

PONTIAC

FOR 1937 

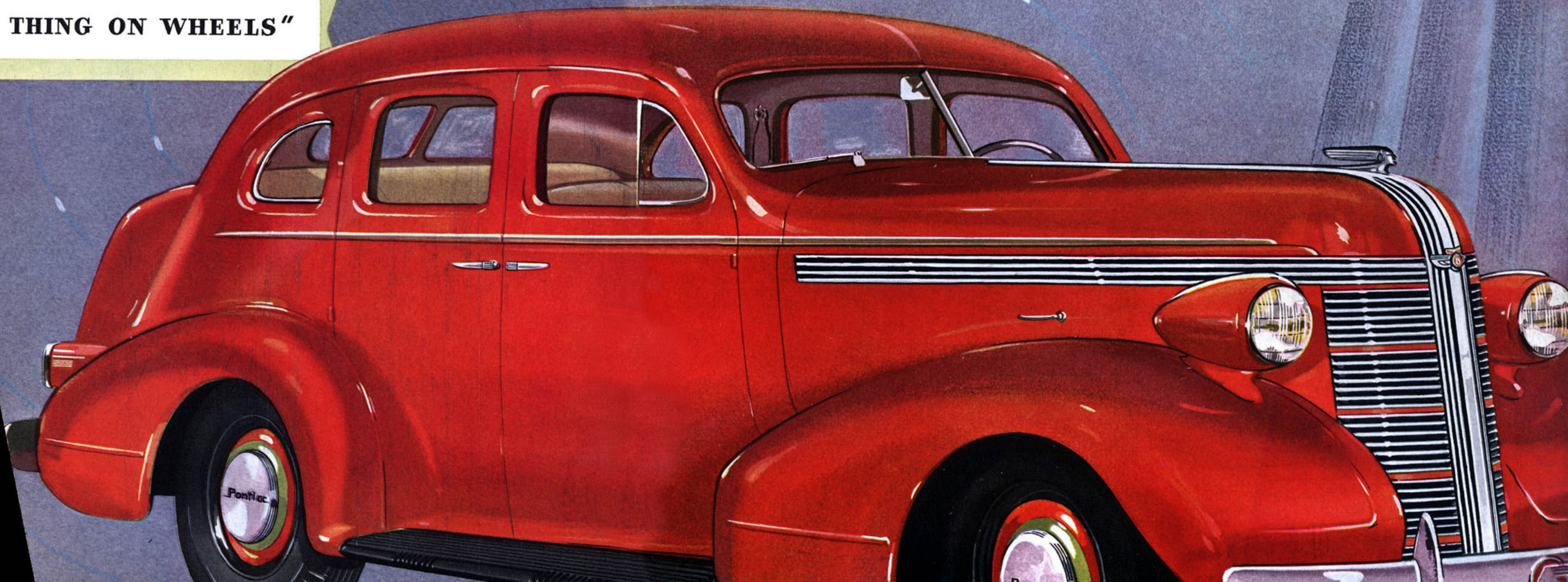
Silver Streak

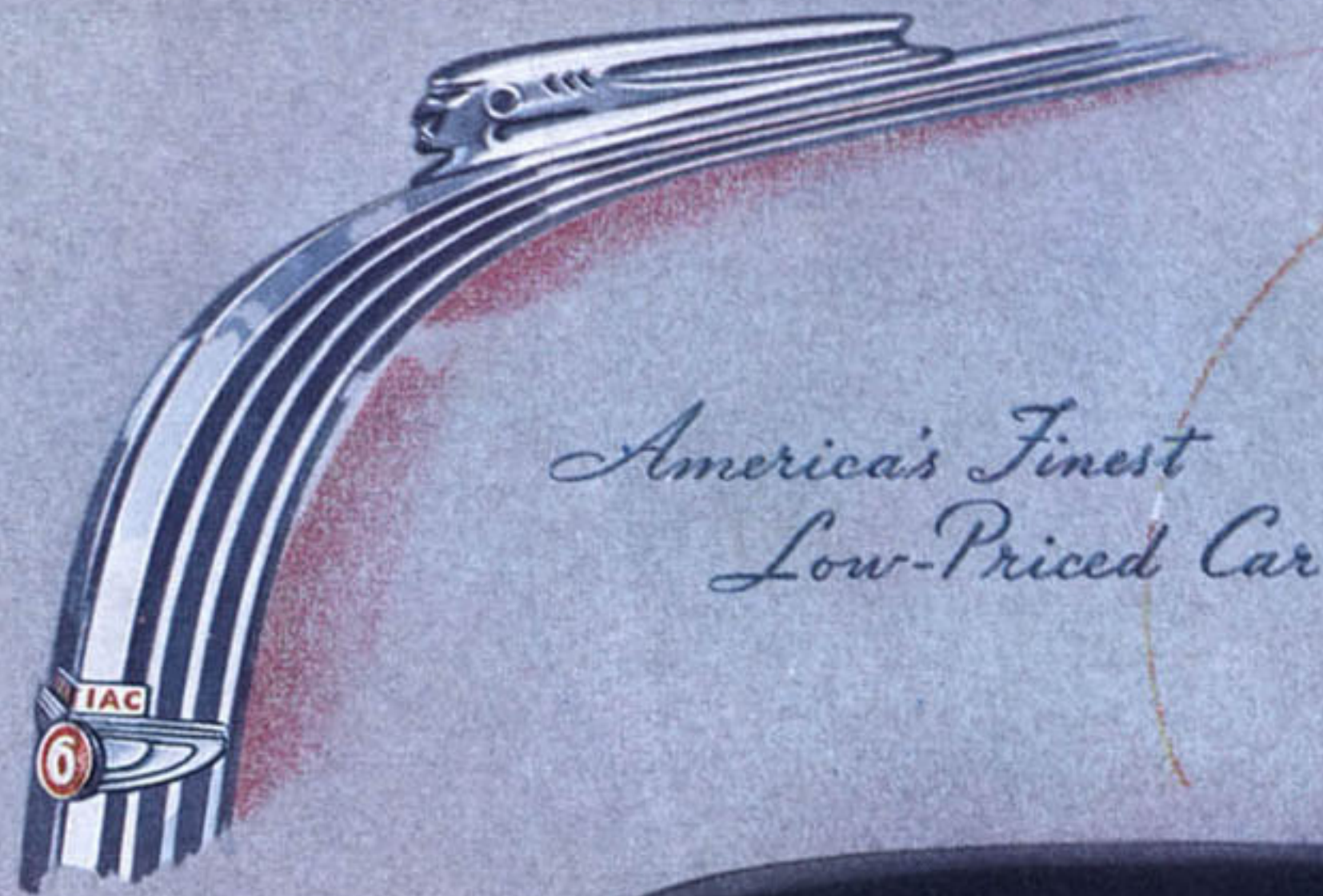
SIXES AND EIGHTS

AMERICA'S FINEST LOW-PRICED CAR

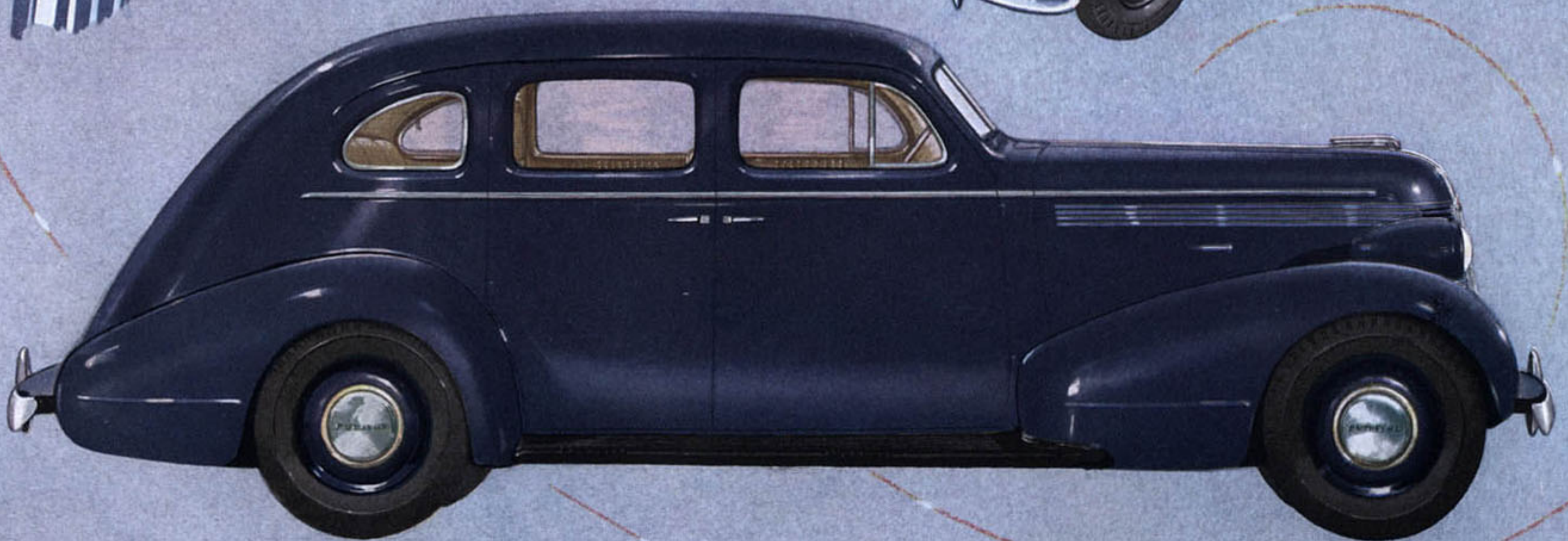
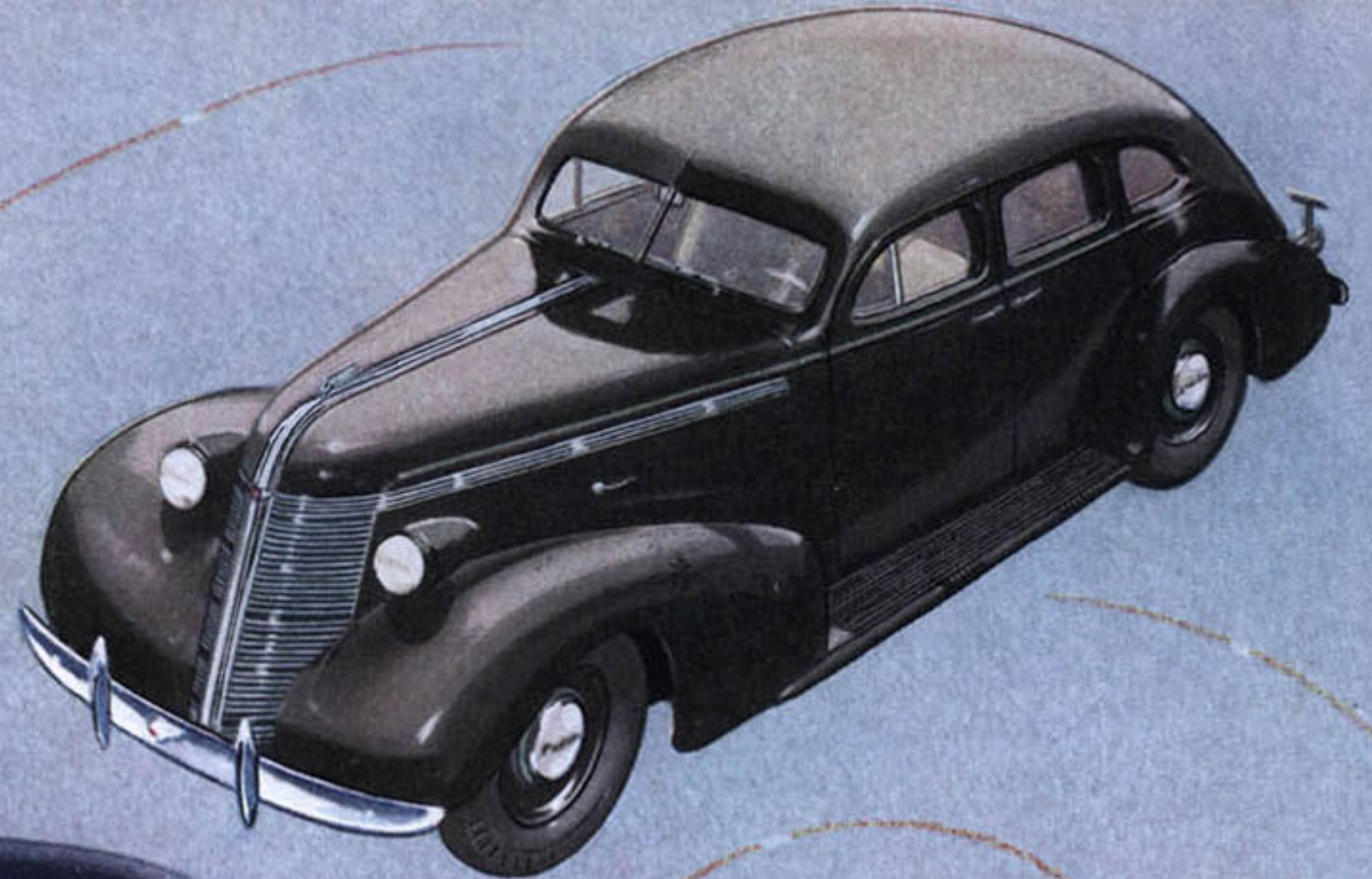


