

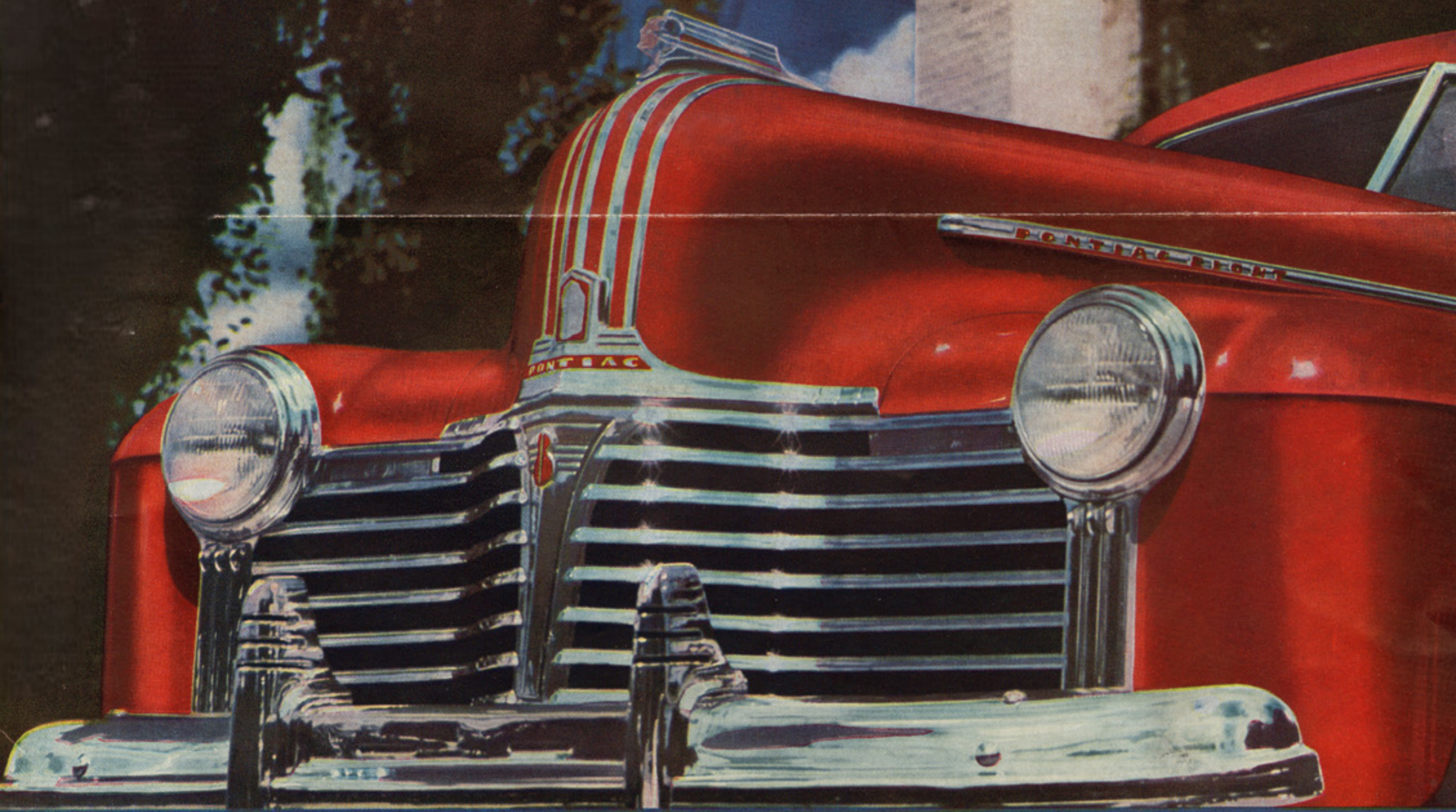
**THE** *Pontiac*

*"Torpedo" Fleet*

**SIXES AND EIGHTS FOR 1941**



*It's Another  
Big Year For  
Pontiac!*

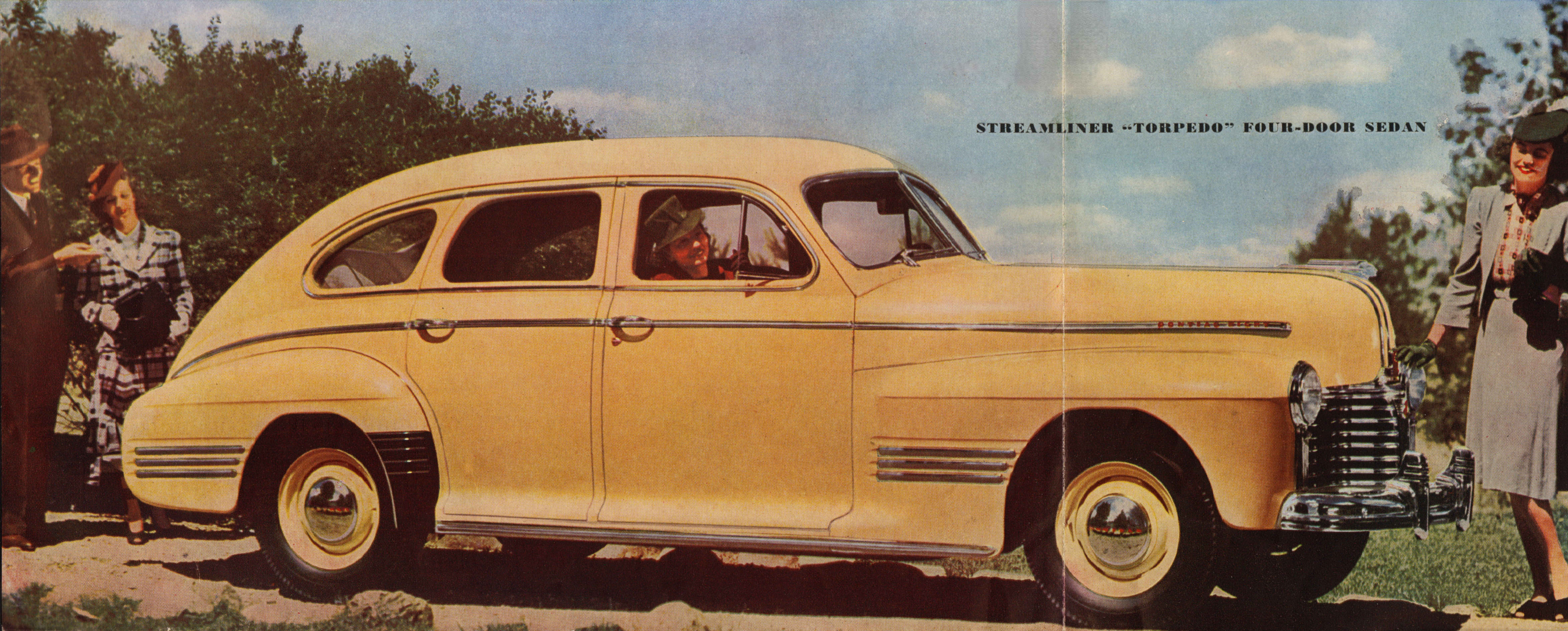


THREE OUTSTANDING NEW LINES OF "TORPEDO" SIXES AND EIGHTS

De Luxe "Torpedo" . . . Streamliner "Torpedo"  
Custom "Torpedo"

