order for young families. With the youngsters in the back seat their parents can enjoy their motoring secure from the fears of accident through an inadvertently opened rear door.



The diagram at left shows the rear seat of the Pontiac "Silver Arrow" Coupe in place. Note the capacity of the trunk even with the rear seat erect. Diagram at right shows the rear seat lowered, and the consequent huge increase in the luggage capacity of the car.



Yes! All this luggage...and more!

There's room for a mountain of luggage in the Pontiac All Enclosed Coupe. It will take even a fair sized cabin trunk with equanimity—along with half a dozen or more suit cases, bags of golf sticks, etc.



Pontiac Silver Arrow

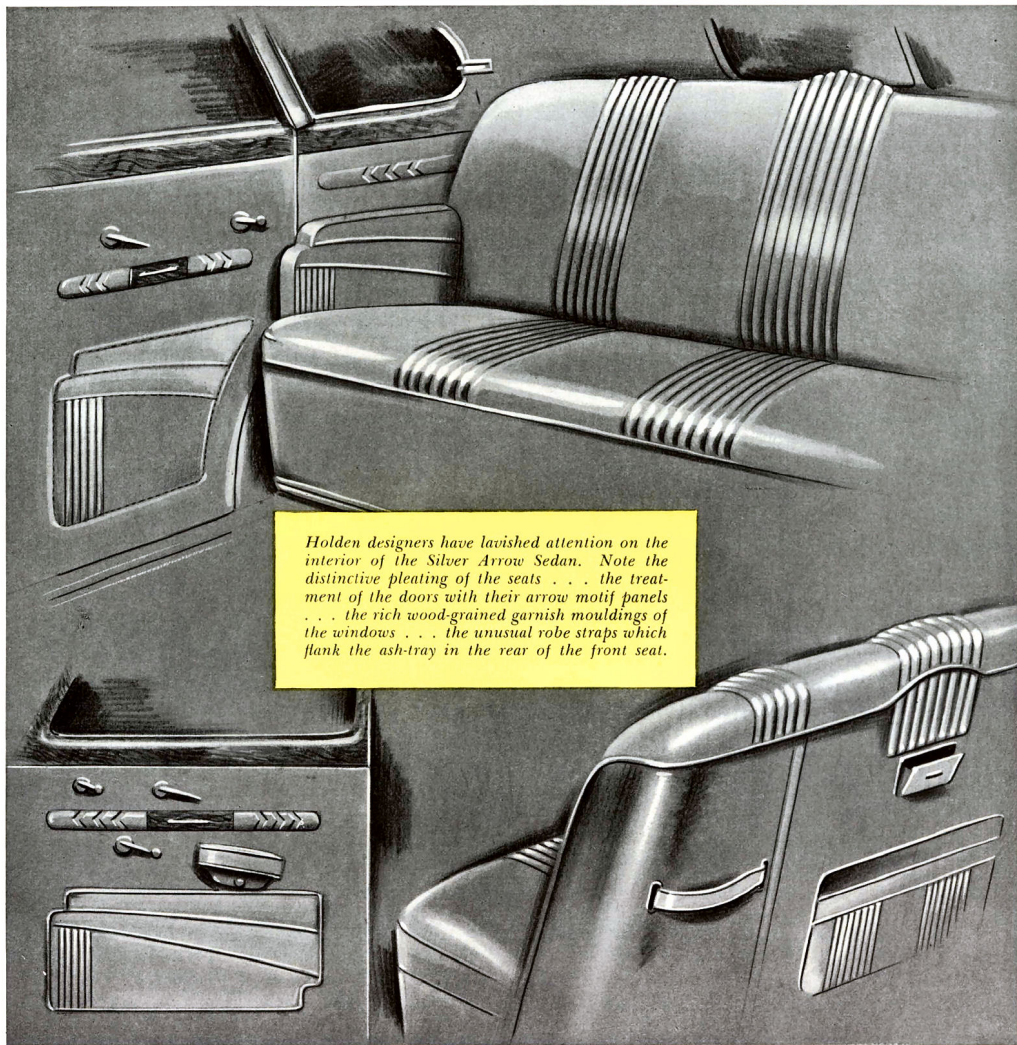
COUPE

There's the promise of fleetness and flashing performance in every line of this Pontiac Silver Arrow Coupe. It's the car for smart people and smart places. Yet it is satisfactorily economical to run . . . due to such Pontiac features as the Scotch Mist Manifold, Octane Selector, Automatic Choke, etc. And it is engineered so well that it will see the inside of a Service Station probably less than any other car. Pontiac's square design engine is famous not only for its smoothness and silence but also for its seeming imperviousness to age and mileage.