**"THE MOST BEAUTIFUL
THING ON WHEELS"**



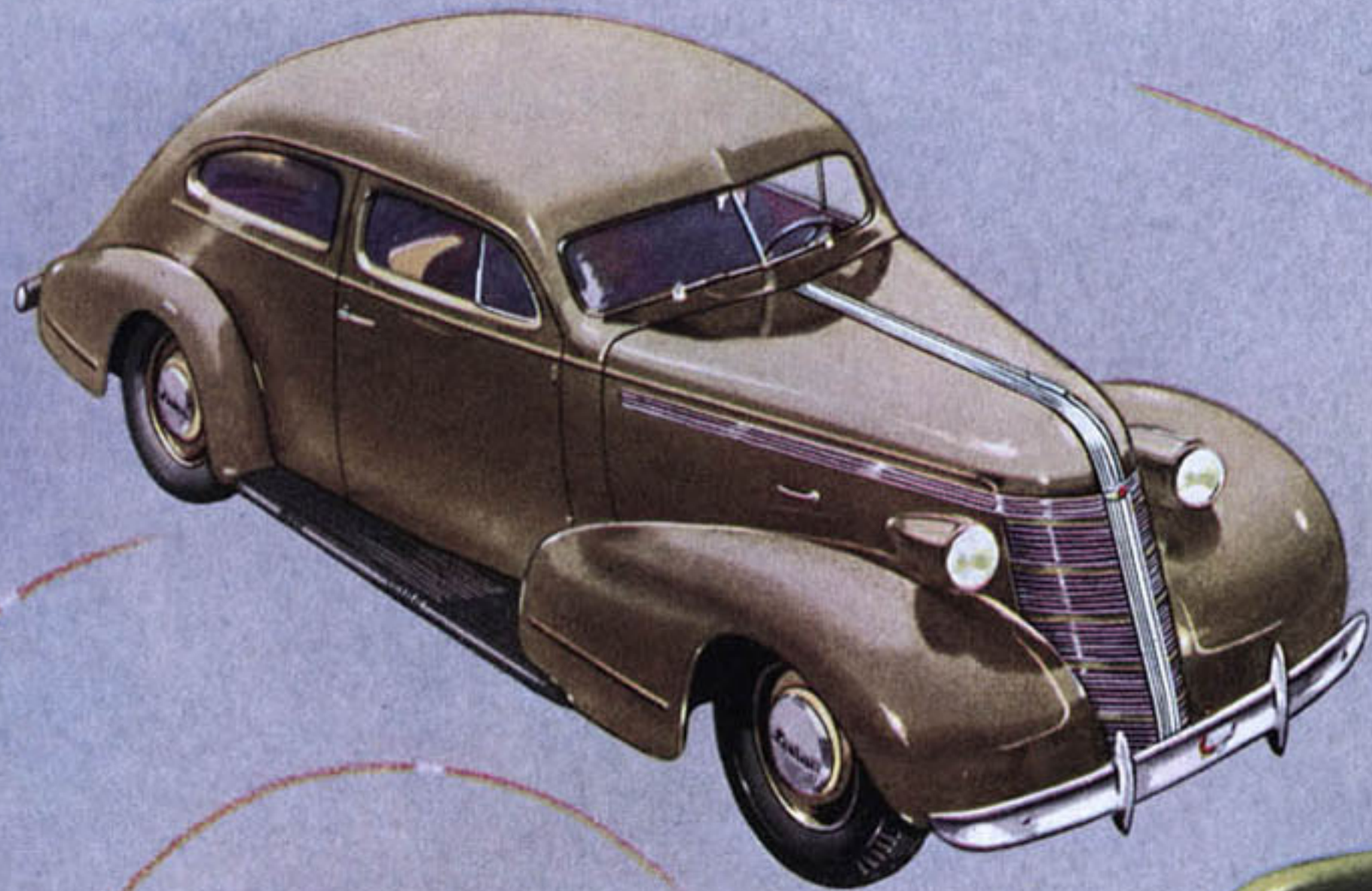


*America's Finest
Low-Priced Car*

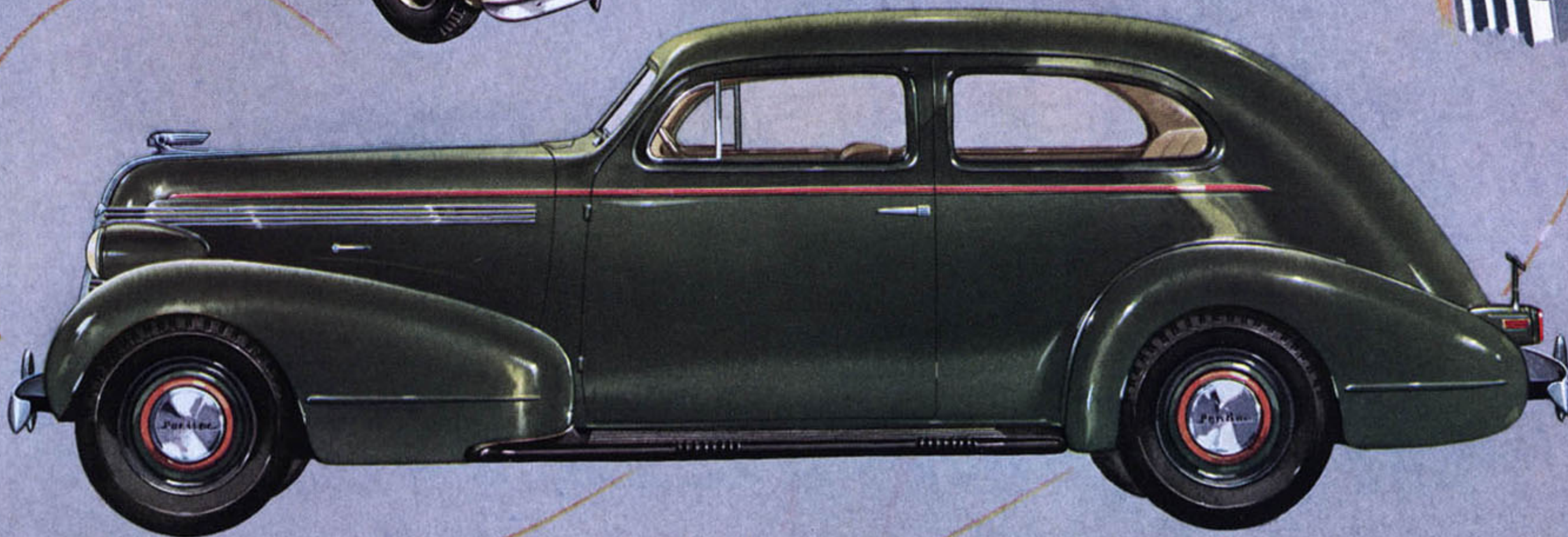
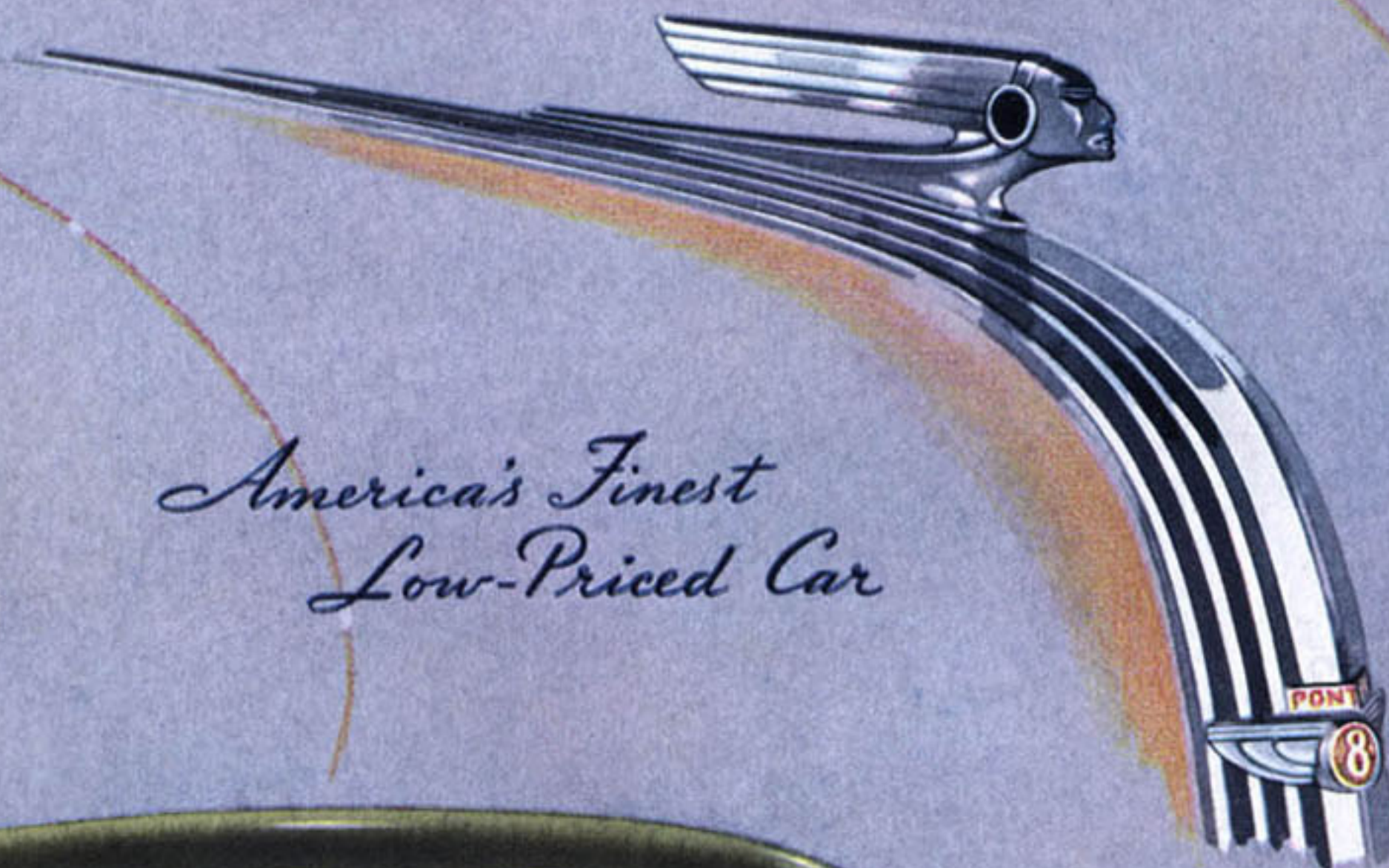


THE PONTIAC DE LUXE SIX FOUR-DOOR SEDAN—With its gleaming Silver Streak front-end and gracefully streamlined rear, this roomy six-passenger car easily captures beauty honors in its field. Sidewalls and seats upholstered in light tan mohair or a mixed wool fabric. Rear compartment has arm rests, ash tray in back of front seat, assist straps, recessed foot rests. Front compartment has upholstered combination door-handles and arm rests and adjustable, tilting seat. As in all 1937 models the spacious body is the new Unisteel Body by Fisher.

THE PONTIAC DE LUXE EIGHT FOUR-DOOR SEDAN—Available with two spare wheels in fender wells or concealed spare. Light tan mohair or luxurious mixed wool fabric upholstery.



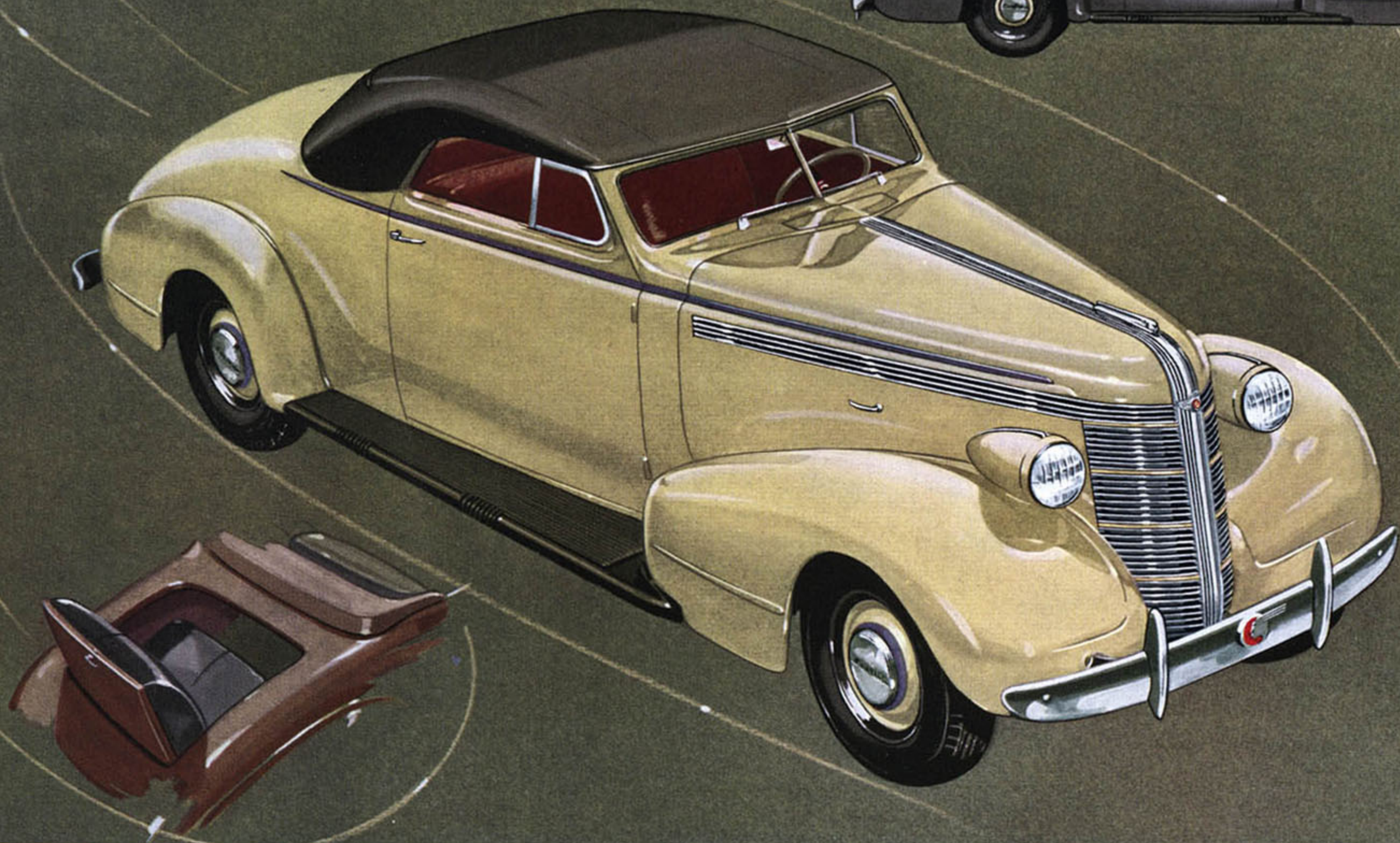
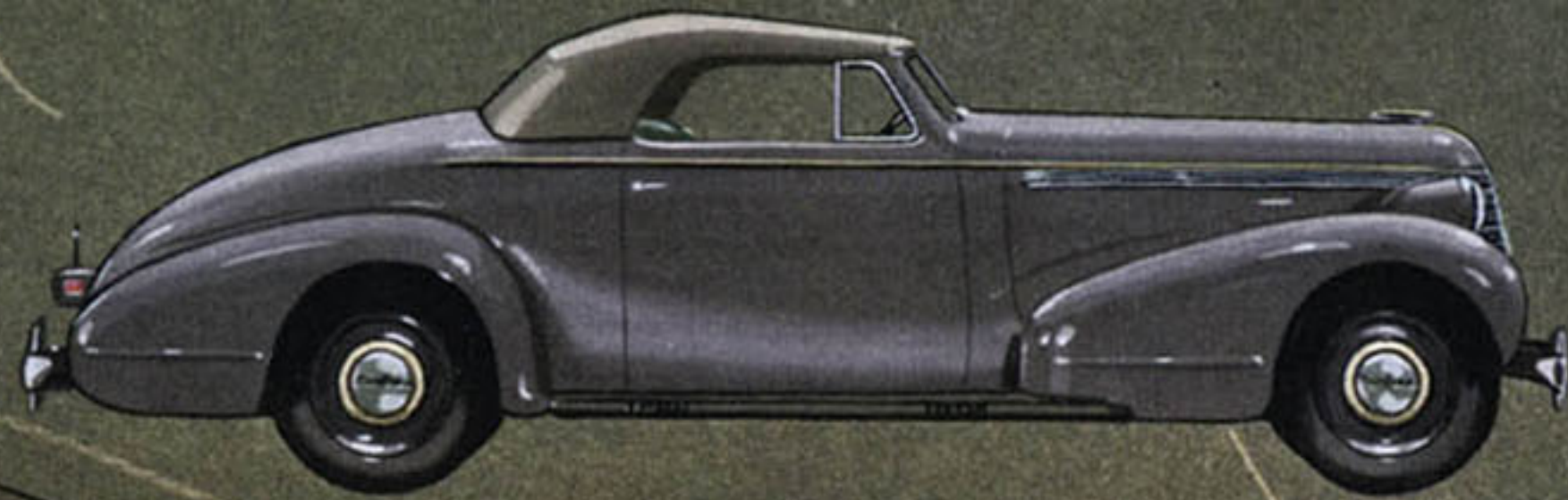
*America's Finest
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THE PONTIAC DE LUXE SIX TWO-DOOR SEDAN—Sedan-type split front seat. Built-in ash trays. Optional choice of luxurious light tan mohair or a rich, mixed wool fabric upholstery.