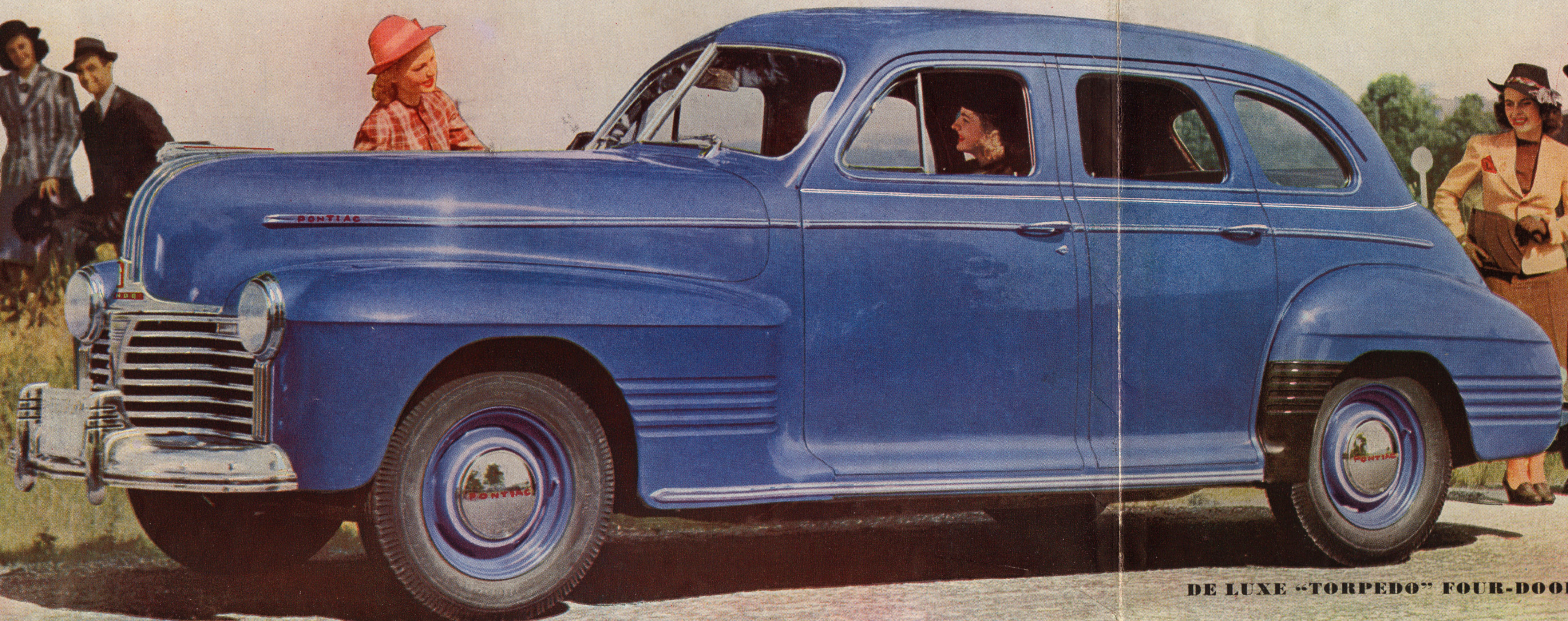


**STREAMLINER "TORPEDO" FOUR-DOOR SEDAN**





Bigger . . . Richer . . . Smarter . . .