Pontiac Silver Arrow

SEDAN

OF 115-inch wheelbase as against the 120-inch wheelbase of the "Chieftain" model . . . of reduced overall length . . . and with a turning circle of 35 ft. 9 in. (actually 2 ft. less than the excellent circle of the "Chieftain" model) the Pontiac "Silver Arrow" will enjoy a well deserved popularity. In beauty, roominess, luxury, appointments and performance, it is a true Silver Streak Pontiac, worthy



Holden designers have lavished attention on the interior of the Silver Arrow Sedan. Note the distinctive pleating of the seats . . . the treatment of the doors with their arrow motif panels . . . the rich wood-grained garnish mouldings of the windows . . . the unusual robe straps which flank the ash-tray in the rear of the front seat.

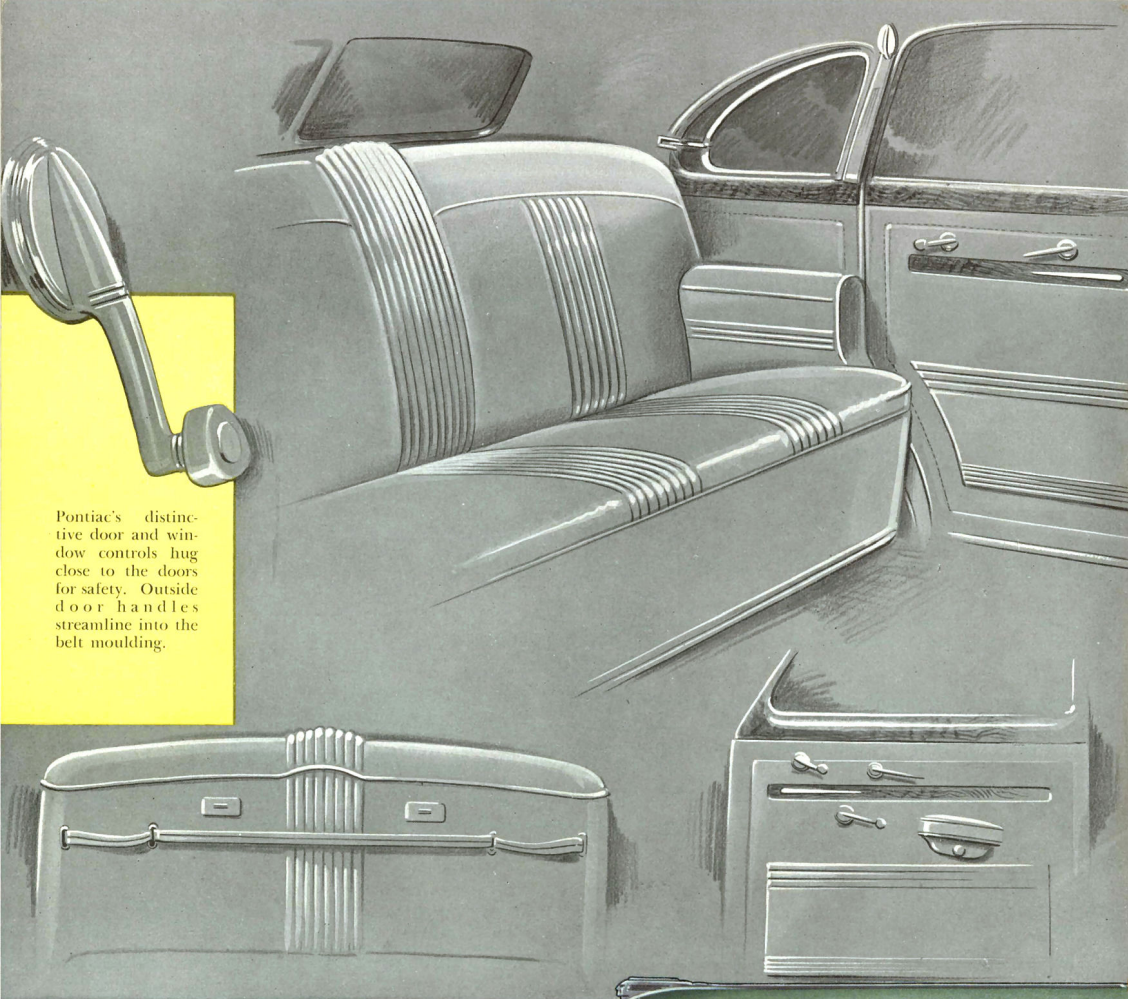
The leathers used in Pontiac are the new super-dull finish which resist that shiny, worn appearance.

in every way of carrying on Pontiac's tradition as "The Most Beautiful Thing on Wheels." Yes, it has Independent Front Wheel Springing and the Safety Shift Gear Control which Pontiac pioneered a full twelve months ago and which some competitors are only now introducing. It is equipped, too, with No-Draught Ventilation, Multi-Adjustable Front Seat with Automatic Height Control, Relax-o-form Seat Springing, Dual Electric Windscreen Wipers, Dual Sun Visors, etc.