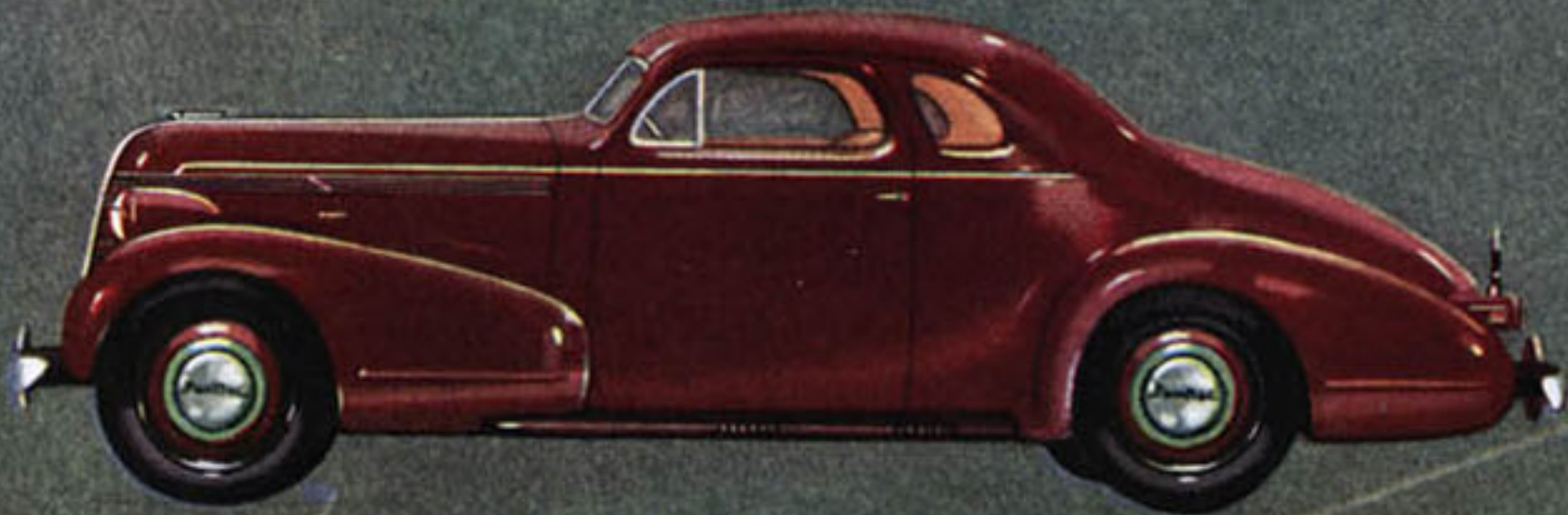
THE PONTIAC DE LUXE EIGHT TWO-DOOR SEDAN—With this model Pontiac proves that a coach can be really beautiful. Your pleasure in its smartness and comfort will be increased by the super-safety of its new Unisteel Body by Fisher. Rear seat has convenient ash trays built into arm rests. Sedan-type front seat is split, and tilts forward or backward as adjusted for either short or tall driver's comfort. Wide draft-proof doors have upholstered combination door handles and arm rests. Light tan mohair or high quality mixed wool fabric upholstery.

*America's Finest
Low-Priced Car*

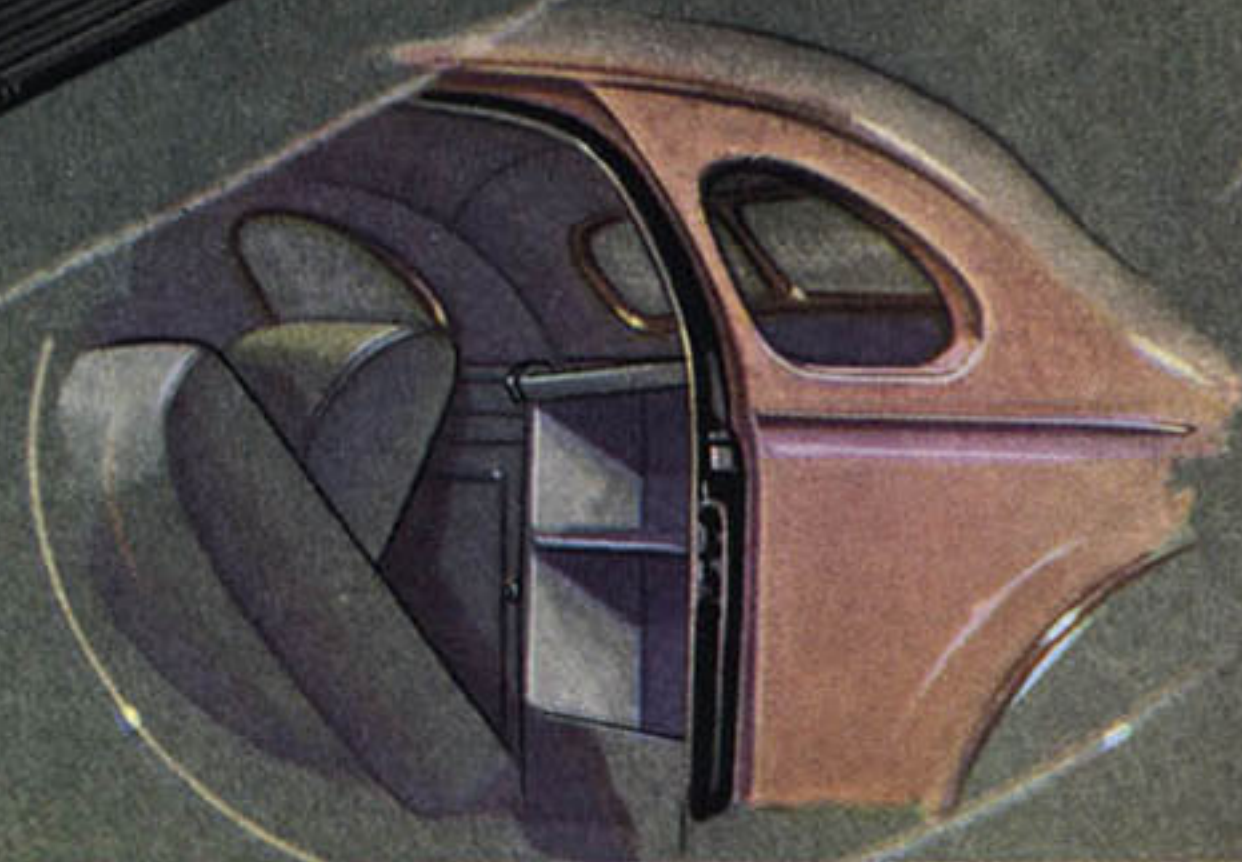


THE PONTIAC DE LUXE SIX CABRIOLET—Everybody naturally stops for a second look at this dashing five-passenger sport model. Upholstered in either buffed, crush-grain, tan, Spanish leather or taupe, worsted, Bedford cloth. Doors have combination door handles and arm rests. Split seat folds forward to reveal luggage and spare tire space. Roomy rumble seat is easy to enter. Top fits in a glove-fitting boot of extremely smart appearance. Except for the handsome fabric top, the beautiful streamlined Body by Fisher is built entirely of steel.

THE PONTIAC DE LUXE EIGHT CABRIOLET—Also available with two spare wheels in fender wells. Upholstery choice the same as on the Six. Extra luggage space behind driver's seat.

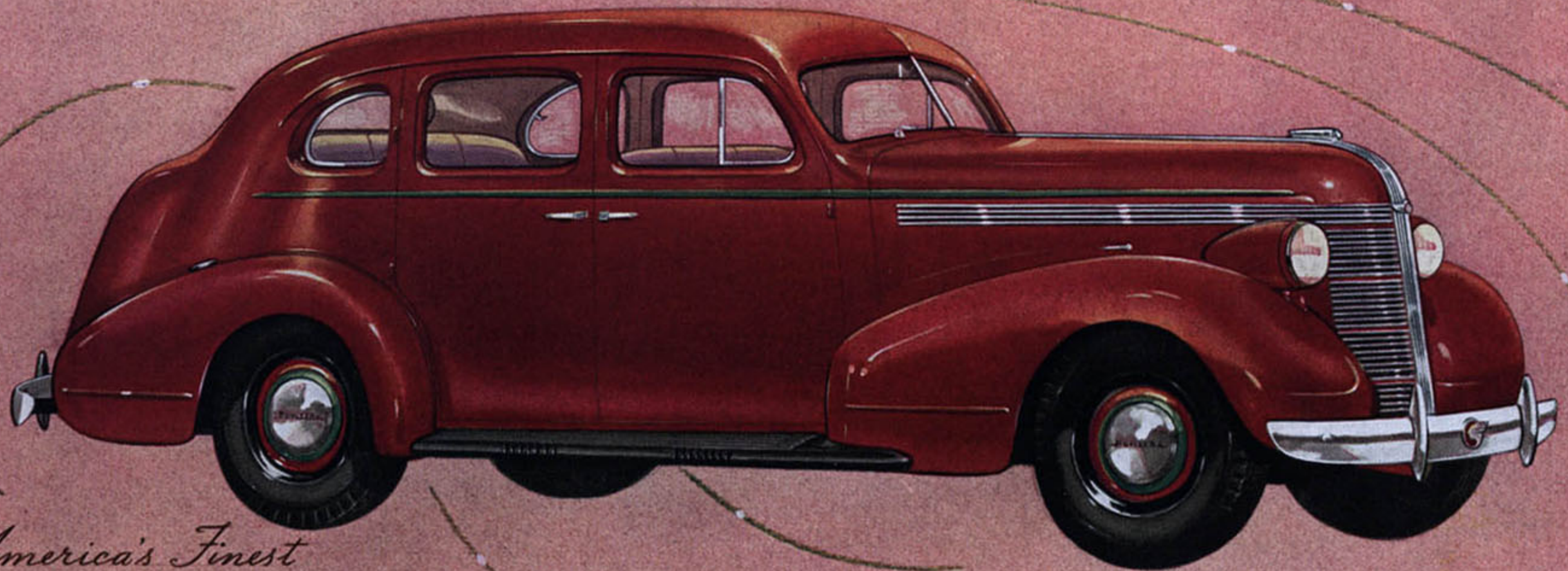
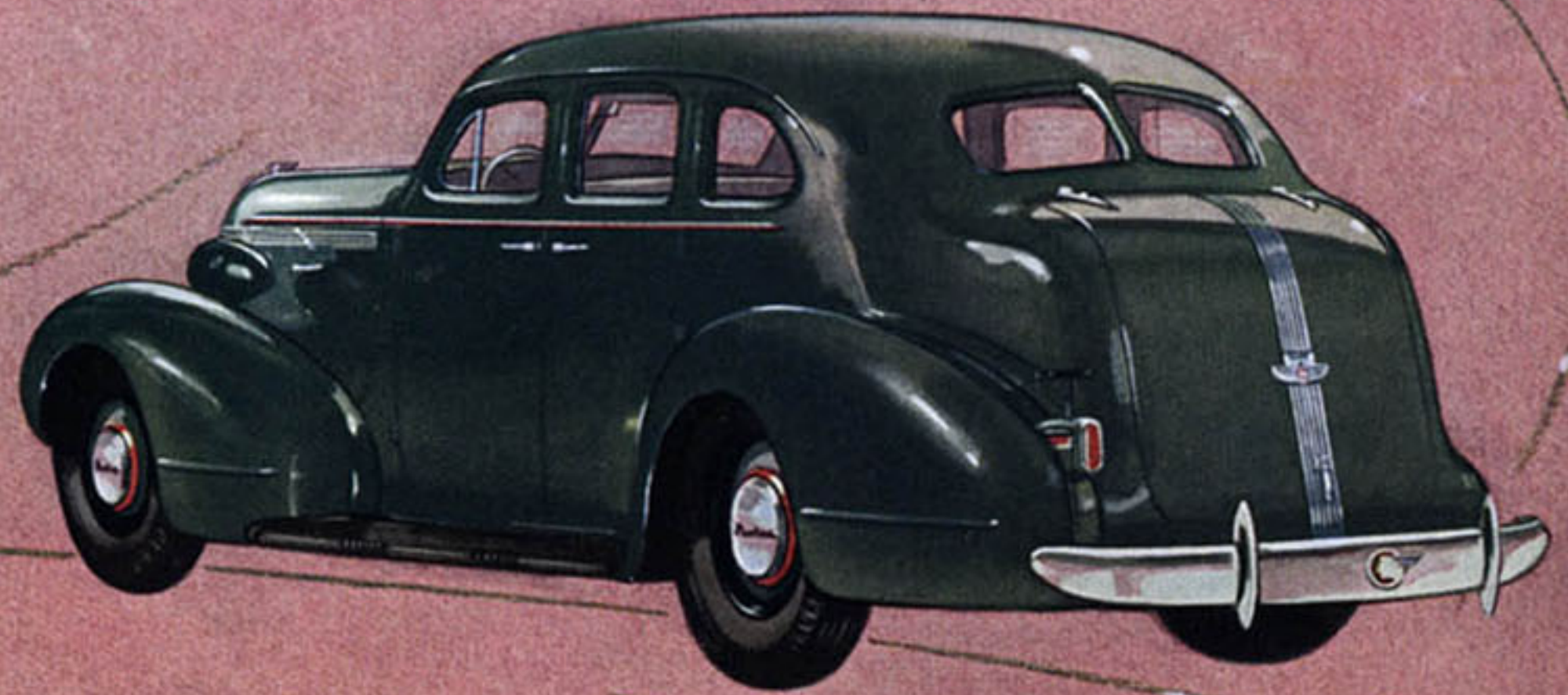
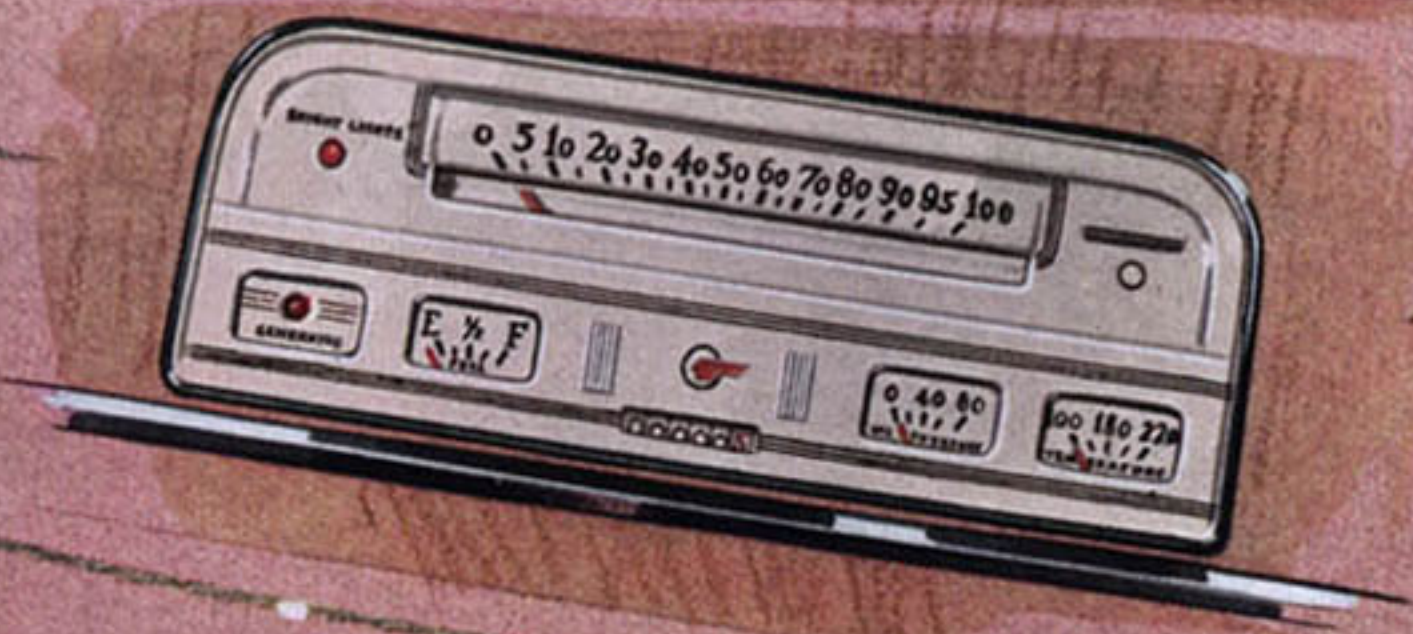


*America's Finest
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THE PONTIAC DE LUXE SIX COUPE—Exceptionally large rear deck storage space. Split three-passenger seat folds forward. Light tan mohair or mixed wool fabric upholstery optional.