DE LUXE "TORPEDO" FOUR-DOOR SEDAN



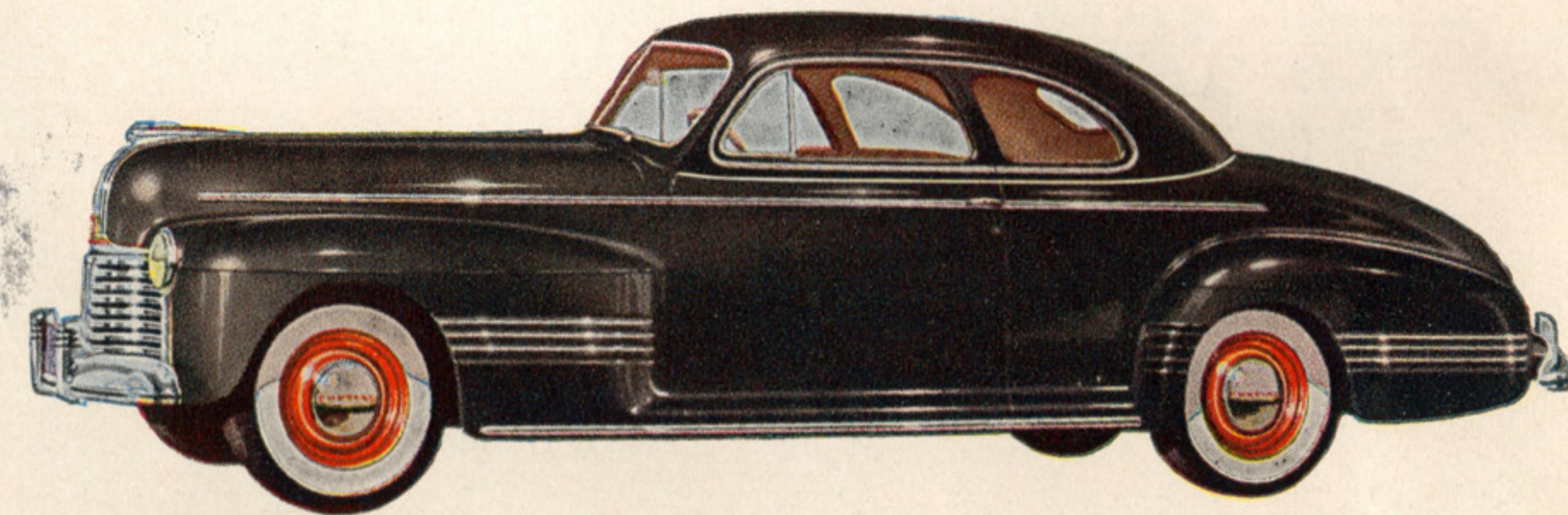


**CUSTOM "TORPEDO" FOUR-DOOR SEDAN**

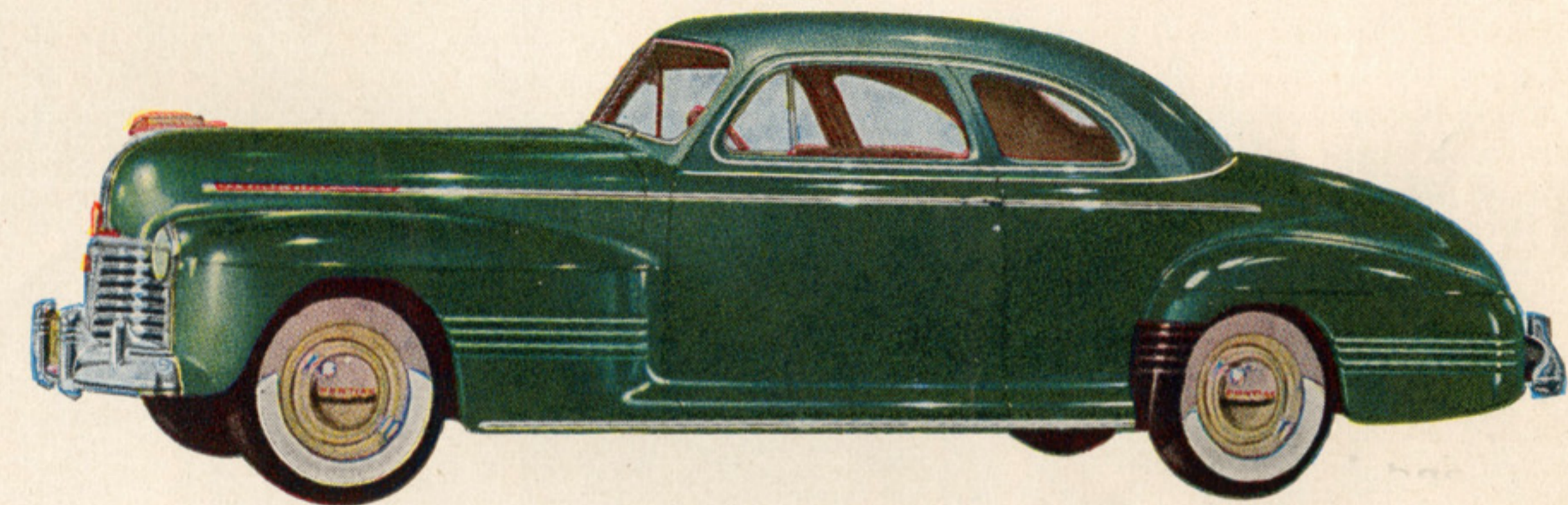
*Two-tone color combination optional at slight extra cost.*



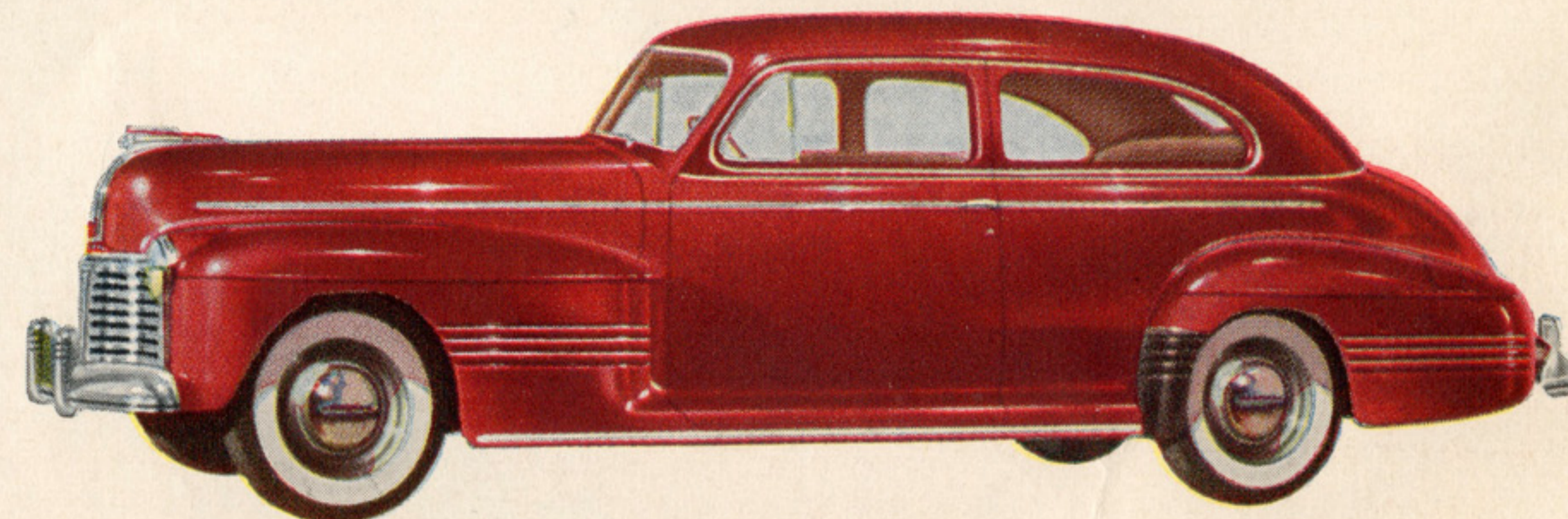
# Ten Beautiful Body Types with a Choice of Six or Eight in Any Model for Only \$25 Difference