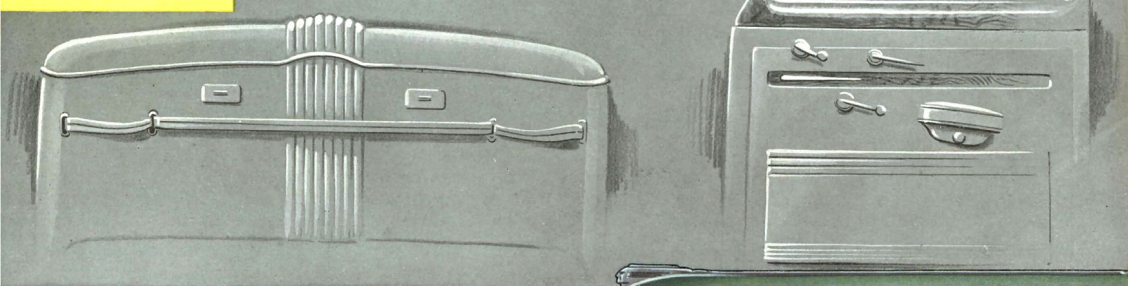


Pontiac Chieftain Sedan

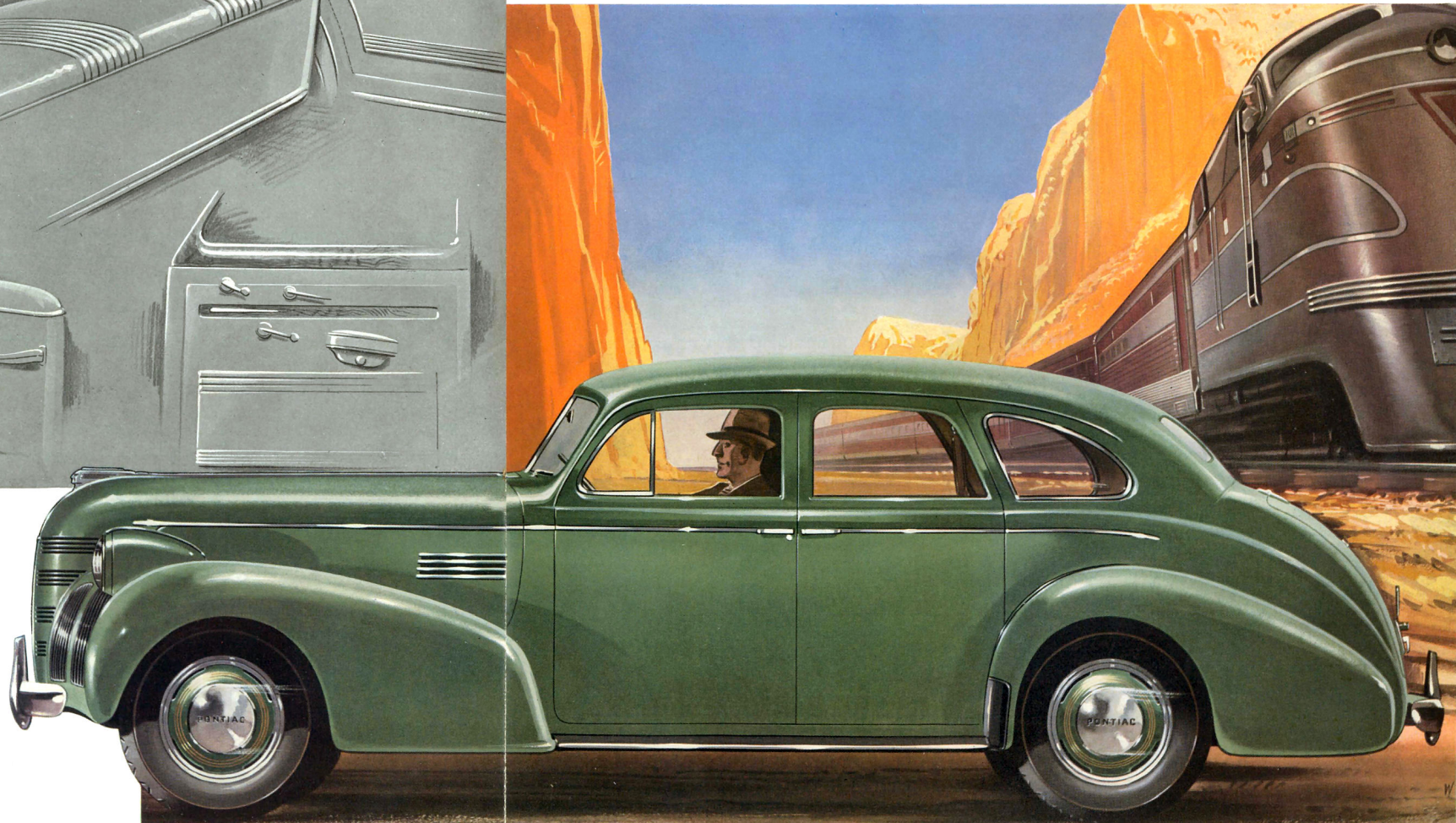
Here is the biggest, most luxurious Six of all Pontiac history . . . 120 inches in wheelbase like higher priced Eights . . . with the roominess and airiness that count for so much. Inside, you sink back in wide, broad, deep-sprung Relax-o-form seats of soft, super-dull finish leather. There are Armrests to rest your elbow, Assist Loops in which to crook your fingers, No-Draught Ventilation Windows to scoop in cooling breezes in summer and bring draughtless ventilation in winter. There is a Cigarette Lighter both in the instrument panel and incorporated in the Smoking Case in the rear seat. There is an Electric Clock on the Instrument Panel, a Blind to the rear window. Everywhere there is evidence of beauty and good taste . . . in the handsome wood-grained instrument panel and garnish mouldings of the doors . . . in the chromium and tenite door and window controls, in the upholstery treatment, in the softly carpeted floor and smoothly tailored roof.