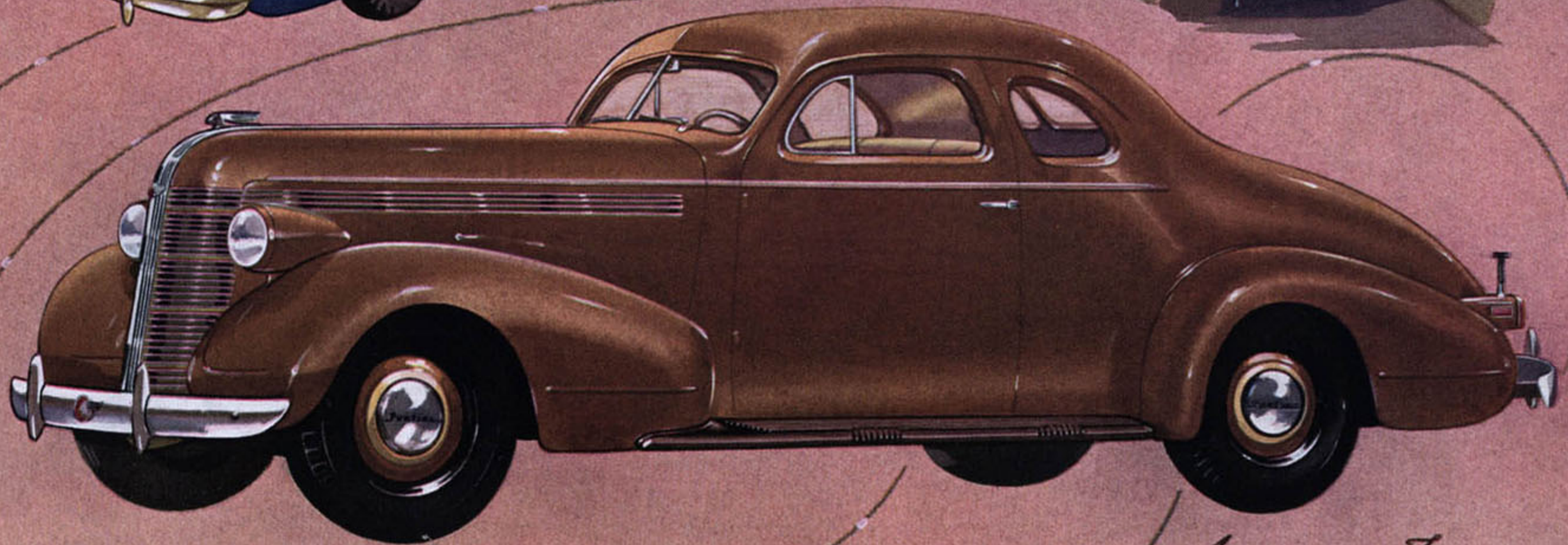
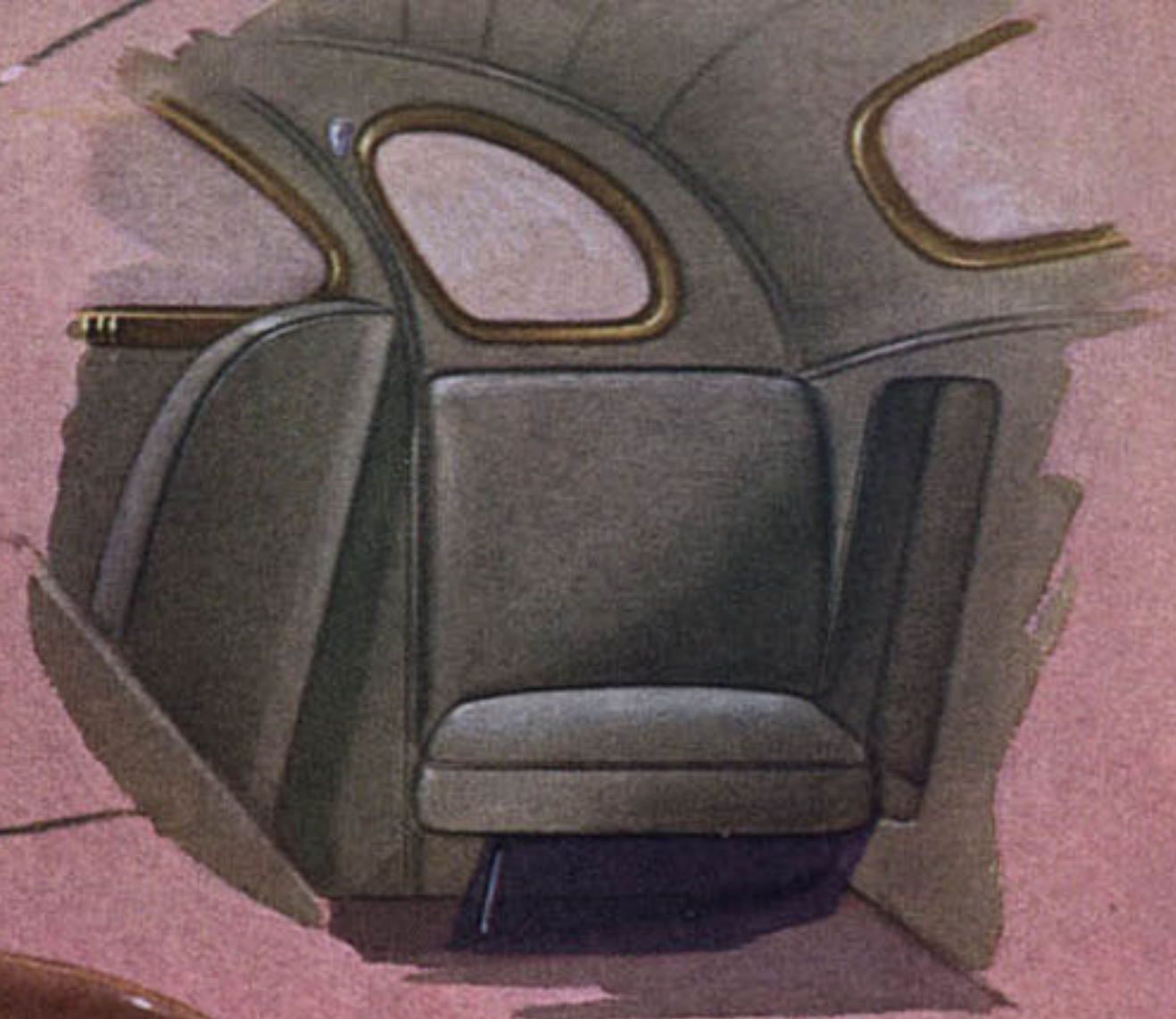
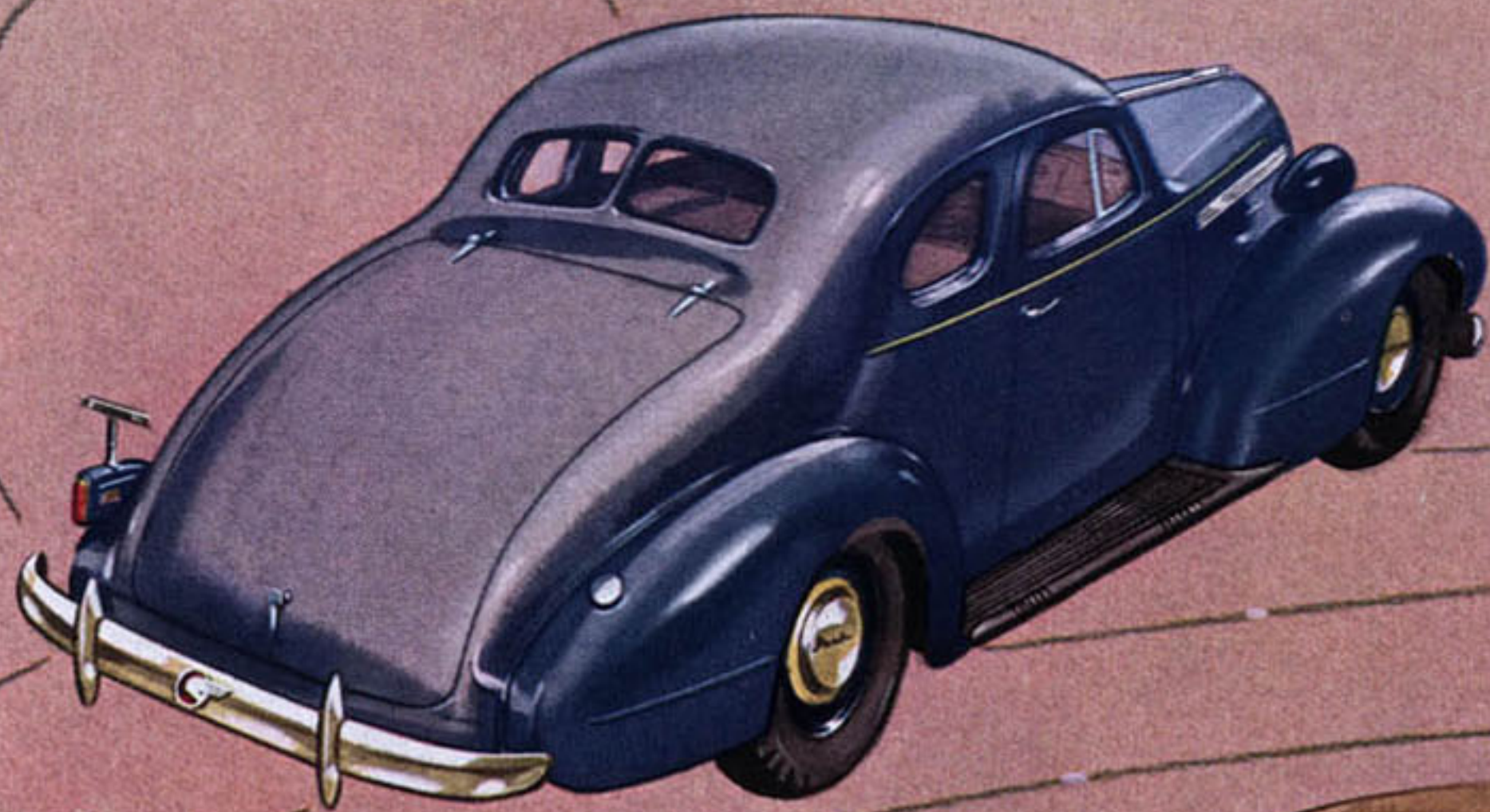
THE PONTIAC DE LUXE EIGHT COUPE—The low graceful curve of the top line and the longer wheelbase make this model rank in beauty with the finest custom-built cars. The seat is split, folding forward to reveal a luggage and spare tire compartment. Doors open from the rear and have combination door handles and arm rests, upholstered, like the seats, in light tan mohair or highest quality mixed wool fabric. Two spare wheels in fender wells optional. Its safety equals its beauty for this big, luxurious coupe has the new "Turret-Top" Unisteel Body by Fisher.



*America's Finest
Low-Priced Car*

THE PONTIAC DE LUXE SIX FOUR-DOOR TOURING SEDAN—The trunk, designed as an integral part of the body to preserve the car's brilliant beauty of line, is 50 per cent larger than before. The interior is upholstered in light tan mohair or mixed wool fabric. Arm rests, ash tray, assist straps, and recessed foot rest add extra luxury to the six-passenger interior. The new instrument panel is noteworthy both for dial visibility and unsurpassed beauty of appearance. With its new Unisteel Body by Fisher this big, Silver-Streak beauty is a genuine fortress of safety.

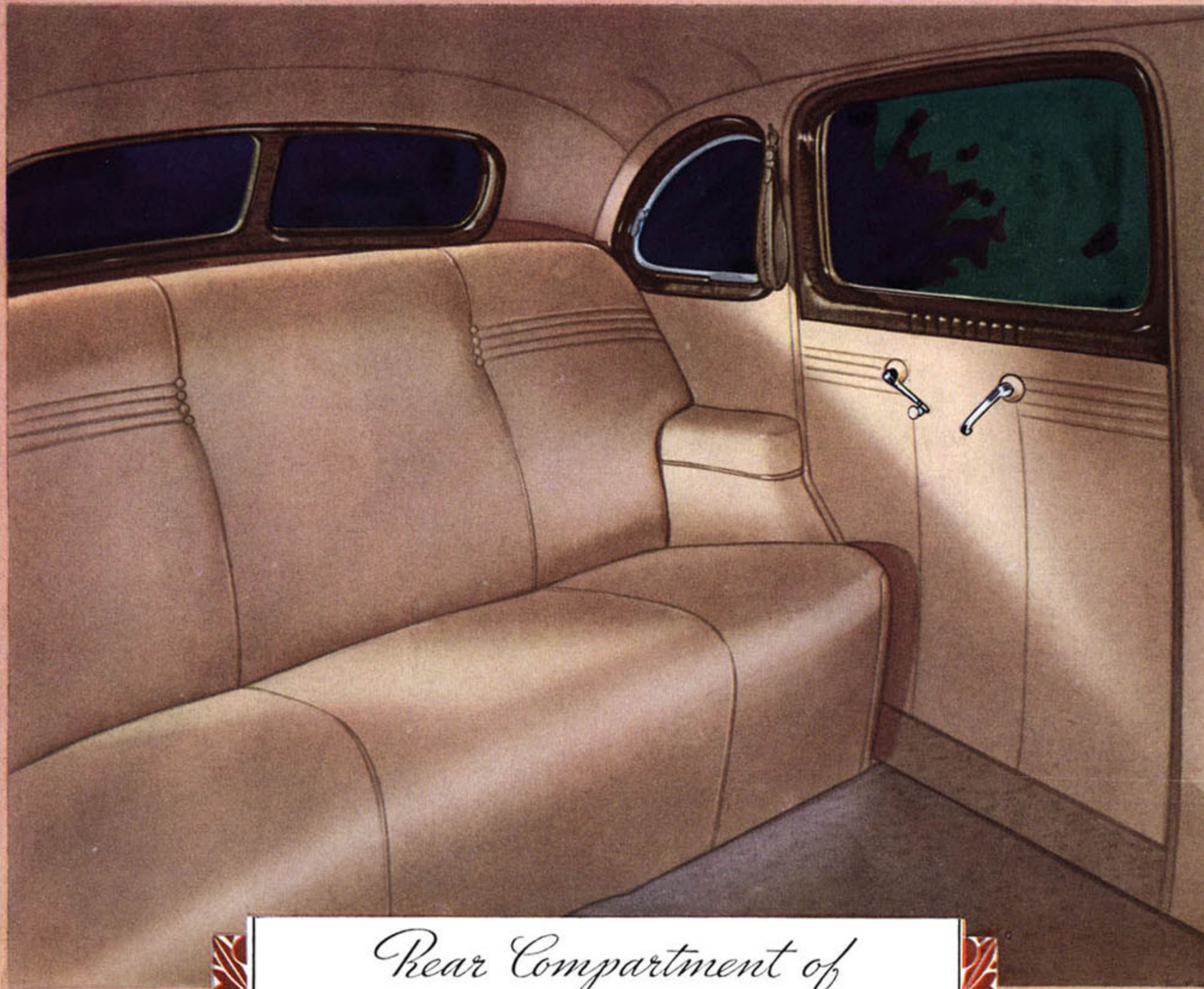
THE PONTIAC DE LUXE EIGHT FOUR-DOOR TOURING SEDAN—Available with two spare wheels in fender wells or concealed spare tire. Tan mohair or luxurious mixed wool fabric upholstery.