**PONTIAC DE LUXE "TORPEDO" BUSINESS COUPE**

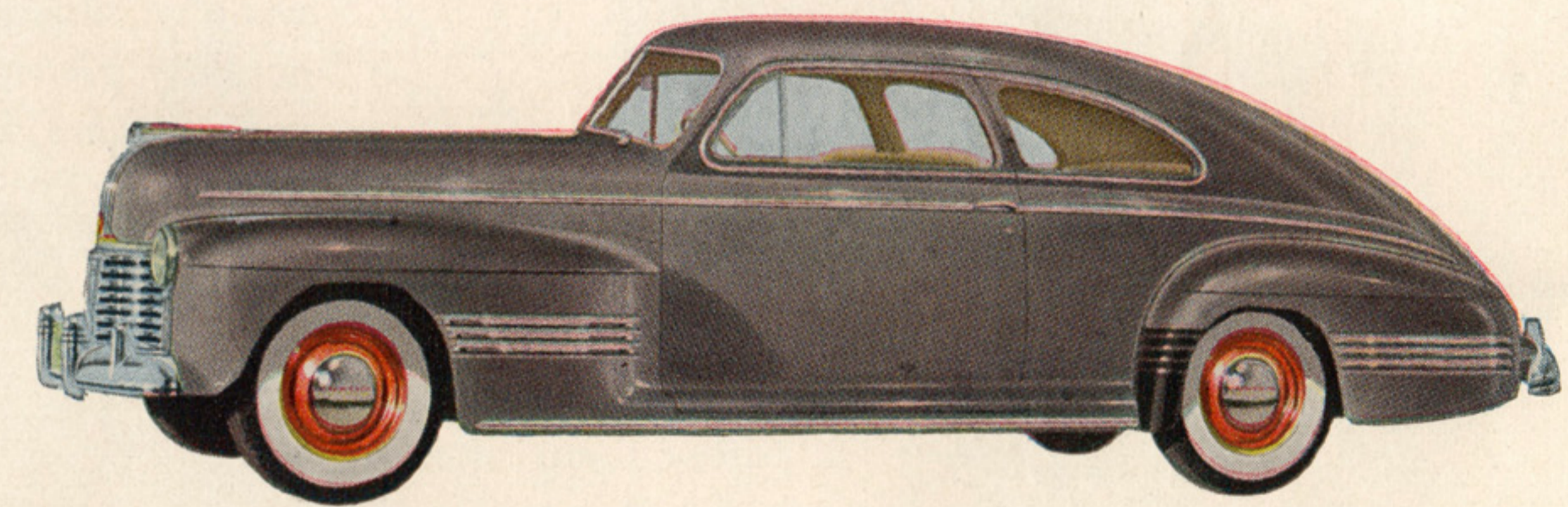


**PONTIAC DE LUXE "TORPEDO" SEDAN COUPE**

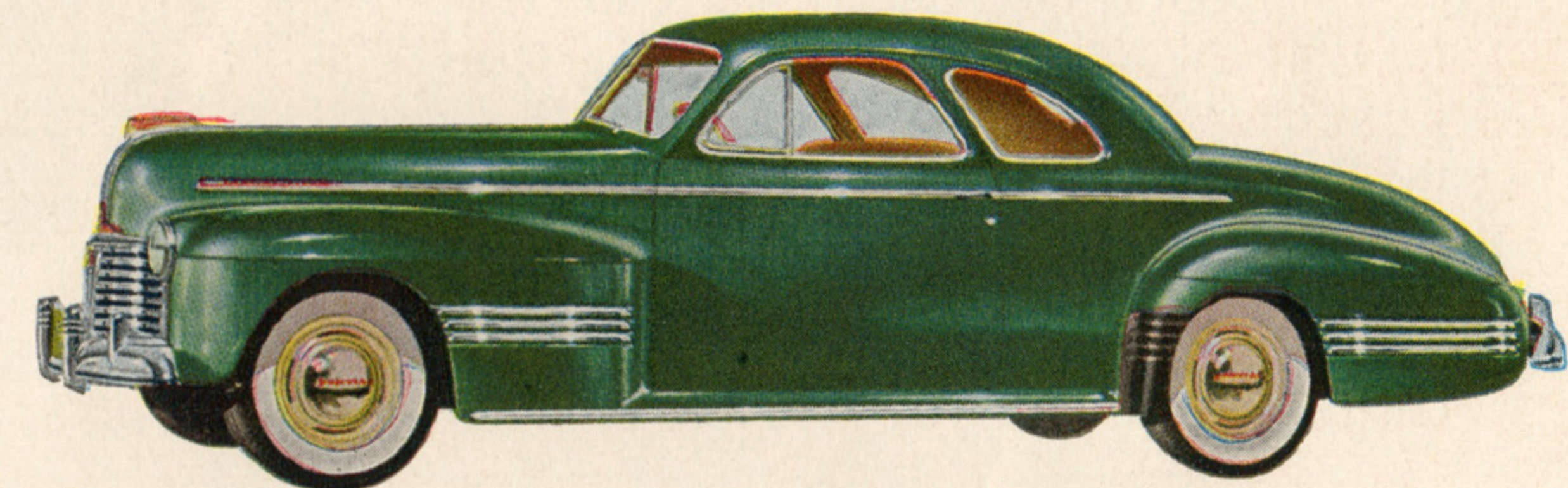


**PONTIAC DE LUXE "TORPEDO" TWO-DOOR SEDAN**

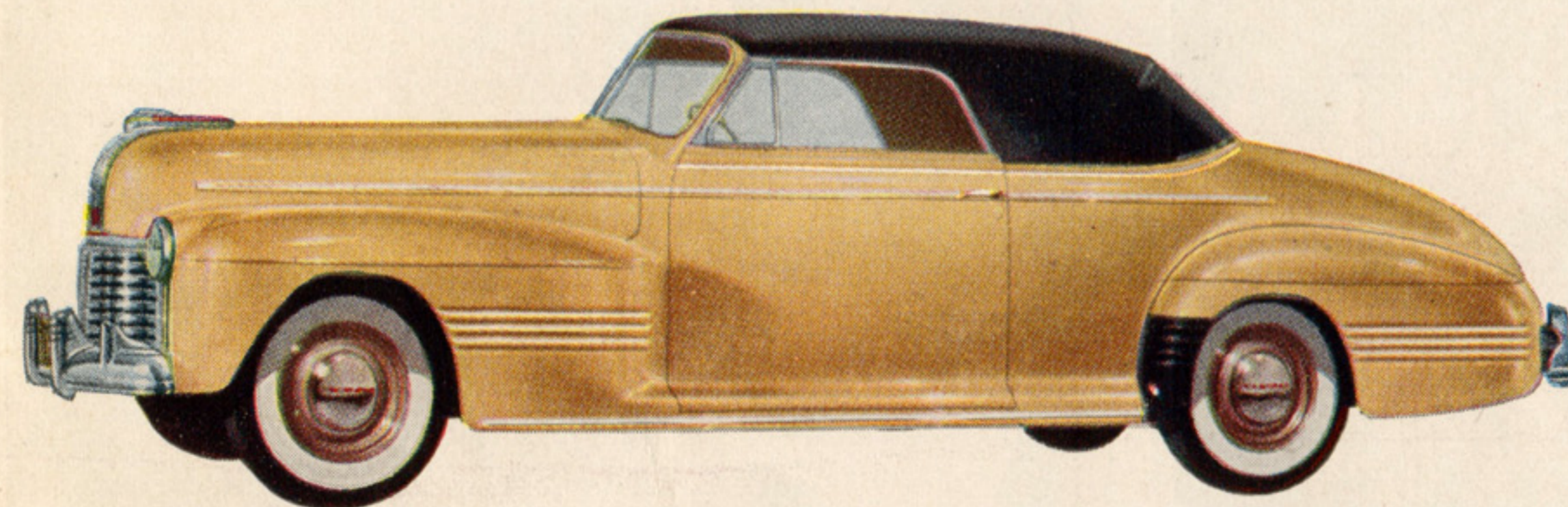
There are three lines of stunning new Pontiacs for 1941—and they're all "Torpedoes." The De Luxe "Torpedo"—available in five distinctive body types—brings unprecedented beauty, luxury and value to buyers of lowest-priced cars. All bodies in this series are longer, wider and roomier than those of last year's corresponding series. The Streamliner "Torpedo"—newest member of Pontiac's "Torpedo" family—possesses the gracefulness and fleet appearance of a giant modern airliner. There are two Streamliner "Torpedo" models available. In addition, there are two *Super-Streamliners* of the same exterior design but with distinguishing interior characteristics. Climaxing Pontiac's achievements for 1941 is the Custom "Torpedo"—brilliant successor to last year's great success—which comes in three appealing body types. These cars have been completely re-styled and refined. *You can take your choice of a six or eight in any model for a difference of only \$25.* And regardless of which you choose, you'll get a combination of performance, dependability and economy even greater than that which has earned for Pontiac one of the most loyal owner followings of any car.