Pontiac's distinctive door and window controls hug close to the doors for safety. Outside door handles streamline into the belt moulding.



The adjustable arm rests on both front doors, together with glove box, electric clock and cigarette lighter, dual electric windscreen wipers and dual sun-visors, are contributions to the comfort of front seat passengers in the Pontiac Chieftain. And there's equal luxury for the rear compartment passengers. The smoker's companion on the back of the front seat contains a cigarette lighter and vanity equipment, while balancing it is a good sized ashtray. The robe strap, it will be noted, is well below these fittings so that coats and rugs do not obscure them.





Pontiac's Visionair

Pontiac's bodies warranted a special name to distinguish them from other bodies. So Pontiac christened them VISIONAIR—for they give you more *vision* and more *air*. These great advantages are due to two improvements in design and body construction. (1) The lowering of the frame and floor of the car and (2) The new box-frame construction of the Holden body. Consider each in turn.

Firstly, because the frame and floor of the car are lower by nearly two inches, while the roof line of the car has been kept at the same level, Holden engineers have been able to lower the sills of windows and windscreen.

As a result, all side windows, as well as the windscreen are deeper . . . with many added inches of safety glass. No longer is half the landscape cut off by a high window sill. You see more of the scenery, while the driver sees more of the road immediately ahead, a priceless advantage in weaving through traffic.

Secondly, corner and side pillars are all considerably slenderer in section. The windscreen pillars, for instance, are of over an inch smaller section than previously. No longer are you in fear of blind spots. You drive with a sense of blessed security. And you drive with greater safety for another reason . . . for

the box-frame construction of Pontiac's body by Holden brings even greater rigidity.

You can understand why this is so by visualising a piece of steel of what engineers call "channel section." As the diagram below illustrates, a length of such channel section can be flexed and twisted by exertion of sufficient force.



A complete box section, as shown below, will, however, be absolutely impervious to the exertion of the same force upon it.



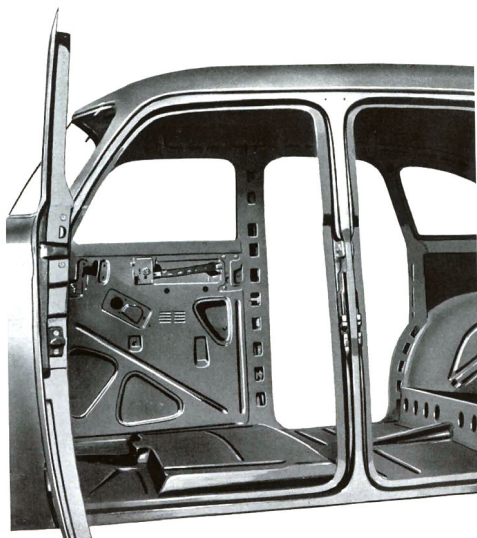
It is the application of the box-section principle which gives both the frame and body of a Pontiac their immense strength and resistance to weaving, and which allows of the use of windscreen pillars which are slenderer and at the same time stronger than former corner pillar construction.

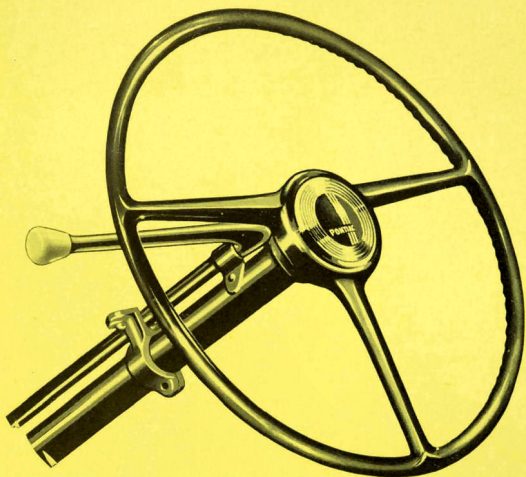


Body by Holden

In the Pontiac, corner pillars—side pillars—roof rails and body sills are of complete box-section . . . forming 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—a triumph made possible only by plant such as the leviathan 1000 ton press at the Holden Body Works, the only press of its capacity in Australia.