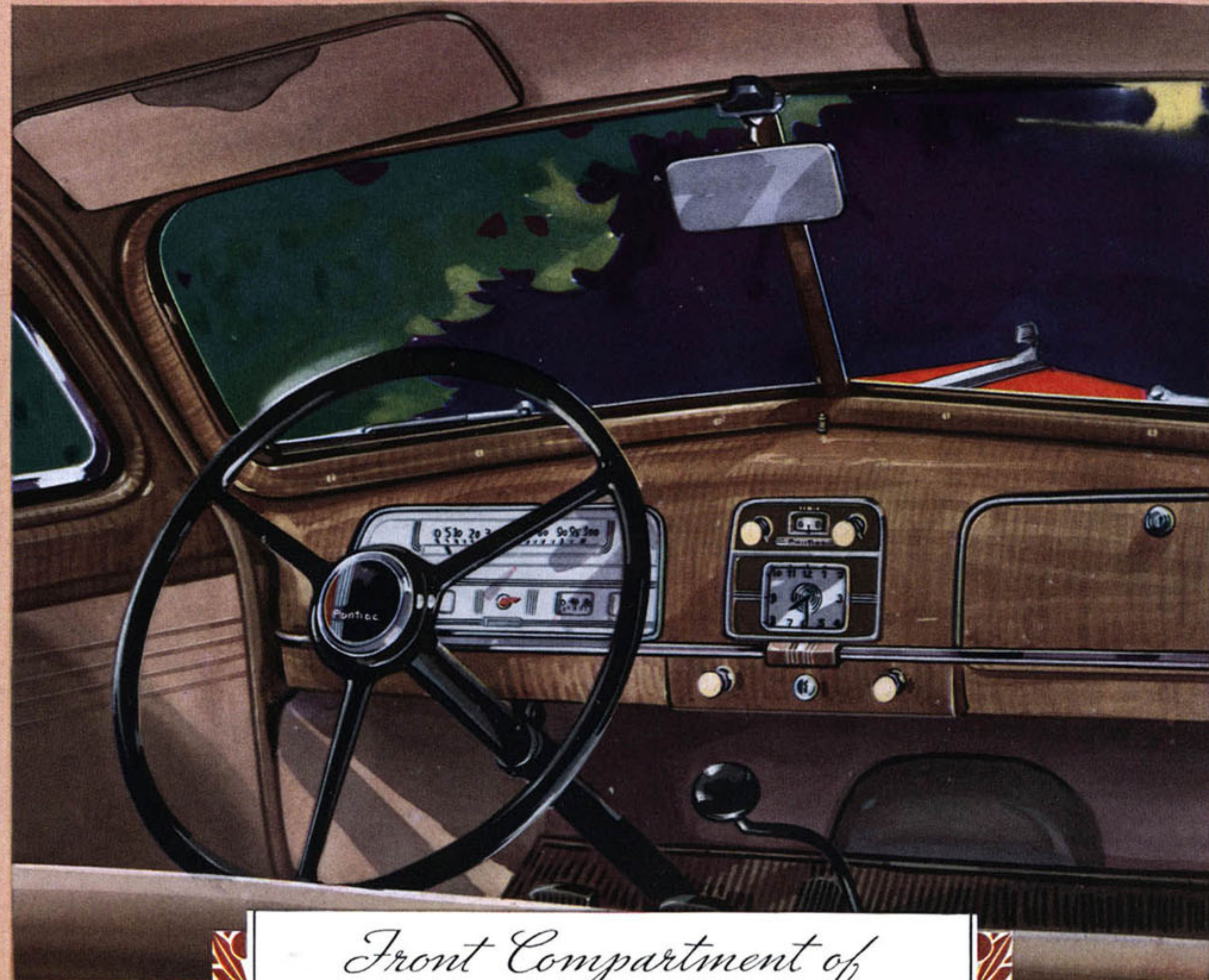
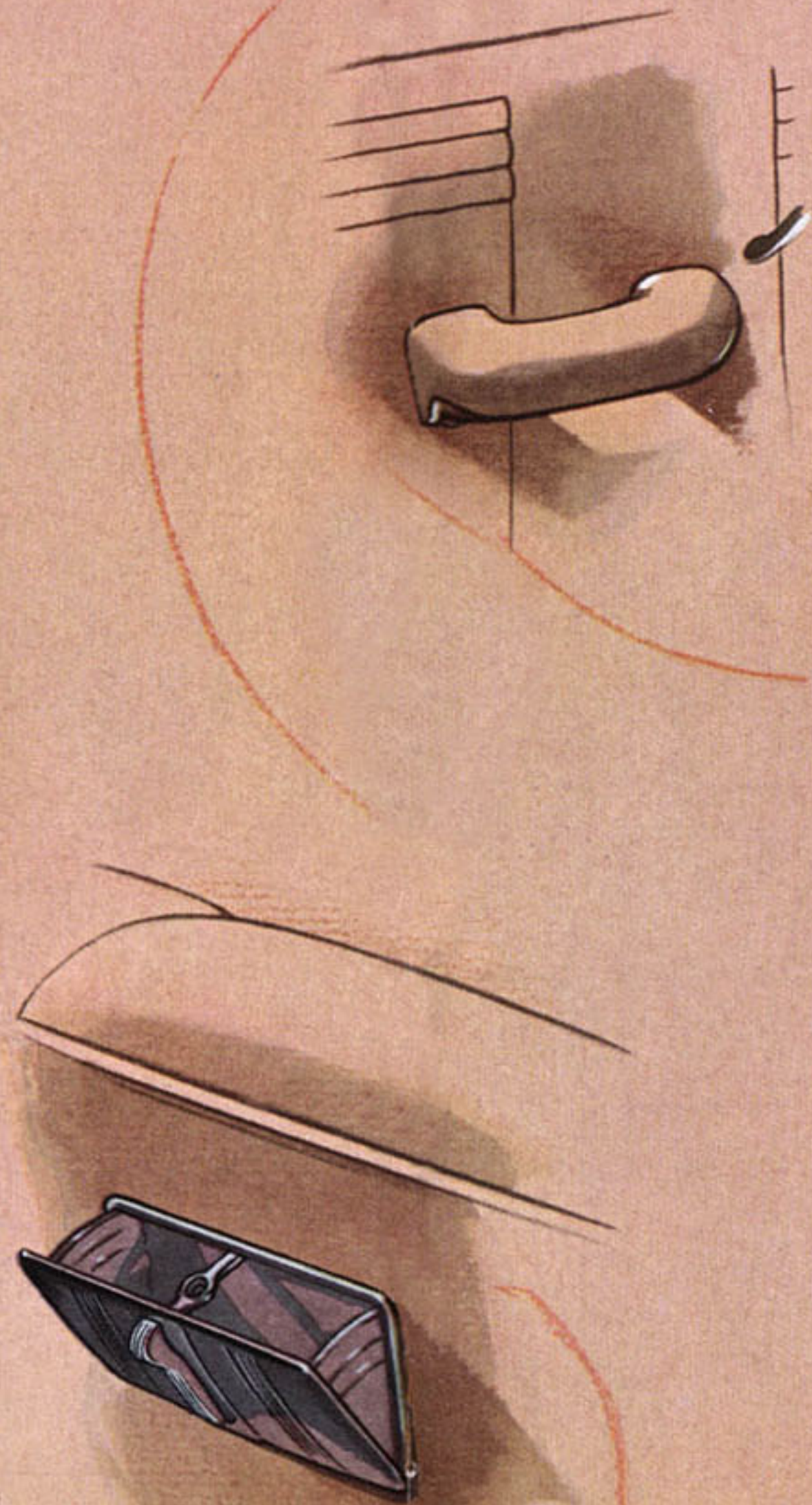
*America's Finest
Low-Priced Car*

THE PONTIAC DE LUXE SIX SPORT COUPE—Upholstered in luxurious light tan mohair or mixed wool fabric as you choose. All five passengers sit inside as in the Eight.

THE PONTIAC DE LUXE EIGHT SPORT COUPE—The highest expression of the sport car tradition for smartness and dash. The interior is re-designed to hold five passengers with ease, with auxiliary seats behind the driver's seat, leaving ample rear deck luggage space. Split driver's seat folds forward. Unusually wide doors open from the rear. Available with two spare wheels in fender wells or spare tire concealed in rear deck. Combination arm rests and door handles are upholstered like the seats. The new "Turret-Top" Unisteel Body by Fisher is the safest ever built.

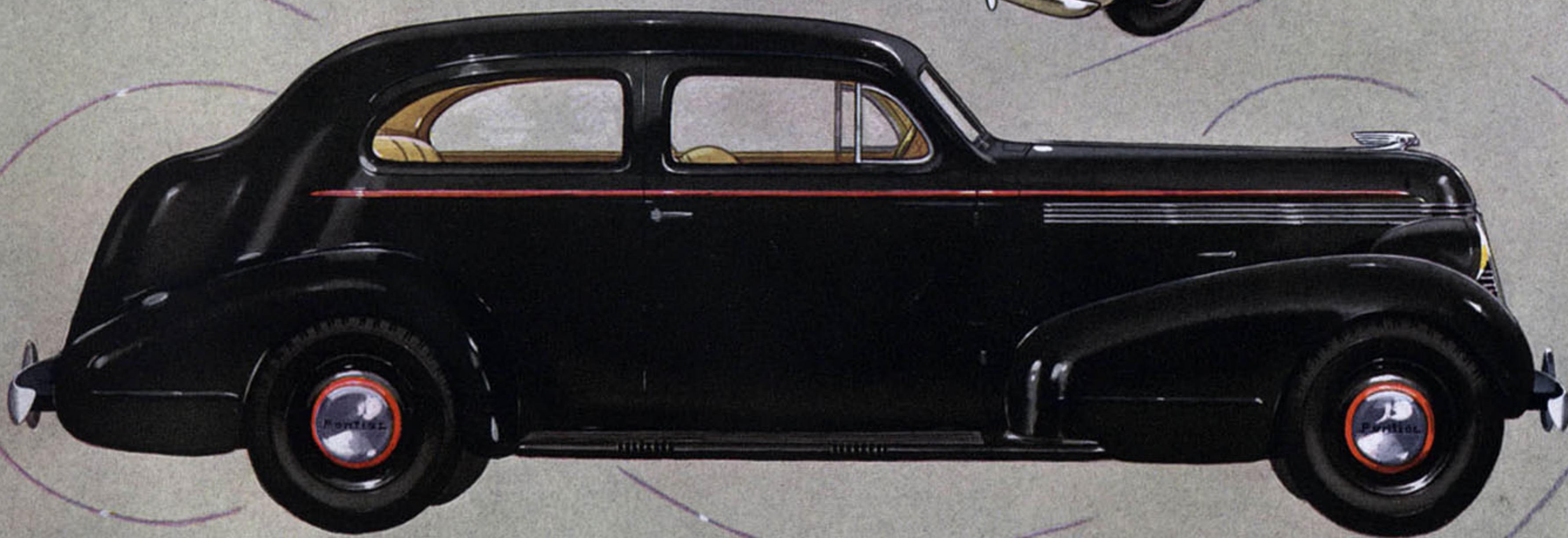
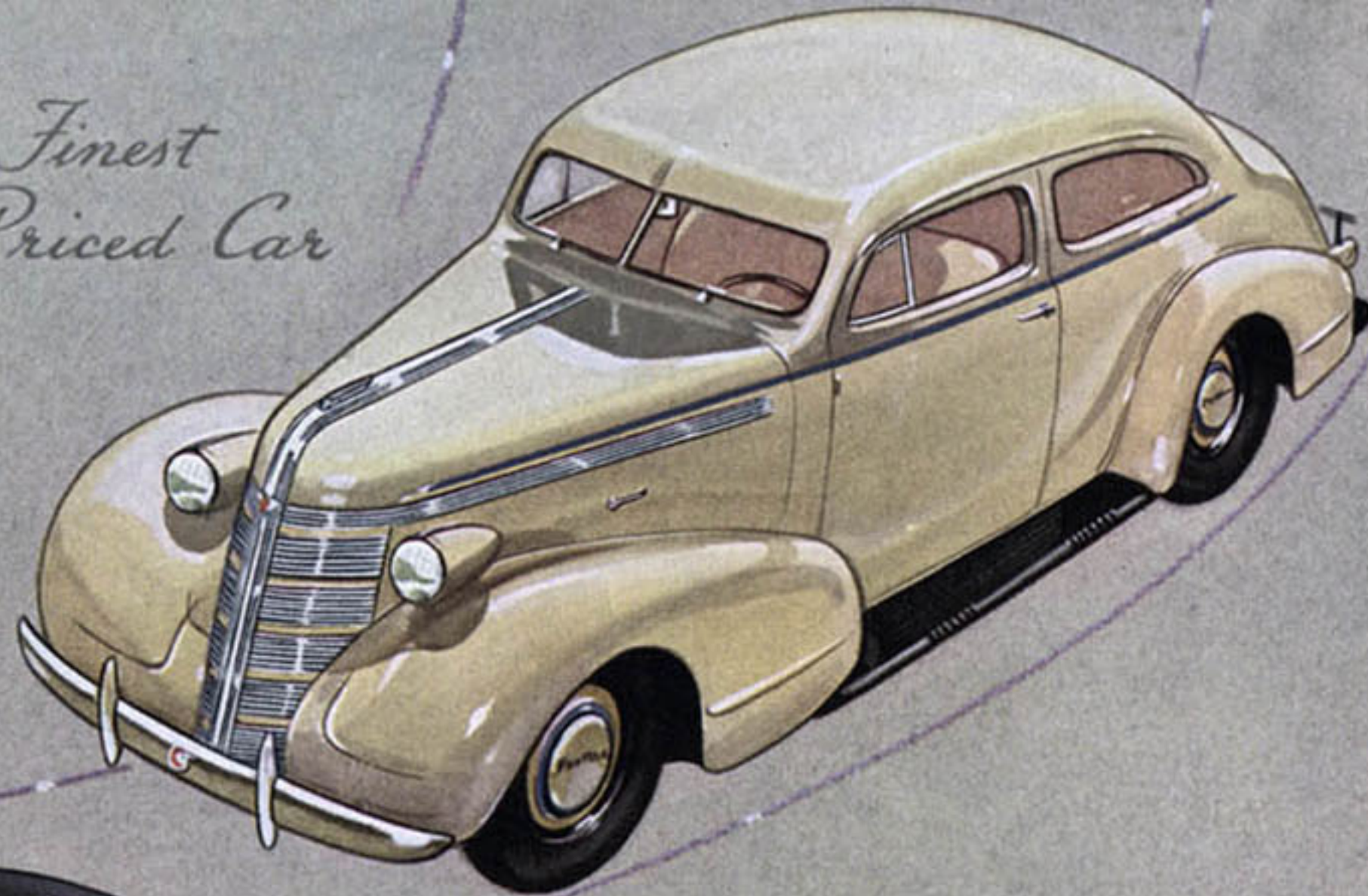
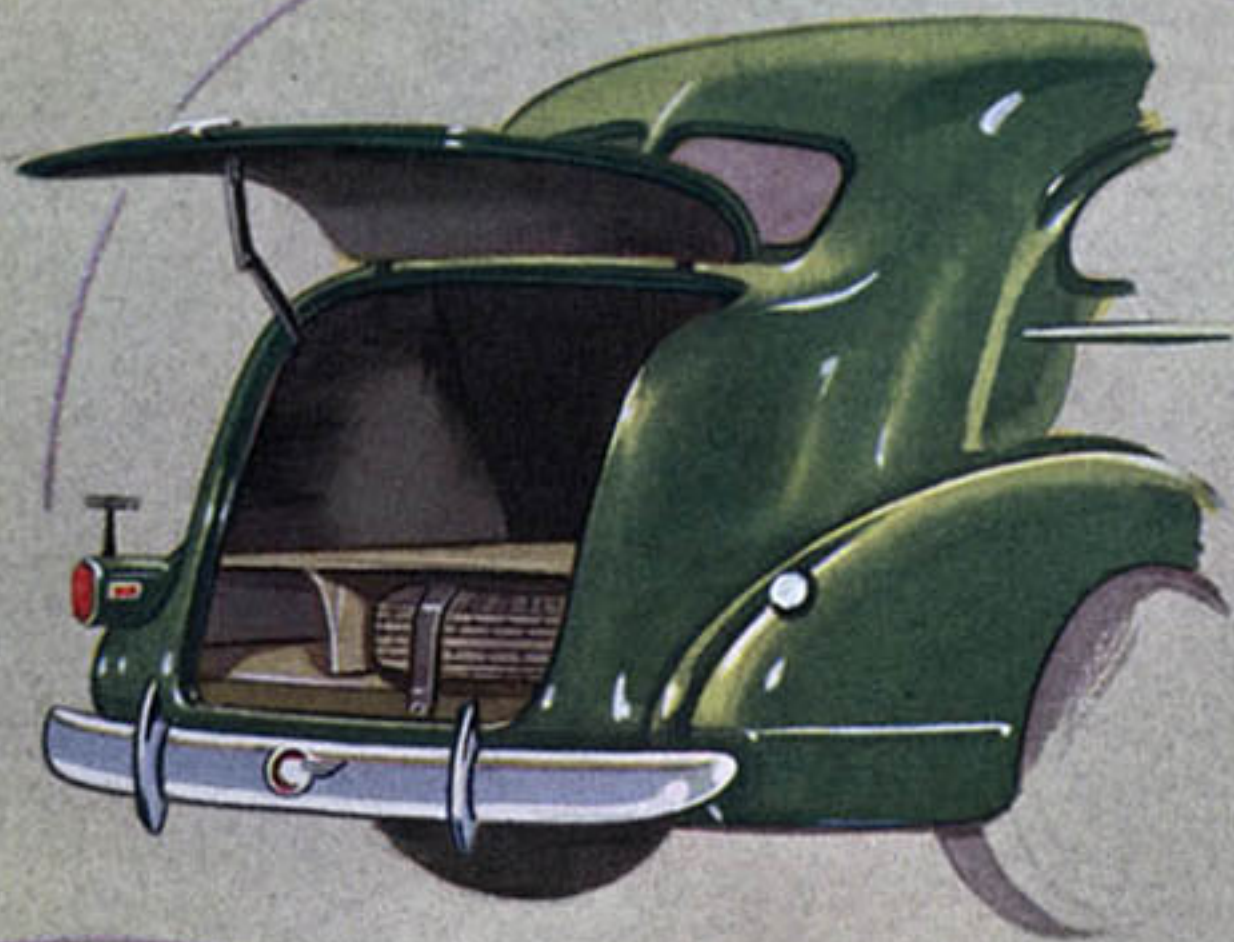