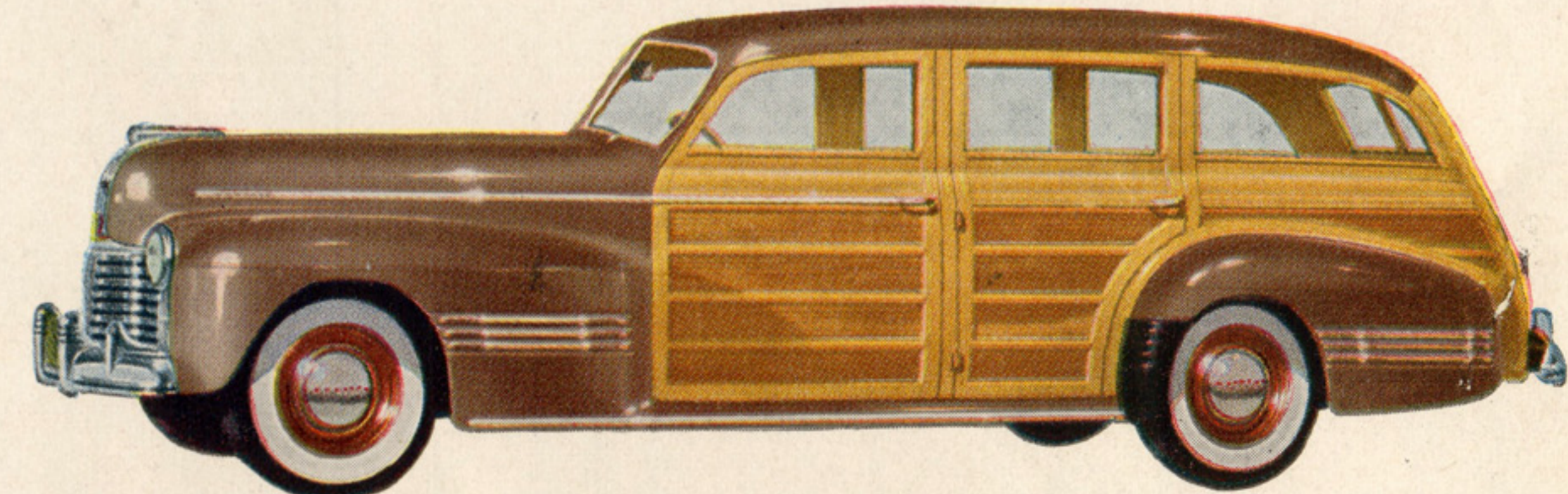
**PONTIAC STREAMLINER "TORPEDO" SEDAN COUPE**



**PONTIAC CUSTOM "TORPEDO" SEDAN COUPE**



**PONTIAC DE LUXE "TORPEDO" CONVERTIBLE SEDAN COUPE**



**PONTIAC CUSTOM "TORPEDO" STATION WAGON**

*Optional equipment (as illustrated) at extra cost: Front bumper wing guards on "De Luxe" models; white sidewall tires and two-tone color combinations on all models.*



# Greater value than ever

## A M E R I C A ' S F I N E S T L O W - P R I C E D C A R

American motorists made a great discovery last year. They found that Pontiac was not only the best looking, easiest riding, finest performing thing on wheels . . . but that it was priced so low that anyone who could afford *any* new car could afford a Pontiac.

Having discovered this—they promptly did the natural thing and, as a result, 1940 proved to be the greatest year in Pontiac history measured in terms of progress over the preceding year.

But Pontiac's policy has always been one of progress—and rather than be satisfied to sit back and glory in such brilliant success, Pontiac proceeded to build a new line of cars for 1941 that would better even last year's best. Naturally, this took a lot of thinking, planning and spending before we were satisfied that *we* would have another winner . . . and that *you* would have *even more* of what you wanted in a low-priced car.

For example, nearly ten million dollars was spent on new machines, new dies, new tooling and new equipment for our great plant—which already was recognized as one of the finest, most modern and most efficient in the industry.

A small army of designers, artists, draftsmen and style experts was kept busy for months working on sketches . . . drawings . . . blueprints . . . clay miniatures and wooden models—to create a line of cars that was definitely more beautiful, more luxurious than anything the low-price field had ever seen before.

The result is the Pontiac "Torpedo" Fleet for 1941—the biggest, smartest looking, finest performing and best built cars ever to carry the Pontiac name.

No matter whether you select the low-priced De Luxe "Torpedo" . . . the brilliant Streamliner "Torpedo" . . . or the ultra-smart Custom "Torpedo"—you get more of every-

thing you've always wanted in a motor car . . . at prices that, again in 1941, begin right down among the very lowest.

You get a car that is even longer, wider, roomier than its generously sized predecessors . . . with stunning new Silver Streak styling which is further enhanced by an abundance of chrome metal. The De Luxe and Streamliner "Torpedoes" feature concealed running boards—while on the Custom "Torpedo" running boards are optional at slight extra cost.

Now let's step inside for a moment. You'll say you've never seen such luxury and good taste in any car: Wide, deep, divan size seats uphol-

in the center back of the front seat on all sedans.

Sounds like a lot of improvements, doesn't it? And so it is. But it only begins to describe what we have done to make the "Torpedo"

Fleet for 1941 the greatest "buys" in Pontiac history!

Equally impressive is the number of improvements that do not immediately meet the eye. For example, one of the year's greatest engineering accomplishments makes it possible for you to now have *any* Pontiac body style you prefer powered by either a six or an eight-cylinder engine. Displacement of the six engine has been increased to 239 cubic inches to provide 90 horsepower . . . while the eight engine, with booster pump and dual carburetion as standard equipment, has a displacement of 249 cubic inches and provides 103 horsepower. Other refinements in the powerplants assure faster acceleration, smoother performance and *the same record economy of last year's cars.*

Now take this new "Torpedo" for a trial ride. Step on the starter. Listen to the soft, contented purr of that potent powerhouse. Slip the semi-automatic Safety Shift lever into gear and let yourself go. You've never driven a car as sweet as this one . . . you've never had such a sudden response to your toe touch,

whether it be on the brake, clutch or accelerator. See how easily it steers—that's because we've "softened" the steering effort by polishing the gears till they glisten like a new piano

top. And while you're putting this great performer through its paces, you'll no doubt notice that it's as silent as a cat crossing a velvet rug. Our engineers saw to that by going over every inch of the car with a stethoscope and chasing out disagreeable noise and rumble from the front to the back and then out the front again.

These are only a few of the things that the Pontiac "Torpedo" Fleet for '41 has in store for you. And once you experience them, we're confident that you, too, will agree that it's another big year for Pontiac.