Right throughout Pontiac's Unisteel Body by Holden will be found advancement after advancement, the result of Holden engineers' untiring search for improvement in body construction. Hinges, locks, strikers and dove-tails are all better designed, better made, rattle-proof and more durable. Hinges are supplied with a lubricating reservoir . . . all points of extra value. All sliding windows too are improved . . . not only increased in area for greater visibility, but made more rattle-proof. It requires a ride in a Pontiac to realise the final advantage of its Unisteel Body by Holden. Flying along you can experience a new sense of restful travel, free of road rumble and outside noises due to scientific sound insulation. You step out of your Pontiac after a long journey with a new and delightful sense of freedom from fatigue.



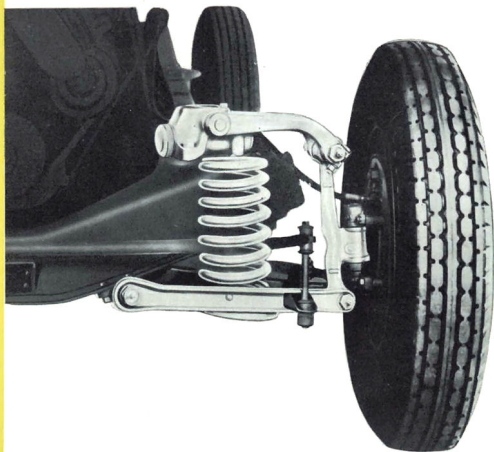


Safety Shift Gear Control

Pontiac has had 12 months more experience of it than any other car in its field.

Pioneered by Pontiac, Safety Shift Gear Control has spread to cars above and below Pontiac in price. For, as we said, Safety Shift Gear Control is the next logical step in motor car improvement, removing the old type gear lever which once impeded the middle passenger and replacing it with a short gear lever control arm on the steering column just a few inches from the driver's hand. With 12 months more experience of Safety Shift Gear Control than any other manufacturer, Pontiac is able to offer further improvements upon it. Firstly, it is improved in appearance, with the exposed parts smaller and less conspicuous. Secondly, Pontiac has added a booster spring mechanism which reduces the effort to shift gears by up to 50 per cent. Thirdly, Pontiac has made the position of the gear shift lever on the steering column adjustable to the driver's reach. In Pontiac's Safety Shift Gear Control you thus get the original as well as the most improved Safety Shift Gear Control offered to-day.

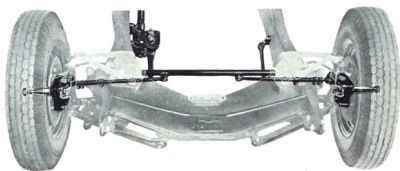
Approximately



A Pontiac Feature since 1934!

Independent Front Wheel Springing

As a General Motors product, Pontiac was one of the first cars to offer you the advantages of Independent Front Wheel Springing—a lead that several competitors are only following this year. Thus Pontiac's Independent Front Wheel Springing is the product of five years' experience with this form of suspension. To-day, while Pontiac's Independent Front Wheel Springing remains unchanged in principle, a number of refinements have been made having more road clearance, greater strength and smoother operation.