Rear Compartment of
AMERICA'S FINEST LOW-PRICED CAR



Front Compartment of
AMERICA'S FINEST LOW-PRICED CAR

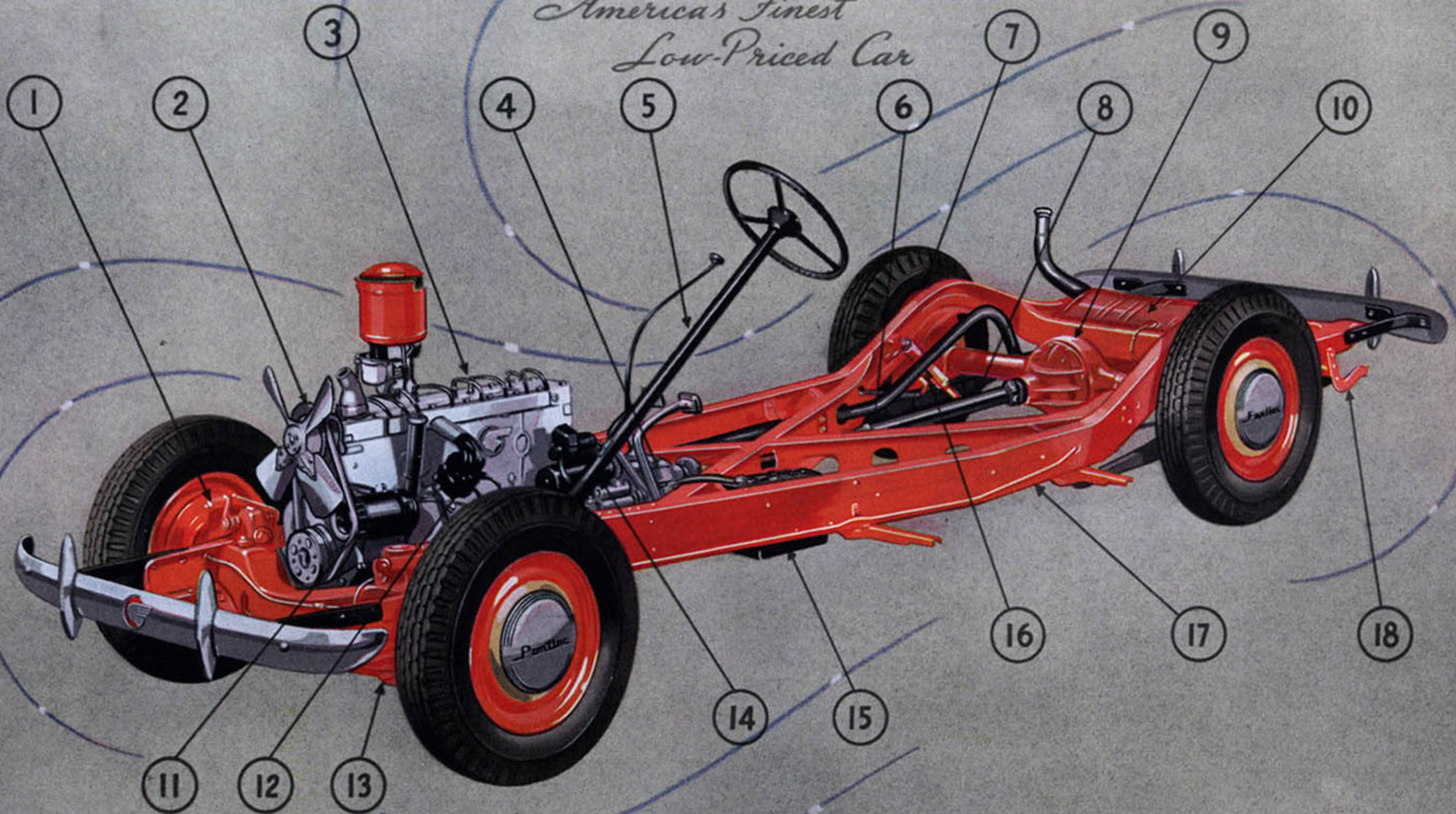
*America's Finest
Low-Priced Car*



THE PONTIAC DE LUXE EIGHT TWO-DOOR TOURING SEDAN—Motorists who like to tour in perfect comfort find this spacious six-passenger model with a 50 per cent larger trunk exactly what they need. Trunk opens from bottom revealing easily packed compartment above spare tire shelf. Split front sedan-type seat has combination arm rests and door handles. The driver's seat tilts forward or backward as adjusted for either short or tall driver's comfort. Rear seat has ash trays built into arm rests. Has the world's safest body—a Unisteel Body by Fisher.

THE PONTIAC DE LUXE SIX TWO-DOOR TOURING SEDAN—Choice of light tan mohair or mixed wool fabric upholstery. Sedan-type split front seat holds three easily.