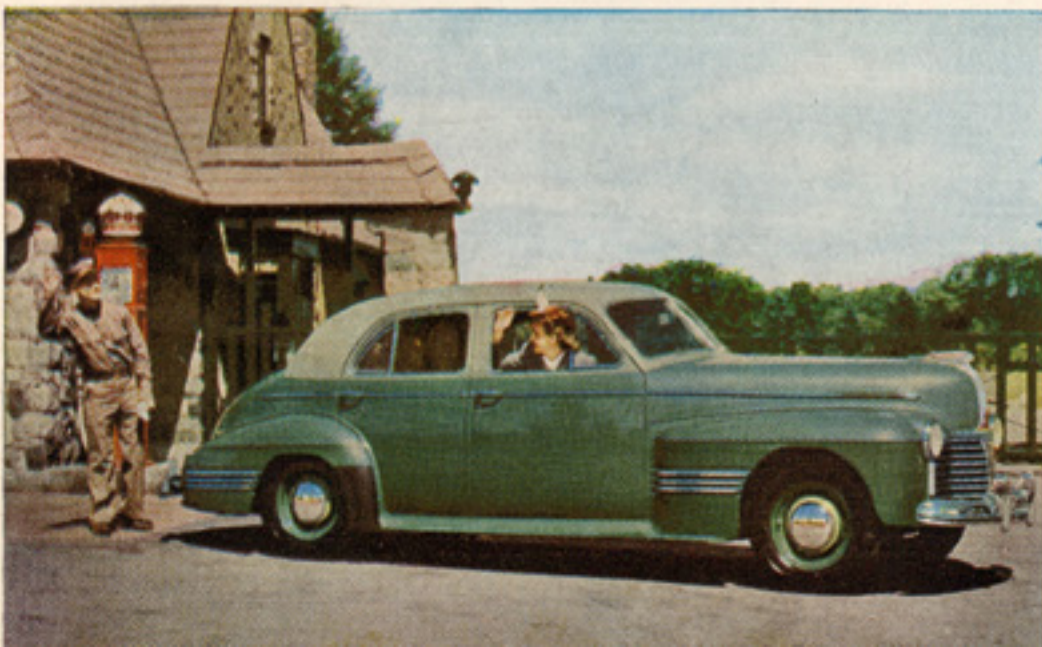
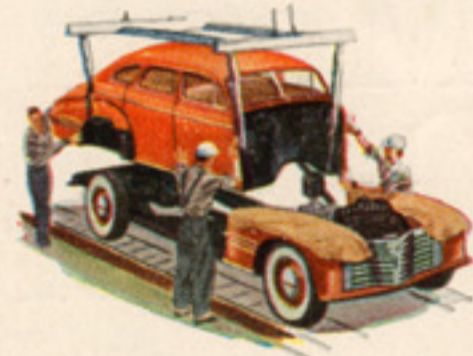
stered in material so costly you'd probably think twice before ordering it for your living room furniture. Instrument panel of modern



design with all instruments grouped right before your eyes. Fittings that would capture a sculptor's prize for sheer beauty and grace. A wide windshield and extra-sized windows that actually provide a sun-porch view of the surroundings. Chrome beading on the interior of

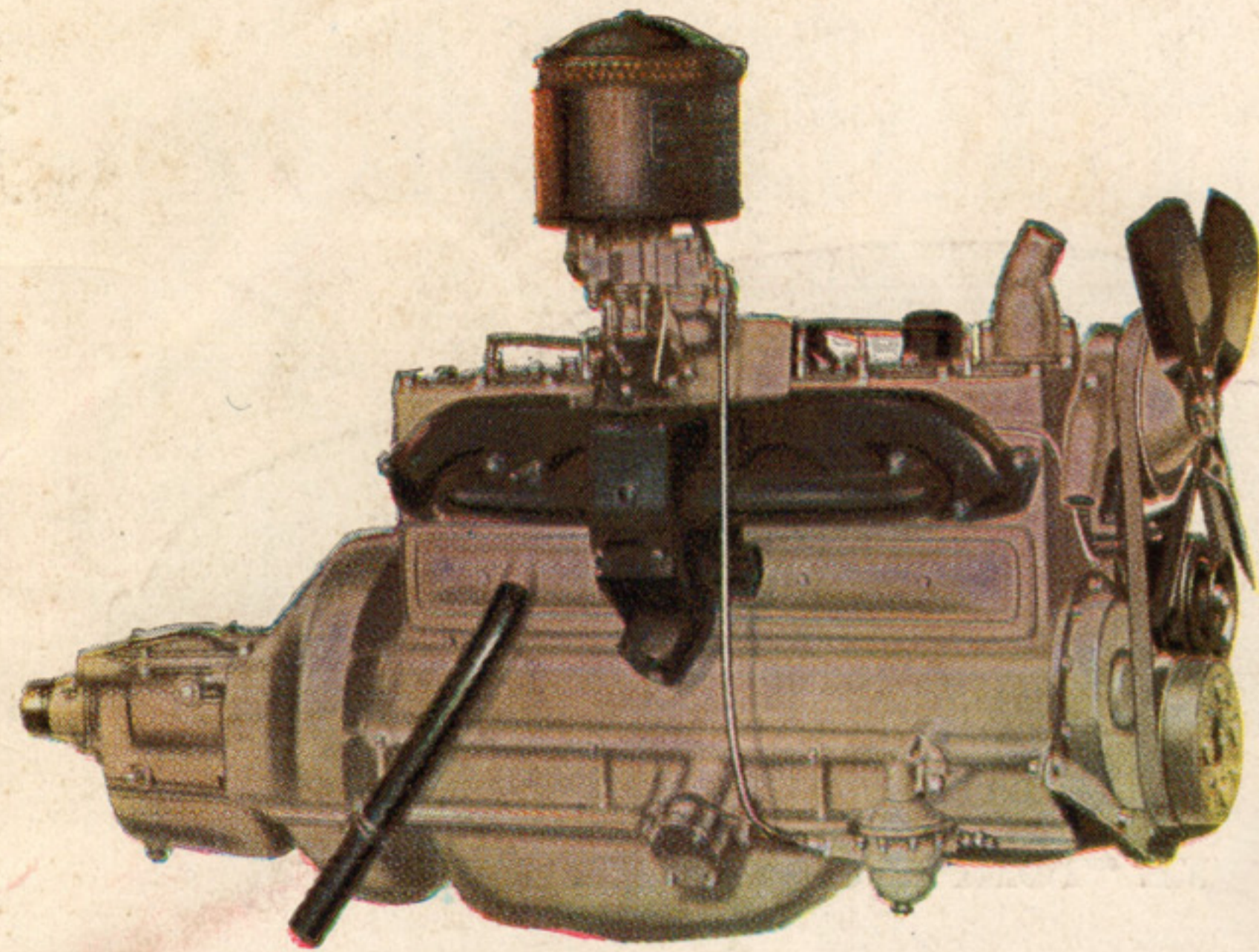


front and rear doors . . . convenient arm rests at either side of the front compartment . . . ash trays in the center of the instrument panel and