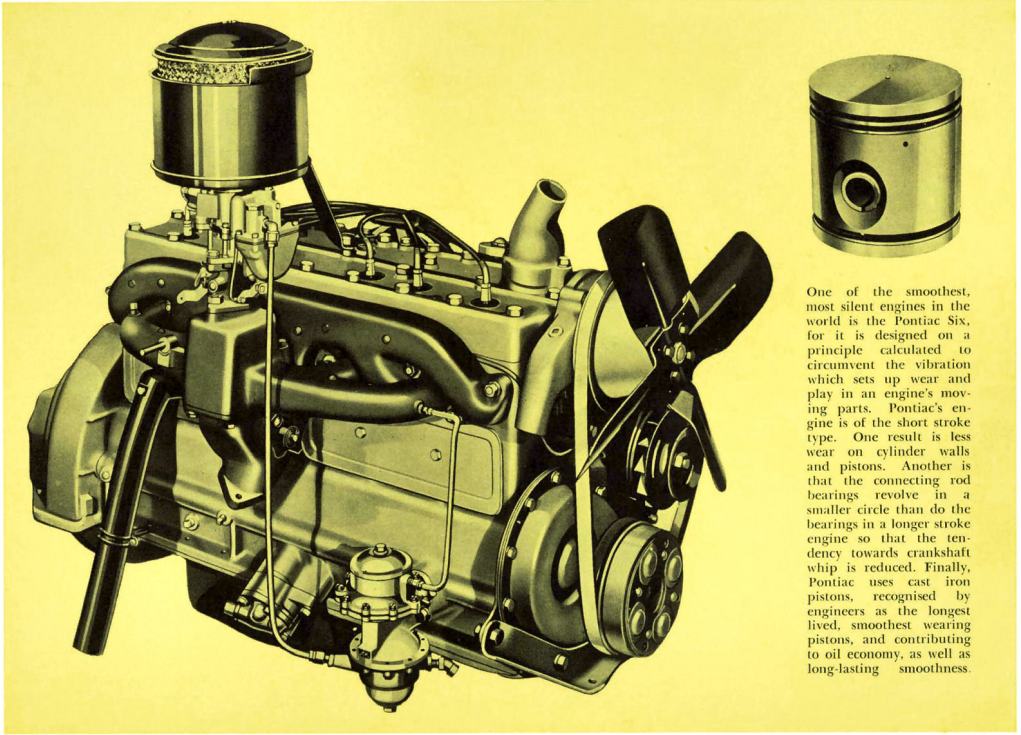


Even Easier Handling than before

The easiest Handling Car on the Road: Pontiac has long been noted for its ease of handling and superior roadability. That substantial feeling of finger touch, positive control which has been a characteristic of previous model Pontiacs, and is readily appreciated after only a few minutes of demonstration, has often been the deciding factor in many sales. And motorists who have driven a Pontiac day after day on long tours marvel at the absence of that "tired feeling" after a long day's run. This year, Pontiac's Steering has been made still easier, and roadability still further improved by a brand new type of steering mechanism—the Link Parallelgram Steering System.

15,000 Separate Parts.

and every one has its story of quality engineering to tell



One of the smoothest, most silent engines in the world is the Pontiac Six, for it is designed on a principle calculated to circumvent the vibration which sets up wear and play in an engine's moving parts. Pontiac's engine is of the short stroke type. One result is less wear on cylinder walls and pistons. Another is that the connecting rod bearings revolve in a smaller circle than do the bearings in a longer stroke engine so that the tendency towards crankshaft whip is reduced. Finally, Pontiac uses cast iron pistons, recognised by engineers as the longest lived, smoothest wearing pistons, and contributing to oil economy, as well as long-lasting smoothness.

Marvellously Smooth . . . uncannily silent . . . satisfyingly economical . . . and seemingly impervious to mileage.

The heart of Pontiac is its famous space design engine with its inherent smoothness and silence (see above). In soundness of engineering, thoroughness of cooling, lubrication and ventilation of the crankcase, Pontiac is a model to the entire industry and amazingly free from trouble—while its economy is no less remarkable.

All Weather Engine Cooling

Cooling is of major importance to an engine's satisfactory operation. Pontiac not only provides full length water jackets for top-to-bottom cooling of each cylinder, but circulates the water completely around each cylinder, cooling each thoroughly instead of compromising with the cheaper cooling-in pairs principle. Moreover an Automatic Temperature Control Thermostat governs the water circulation, shutting off the supply of cold water from the radiator for a warm-up period while starting...while the system of Gusher Valve Cooling pumps the

coolest water in the system direct to each exhaust valve port, effectively cooling the seats and eliminating the frequent need of valve grinding.

Metered Flow Lubrication

Obviously smoothness and efficient lubrication go hand in hand. Pontiac's Full Pressure System not only lubricates under pressure every bearing including the important piston pin bearings which are reached through rifle-drilled oil passages up through the connecting rods; the flow is *metered* or controlled to each bearing ensuring it receiving its correct supply of oil and eliminating the fear of a greedy bearing starving others for lubricant.

Crankcase Ventilation

Another provision of Pontiac engineers for the long life of the Pontiac engine is Pressure Suction Crankcase Ventilation by means of which the acid fumes which are formed in every engine

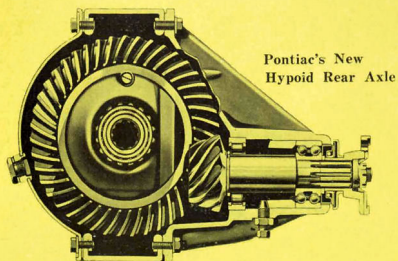
are quickly carried off and discharged under the chassis by a constant current of air, forestalling their corrosive effects.

Octane Selector and Vacuumatic Spark

By means of simple and easily accessible adjustment, the Pontiac owner can advance or retard the distributor timing for the utmost economy, whatever grade of motor fuel he uses. The Octane Selector having been adjusted, Pontiac's Vacuumatic Spark Control automatically times the spark with an accuracy that control by hand could never achieve.

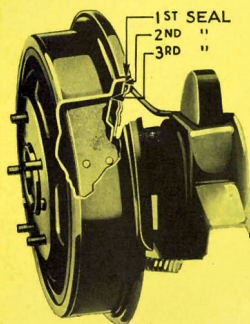
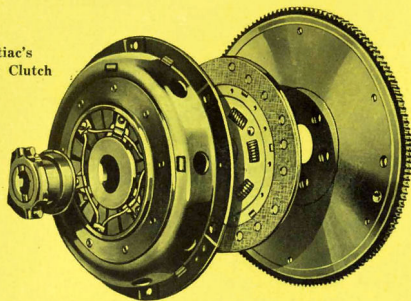
Scotch Mist Manifold

By distributing fuel more uniformly to all cylinders, Pontiac's Scotch Mist Manifold makes it possible to cut down the richness of the vapour several points, at the same time giving increased engine power. The amazing result is, therefore, to decrease fuel consumption, while increasing power and improving acceleration.