*America's Finest
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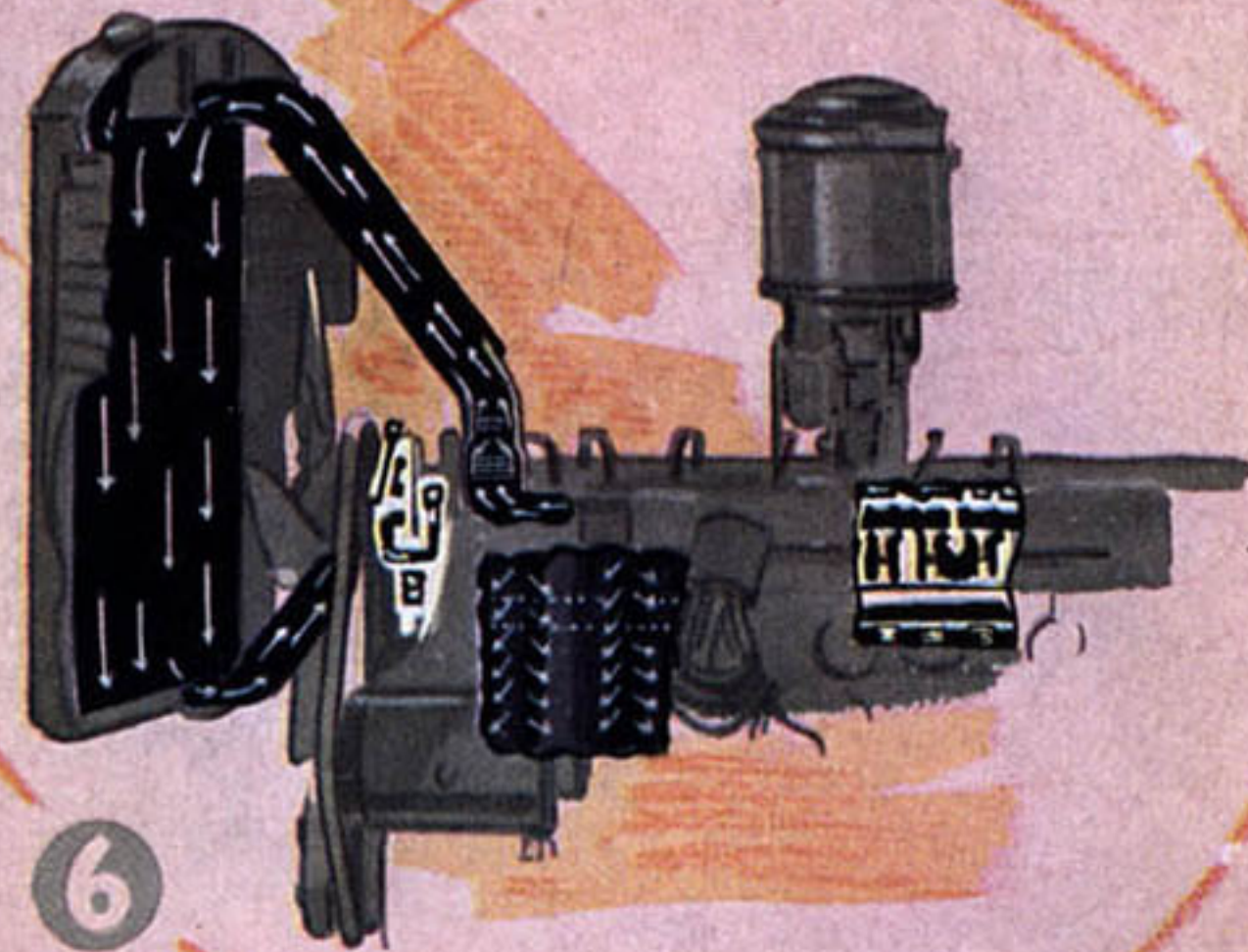
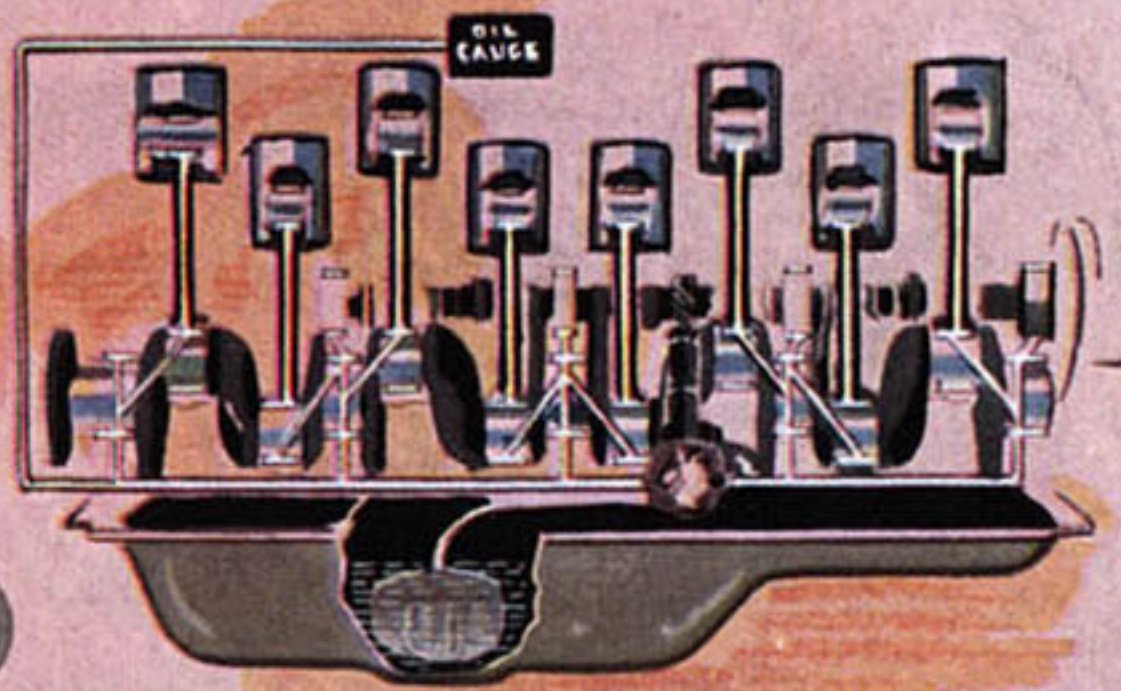
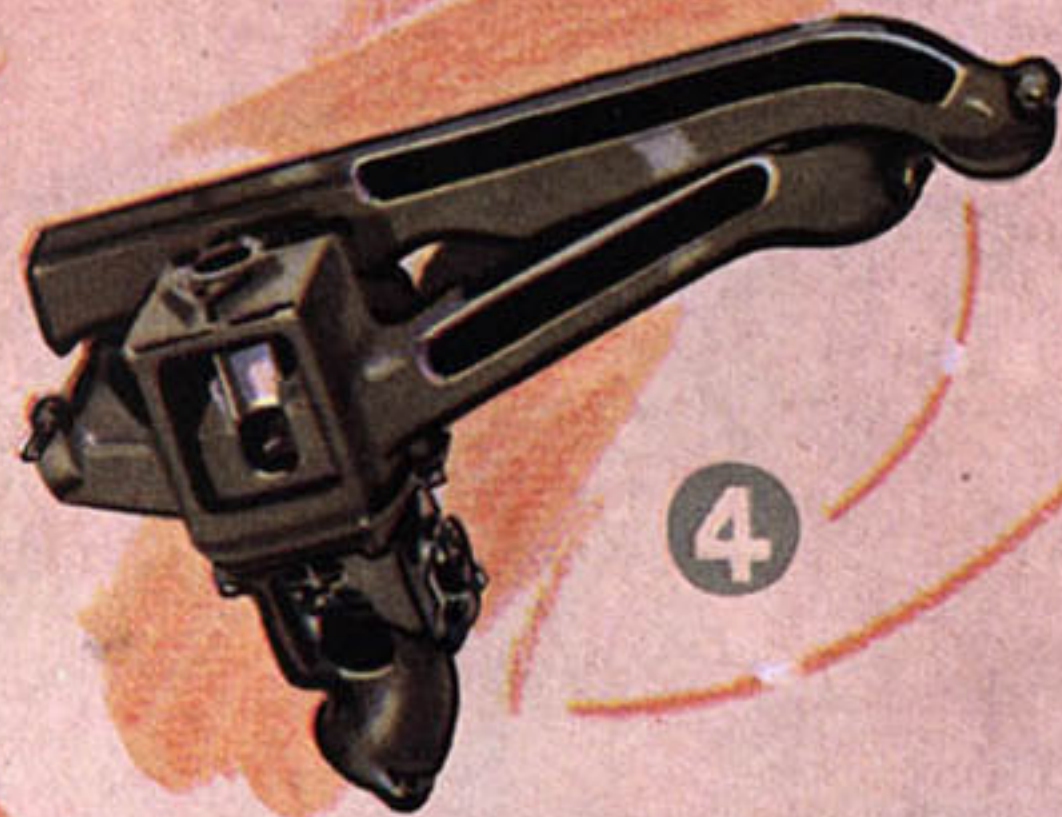
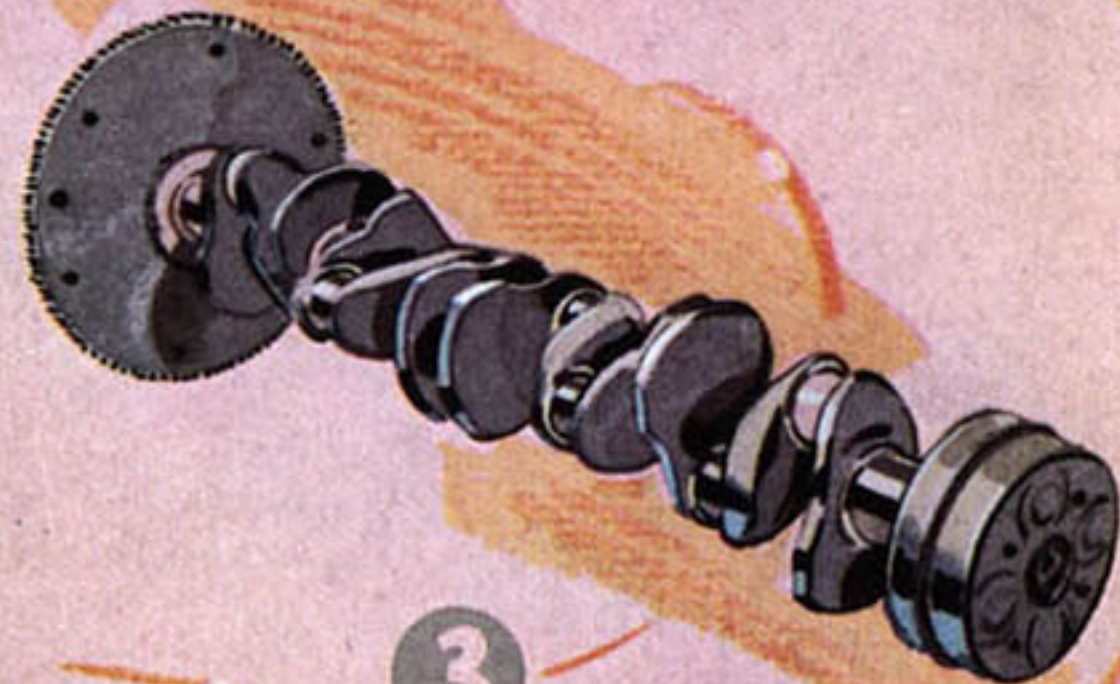
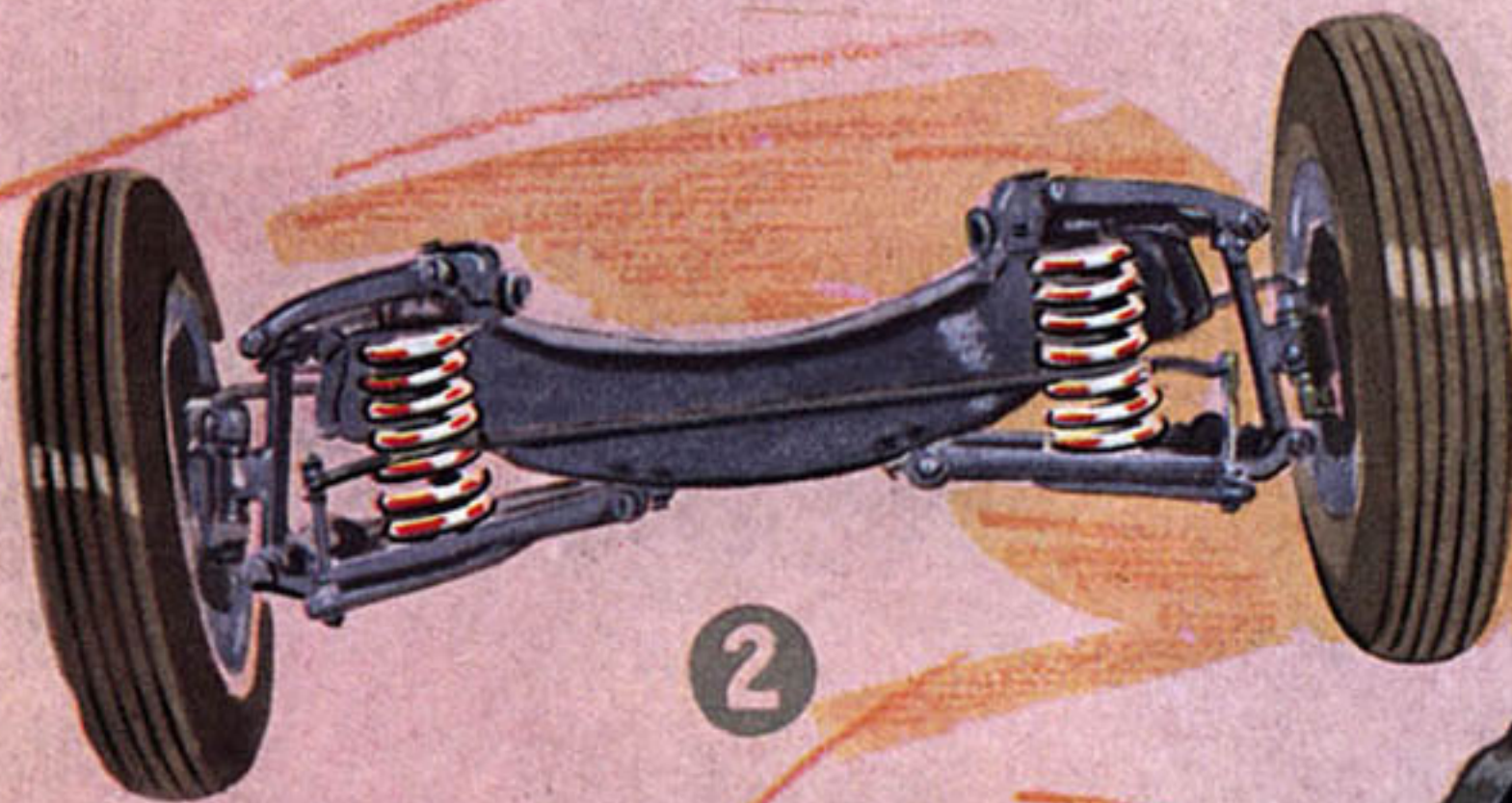
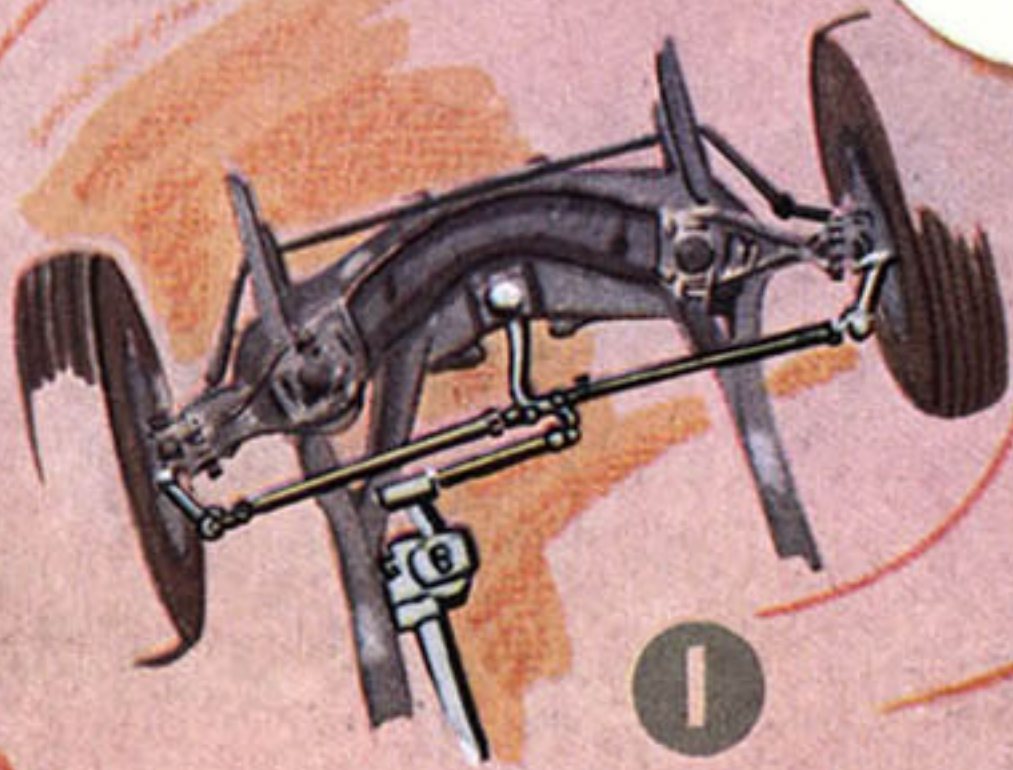
THE PONTIAC DE LUXE EIGHT CHASSIS

Competent and impartial engineers will tell you that Pontiac ranks with the very finest examples of quality construction in the automotive field. And here's why: Every feature pointed out on this big, rugged chassis is the best that money can buy. And that applies to the features not visible here as well. America's finest low-priced car is fine all the way through, which explains why Pontiacs have established such a great record for long-life and dependability.

- | | | |
|---------------------------|------------------------------|--------------------------------|
| 1. Improved Knee-Action | 7. Safety Triple-Sealed Hy- | 13. Ride Stabilizer |
| 2. Efficient Water Pump | draulic Brakes | 14. Ten-Second Zero Weather |
| 3. One-Hundred Horsepower | 8. Hotchkiss Drive | Starting Motor |
| Eight Cylinder Motor | 9. New Rear Axle | 15. Seventeen Plate Battery |
| 4. All-Silent Syncro-Mesh | 10. Eighteen Gallon Gas Tank | 16. Double-Action Hydraulic |
| Transmission | 11. Air-Cooled Generator | Shock Absorber |
| 5. Center-Point Steering | 12. Vacuumatic and Auto- | 17. Rigid Bridge-Type Frame |
| 6. Dual Propeller Shaft | matic Spark Control. | 18. Jack Pads (front and rear) |

MECHANICAL FEATURES

*of America's
Finest Low-Priced Car*



1. PERFECTED CENTER-POINT STEERING—Makes driving steadier and prevents wrist and arm fatigue. A noteworthy Pontiac safety feature as well as a driving aid.

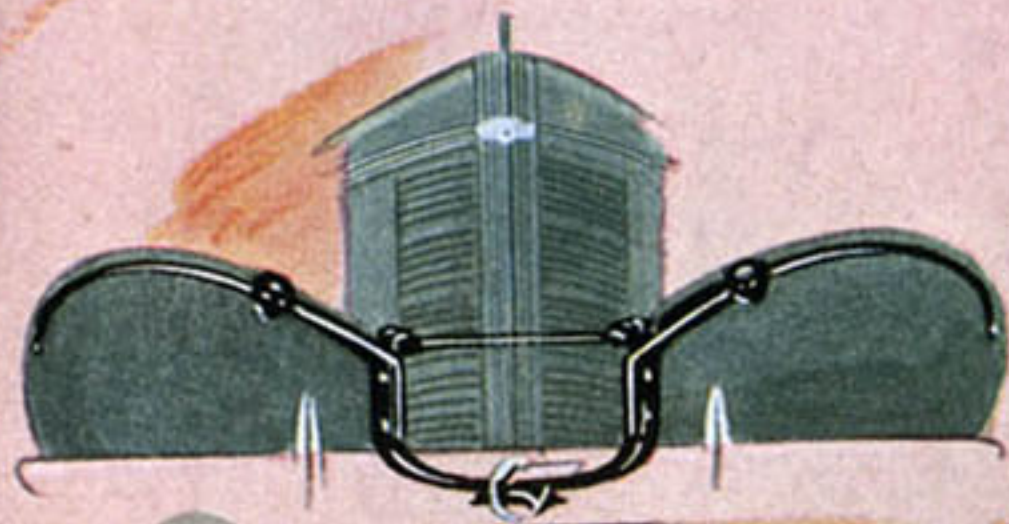
2. IMPROVED KNEE-ACTION—The same type used on the costliest cars and a big reason for Pontiac's "lullaby" ride. Combined with big, double-action hydraulic shock absorbers.

3. CRANKSHAFT—Heavier, 100% counterweighted, and tested to remove all signs of vibration, thereby lengthening bearing life and making Pontiac engines even smoother than before.