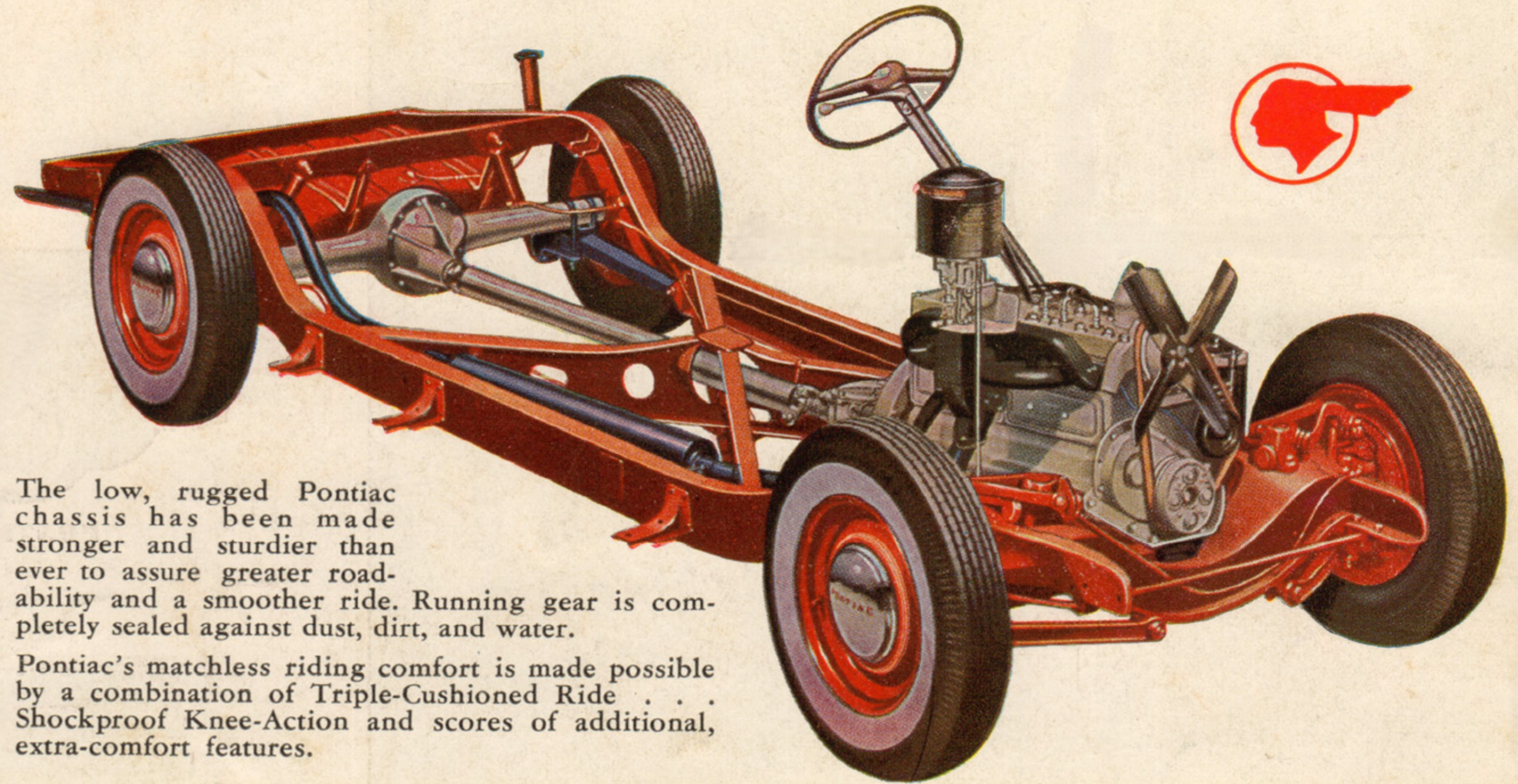




# Only Pontiac Gives You ALL These Proven Features!

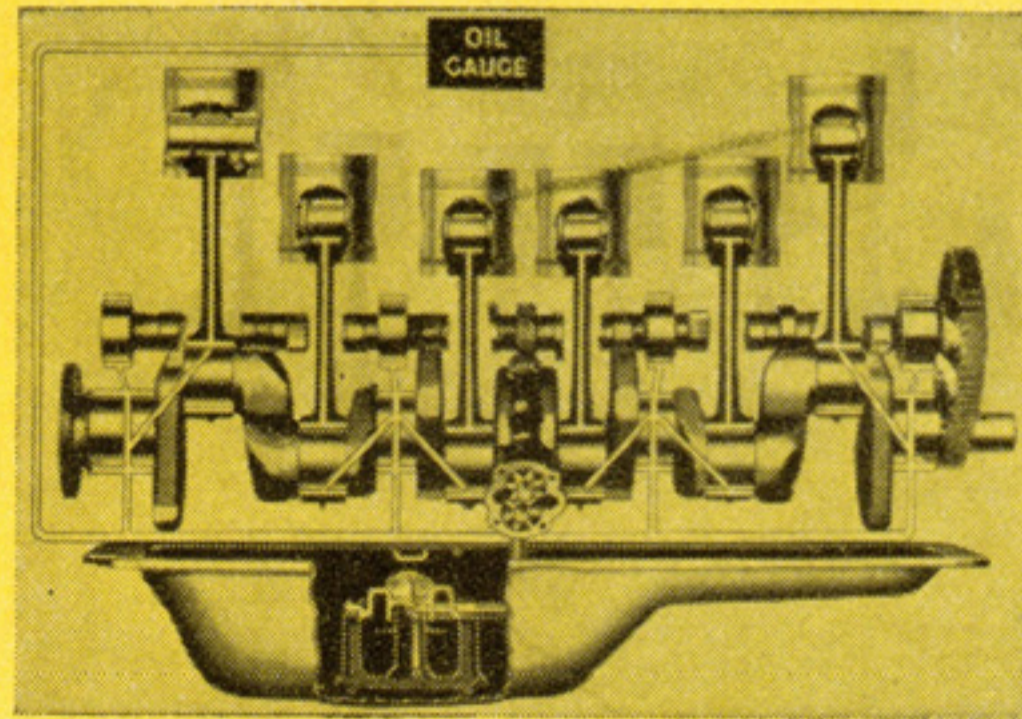


Acclaimed by owners everywhere as the finest power plants ever built. The 1941 Pontiac six-cylinder L-head engine has been stepped up to 90 horsepower. The 103 horsepower eight L-head engine, with dual carburetion, now provides even finer performance than before. Both retain Pontiac's record high gas and oil economy.

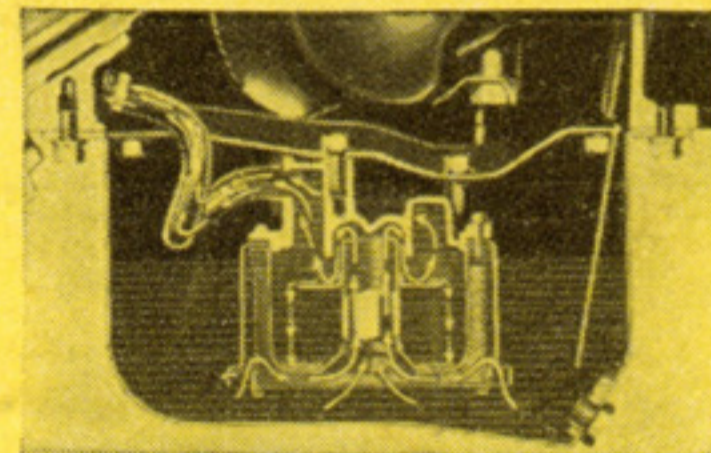


The low, rugged Pontiac chassis has been made stronger and sturdier than ever to assure greater roadability and a smoother ride. Running gear is completely sealed against dust, dirt, and water.