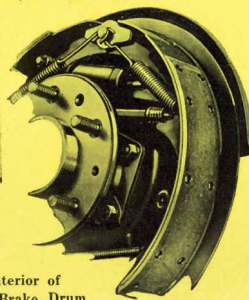
Pontiac's New
Hypoid Rear Axle

Pontiac's
New Clutch



1ST SEAL
2ND "
3RD "

(Left) Pontiac's
Triple-Sealed
Hydraulic Brake



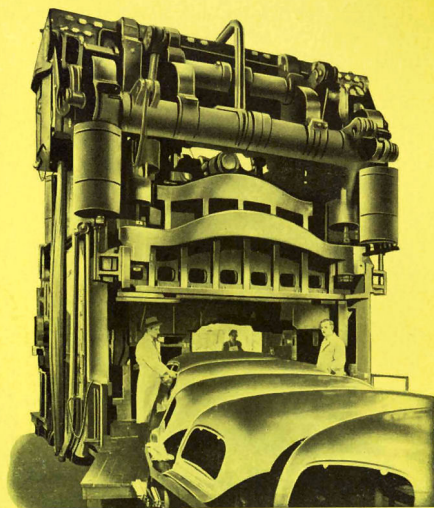
(Right) Interior of
Pontiac Brake Drum

Pontiac's New Hypoid Rear Axle

(Top) An important new Pontiac feature is the New Hypoid Rear Axle, permitting lower floors without tunnels, and at the same time improving rear axle performance. Meshing with the ring gear $1\frac{3}{8}$ " below its centre, the pinion gear shaft, to which the rear universal joint is centred, is sufficiently lowered so that necessary clearance is provided with only a slight swell in the floor, thus preserving an essentially flat floor. With hypoid gears, the tooth strength is greater in relation to ring gear diameter, thus avoiding tooth fracture by fatigue due to high bending stress. Bearing loads are reduced because of the lower spiral angles. In addition, this type of gear lends itself to a high standard of quietness in production manufacturing.

Pontiac's New Clutch

(Centre) In Pontiac's new easy action clutch, a shallow cone shaped, spring steel disc is slotted to form 18 integral clutch release fingers.



YOUR MONEY GOES FURTHER IN A GENERAL MOTORS-HOLDEN'S CAR

The thoughtful motor car buyer assesses not only the merits of a car as it is marketed overseas, but the ability and facilities of its Australian organisation to recreate it, market it and provide permanent service and spare parts facilities for it—all on an economical basis. In plant, equipment and personnel, General Motors-Holden's Ltd. loom among Australia's largest organisations. Five great Australian assembly plants supplement the activity of the 40-acre Holden Body Works at Woodville (S.A.) which houses such equipment as the mammoth 1,000-ton press illustrated above. To compare the overseas and Australian prices of cars is to recognise that "Your Money goes Further in a General Motors-Holden's Car." To study the organisation and the plant behind every General Motors-Holden's car, is to realise why.

This single disc replaces the conventional design consisting of nine clutch springs, nine clutch spring cups and three release fingers, a total of twenty-one parts, formerly used.

Pontiac's Triple-Sealed Hydraulic Brake

(Lower left) The now famous Pontiac Double and Triple Seals of its Hydraulic Brakes are particularly effective at keeping out the brakes' worst enemies, water and mud, thus assuring safe, efficient braking during wet weather. The brake linings, kept free from grit and water, last much longer—an important economy feature.

Interior of Pontiac Brake Drum

(Lower right) The self-energizing principle as applied to Pontiac's duo-serve, hydraulic brakes results in extremely easy pedal operation and positive control. Light brake pedal pressure is multiplied many times and is transformed into powerful stopping force at the wheels.



To make your enjoyment
of Pontiac absolutely perfect . . .

'AIR CHIEF' CAR RADIO



(At Left): The handsome 'Air Chief' Speaker which fits flush with the roof and harmonizes with the car's interior.

(At Right): The compact 'Air Chief' Receiver Unit (the smallest and lightest weight set built) fits snugly behind the instrument panel.



(At top): Specially designed to match Pontiac's handsome instrument panel, the 'Air Chief' controls have modern, straight-line tuning, as featured in the best home receivers.

ADD to your enjoyment of your Pontiac (and incidentally heighten its value) with an 'Air Chief' Car Radio. On long trips or short trips, on weekend jaunts or going about your week day business, you will find 'Air Chief' a happy companion that will keep you in high spirits. The quality radio of its field, 'Air Chief' has controls to harmonise with Pontiac's handsome instrument panel. 'Air Chief' is Australia's most perfect car radio—a six-valve superheterodyne set having three double purpose valves, giving it 9-valve performance. You have a choice of speakers—either over the windshield or under the dash and also you may have either an under-running board aerial or the stylish new overhead aerial. Ask your dealer to demonstrate to you the rich tone and clarity of reproduction of 'Air Chief' Car Radio. Remember if you are buying your Pontiac on terms you can include the cost of an 'Air Chief' Car Radio in your monthly payments.