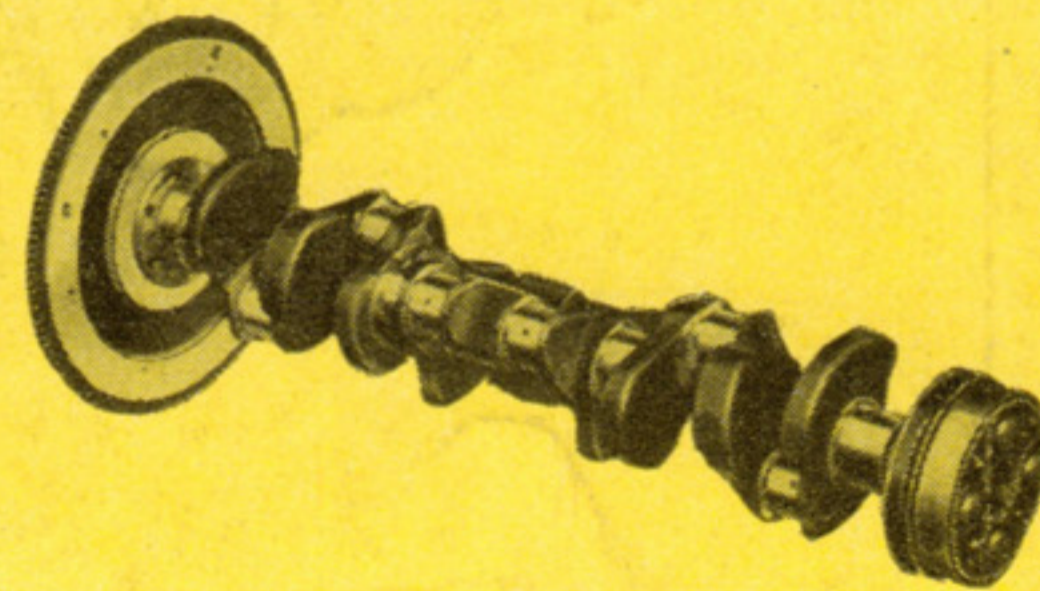
Pontiac's matchless riding comfort is made possible by a combination of Triple-Cushioned Ride . . . Shockproof Knee-Action and scores of additional, extra-comfort features.



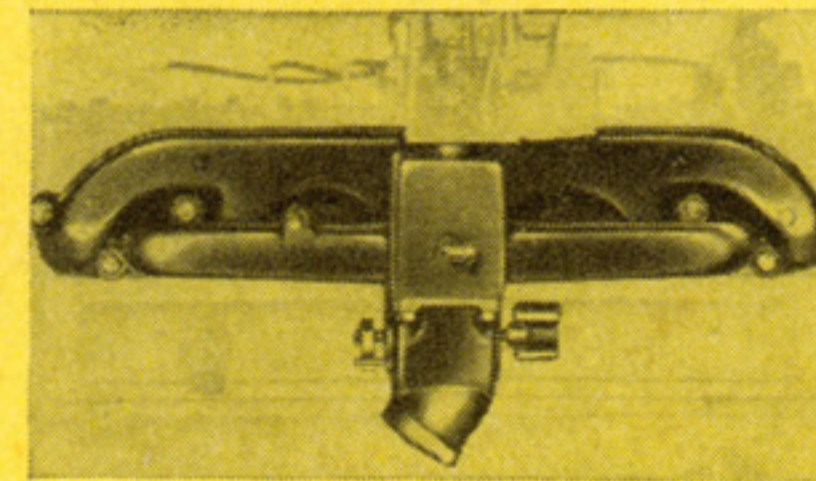
100% Full-Pressure Metered Flow Lubrication provides ample flow of oil to all moving engine parts.



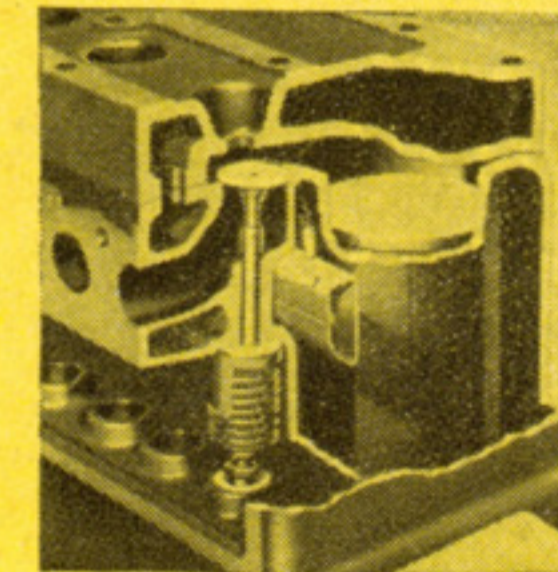
Full-Flow Built-In Permanent Oil Cleaner thoroughly purifies engine oil before it enters the bearings.



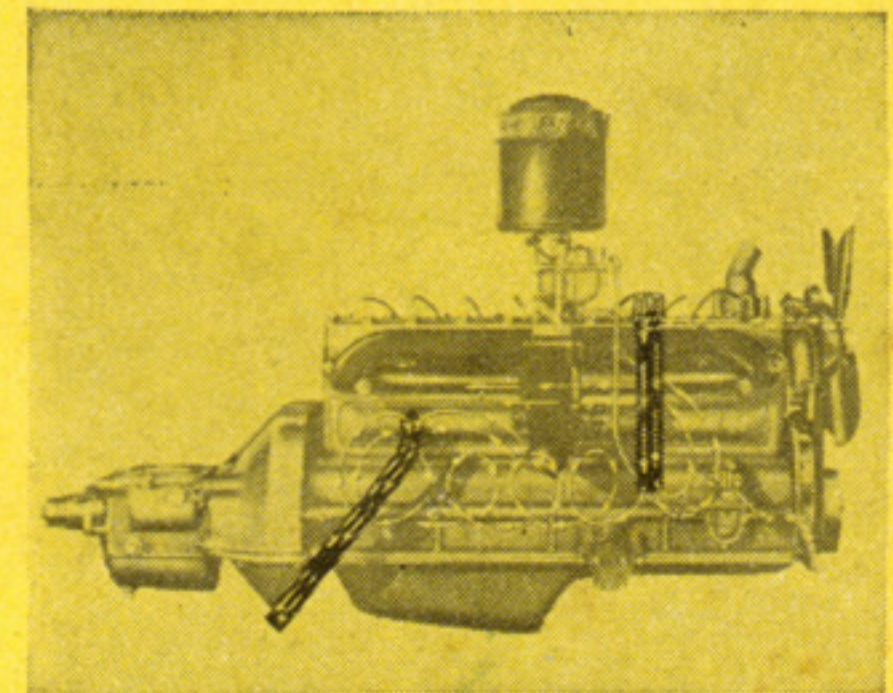
100% Counterweighted Crankshafts are meticulously tested for finest running balance.



Scotch Mist Manifold eliminates fuel waste by distributing vapor uniformly to all cylinders.



Gusher Valve Cooling forces cooled water to exhaust valve ports.



Pressure Suction Crankcase Ventilation removes harmful water vapors and gases.