OTHER NASCO ACCESSORIES THAT WILL INDIVIDUALIZE YOUR PONTIAC



MATCHED
HORNS SET



VISOR
VANITY MIRROR

ACCESSORIES FOR "SILVER ARROW" AND "CHIEFTAIN" MODELS
Wheel Discs (Set) . . . Petrol Tank Locking Cap (Illus.) . . . Exhaust Extension . . .
Matched Horns set (Illus.) . . . L.H. Tail Lamp Assembly . . . Fender Marker . . .
Visor Vanity Mirror (Illus.) . . . Fender Lamp Set . . . Rubber Blade Fan . . . Rear
View Telescopic Mirror, hinge pin mounting . . . Auto Compass . . . Kool Kooshion
(Illus.) . . . NASCO Duco Cleaner and Polish . . . NASCO Leather Cleaner and
Preservative . . . GM Chromium Cleaner and Polish . . . GM Cellulofol.



PETROL TANK
LOCKING CAP



KOOL KOOSHION

ACCESSORIES FOR PONTIAC "SILVER ARROW"
Flexible Steering Wheel . . . Electric Clock . . . Wheel Moulding Set . . . Ash Receiver.

Specifications

PONTIAC SILVER ARROW (Sedan and Coupe)

WHEELBASE: 115 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., I. head Engine. Mounted on the chassis at 3 points on highly resilient cushions of high quality wear-resisting rubber. Bore 3 $\frac{7}{16}$ inches...Stroke 4 inches...Displacement 222.7 cubic inches...Compression Ratio 6.2 to 1...Electroplated Cast Iron Pistons...Heavy 85 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...13 $\frac{1}{2}$ 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: Entirely new single plate clutch with single spring eliminates 21 parts.

TRANSMISSION: Safety Shift Gear Control with all-quiet synchro-mesh helical gears with slightly higher ratios in low gear giving rapid acceleration.

REAR AXLE: Semi-floating hotchkiss drive with hypoid gears permit tilting lowering the frame of the car by 2 inches.

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 5-17/32nds inch deep, braced by a powerful X-member of massive steel I-beams.

STEERING: Entirely new steering mechanism, the linked parallelogram steering system, giving marked improvement in 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 deeper windscreen and side windows and narrower corner and side pillars. I 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. Armourplate safety glass in all side windows and windscreen.

INSTRUMENT PANEL: Grouped and indirectly lighted instruments, locking Glove Box, Cigarette Lighter, and provision for installation of Radio Controls, Instrument Panel Ashtray and Clock.

DRIVING COMPARTMENT: Distinctive full vision steering wheel, adjustable armrests on front doors. Dual Electric Windscreen Wipers, Dual Sun Visors, Multi-Adjustable Front Seat (raising and lowering).

Electric Clock in Glove Box Door, Carpeted Front Floor, Smoker's Companion, including Cigarette Lighter, in back of front seat, Robe Strap incorporating Assist Loops, Rear Window Blind, Trunk Compartment Light, Flexible Steering Wheel, Chrome Wheel Trim Rings, Pillar

PONTIAC CHIEFTAIN (Sedan Only)

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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., I. head Engine. Mounted on the chassis at 3 points on highly resilient cushions of high quality wear-resisting rubber. Bore 3 $\frac{7}{16}$ inches...Stroke 4 inches...Displacement 222.7 cubic inches...Compression Ratio 6.2 to 1...Electroplated Cast Iron Pistons...Heavy 85 lb. crankshaft, 100 per cent. counter-weighted, and statically and dynamically balanced...Harmonic Balancer.

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BODY: Visionair Unisteel Body by Holden with deeper windscreen and side windows and narrower 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. Armourplate safety glass in all side windows and windscreen.

EQUIPMENT

REAR PASSENGER COMPARTMENT: Armrests, Assist Loops on back of front seat, also on Sedan rear quarter pillars, Footrest built into back of front seat, Ash Receiver, Dome Light, Carpeted Floor.

BOTH COMPARTMENTS: Super-dull Finish Upholsters, Deep Spring Relaxo-form seats, No-draught ventilation, Cream Tenuite Window Controls.

ADDITIONAL EQUIPMENT ON THE CHIEFTAIN

Lights with Courtesy Switch, Rocker Panels in lieu of running boards, instrument panel Ash Receiver, Stainless Steel Body Moulding, Centre Arm Rest in rear seat, individual Foot Hassocks.

Prices, Specifications and Equipment subject to change without notice

PONTIAC SERVICE

You are assured of complete after-sale service, when you buy a Pontiac, and this includes a definite guarantee of considerable value. Your Owner Service Policy is one. It entitles you to two thorough inspections and adjustments without charge; it protects you for 90 days or 3,000 miles of operation—whichever is reached first—against defects in workmanship or material. Everywhere, you will find authorised Pontiac Dealers stocking genuine Pontiac spares, and ready to render complete service at all times.

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