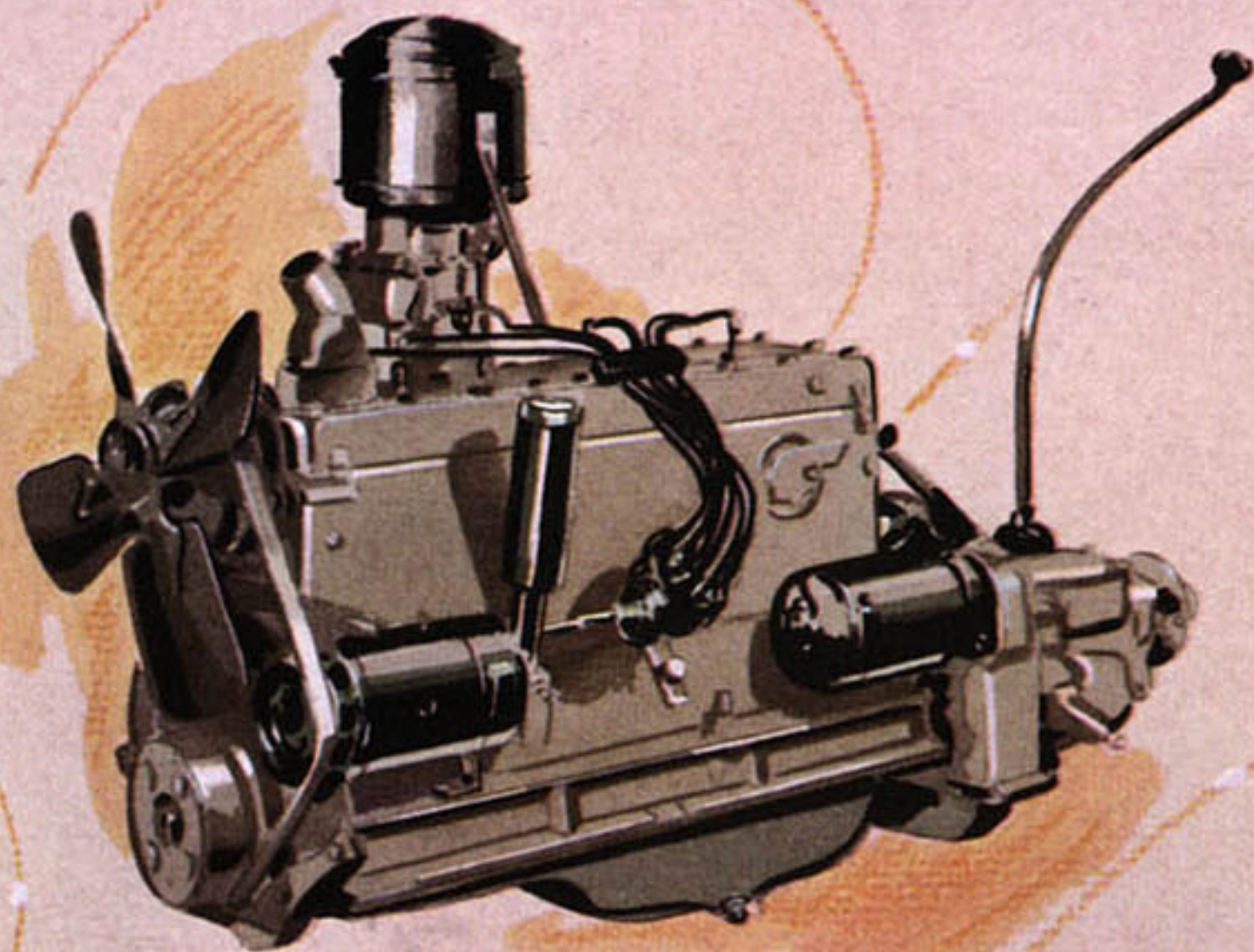
4. SCOTCH MIST MANIFOLD—A new manifold design, exclusive to Pontiac, increases economy 10 per cent by assuring uniform distribution of fuel to all cylinders.

5. OILING SYSTEM—Full-pressure metered-flow lubrication keeps a film of oil constantly between all moving parts, and assures ample lubrication of cylinder walls as soon as engine starts.

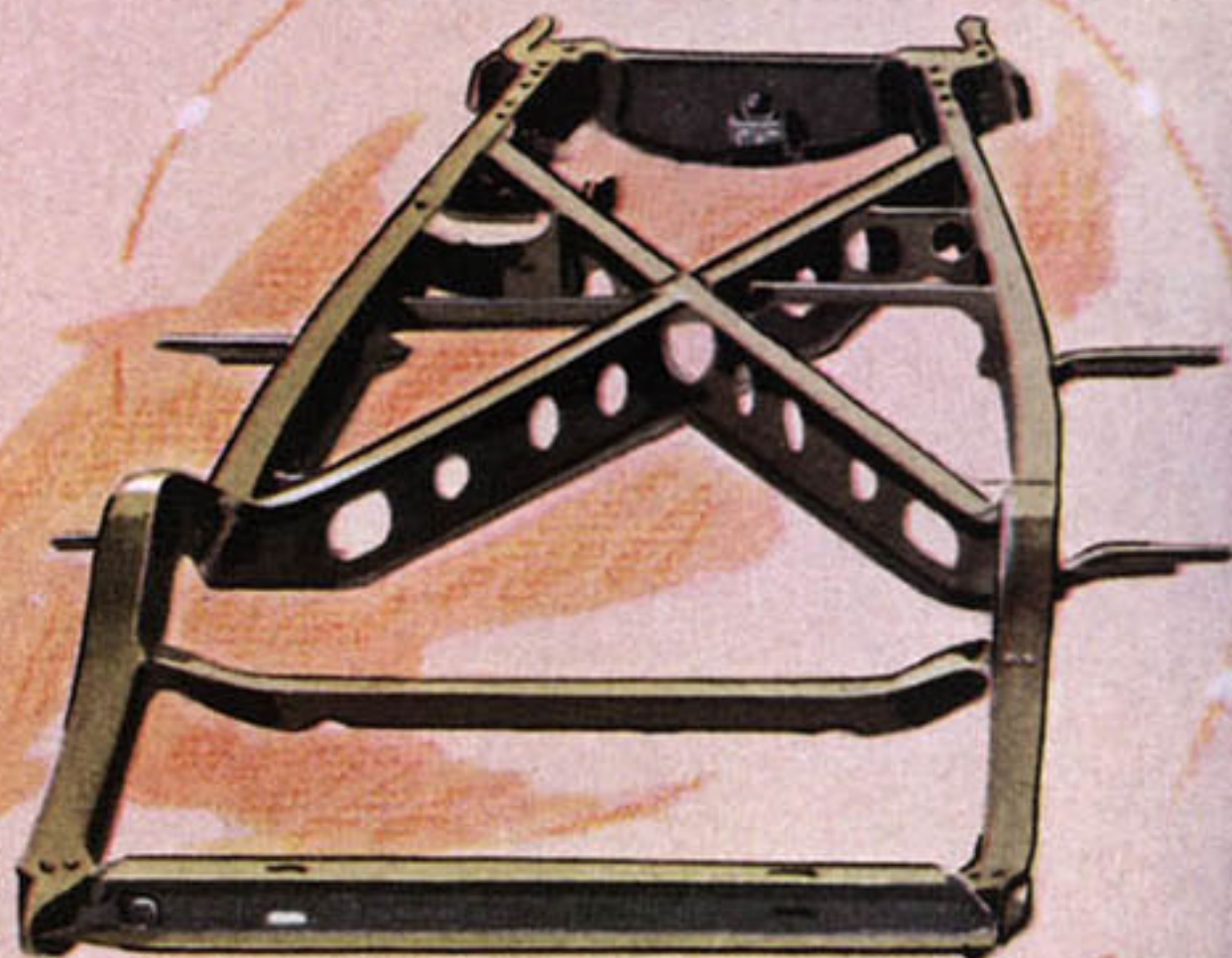
6. COOLING SYSTEM—Automatic all-weather temperature control—the most efficient system in use today. An important reason for Pontiac's quick-starting and long engine life.



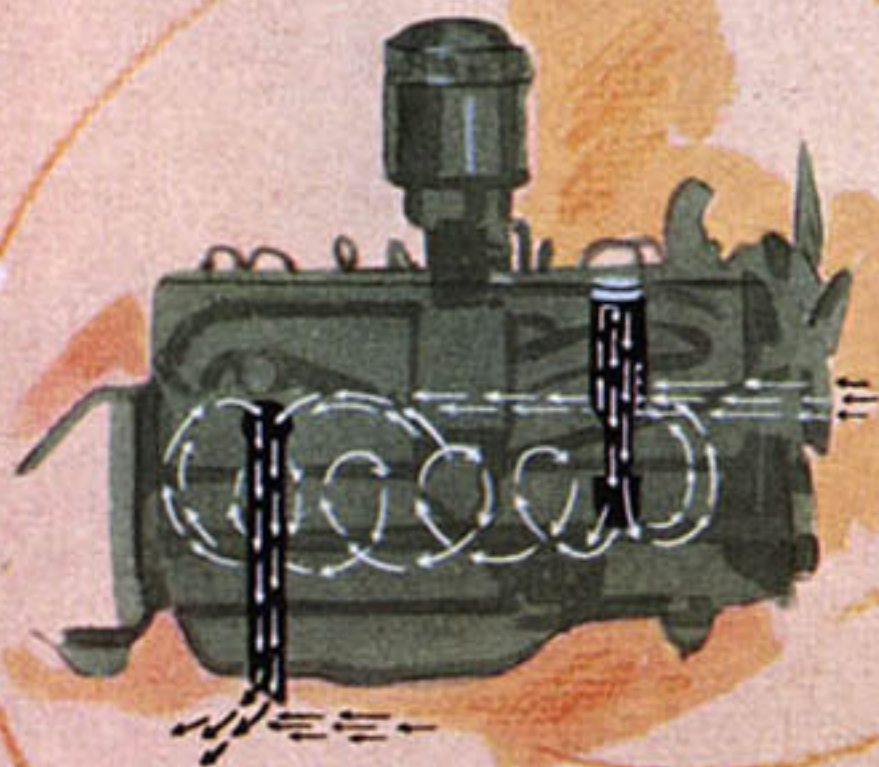
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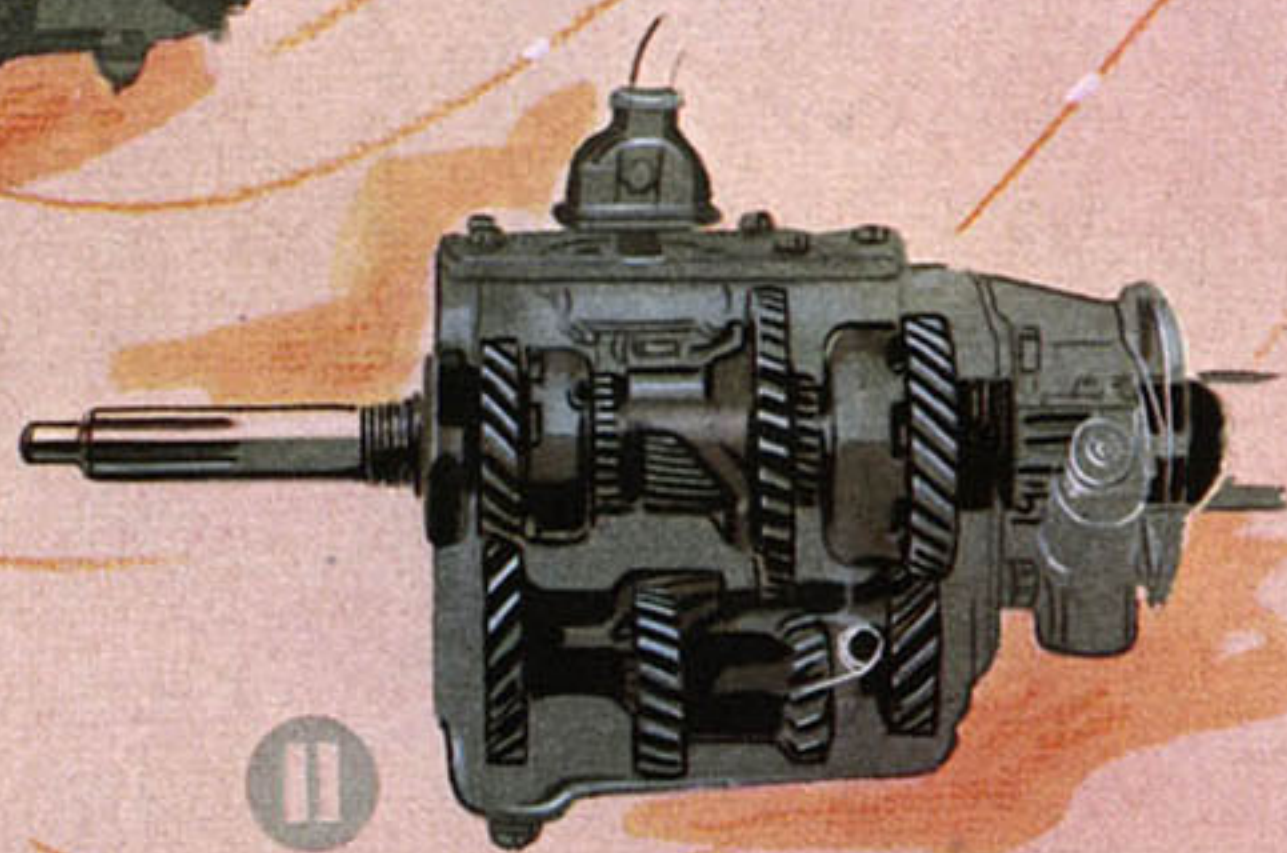
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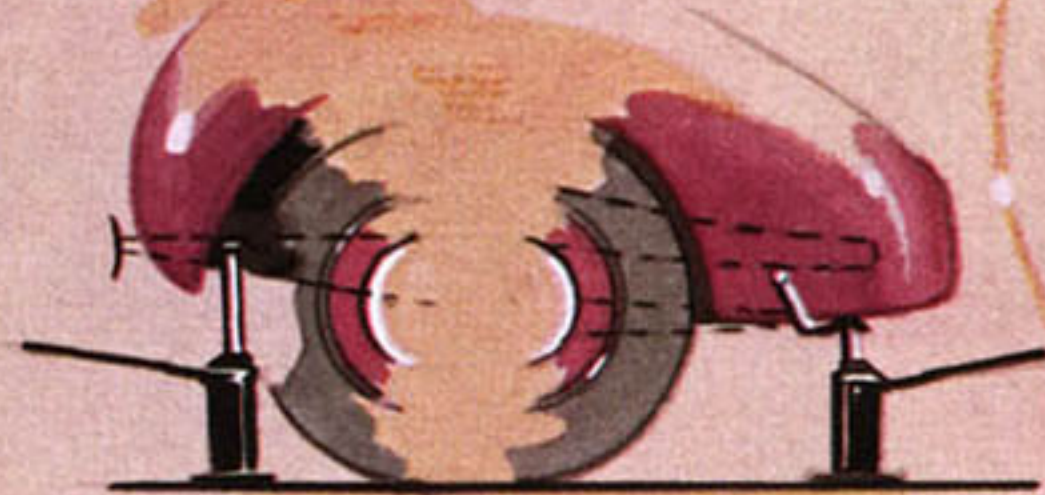
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7. RADIATOR AND FENDER MOUNTING—Center-point mounting prevents front-end vibration, and damage to headlights and radiator, even on rough roads.

8. SIX-CYLINDER MOTOR—More powerful than ever, with faster acceleration, and yet more economical. Like the Pontiac eight-cylinder engine it is the most efficient in its field.

9. FRAME—Rigid, self-bracing, built on the principle of the cantilever bridge. This rugged frame, plus ample weight keeps the Pontiac steady and vibration-free on any road.

10. CRANK-CASE VENTILATION—Pressure suction ventilation saves oil and prevents wear on bearings by removing the acid vapors and water that corrode bearing surfaces.

11. SYNCRO-MESH TRANSMISSION—Silent in all speeds, forward and reverse. The easiest shifting system in use.

12. JACK PADS FRONT AND REAR—Make tire-changing clean, quick and easy. Exclusive with Pontiac.

13. TRIPLE-SEALED HYDRAULIC BRAKES—Water and dust-proof—the finest money can buy. Combined with parking brake mounted under cowl where it's easiest to reach.

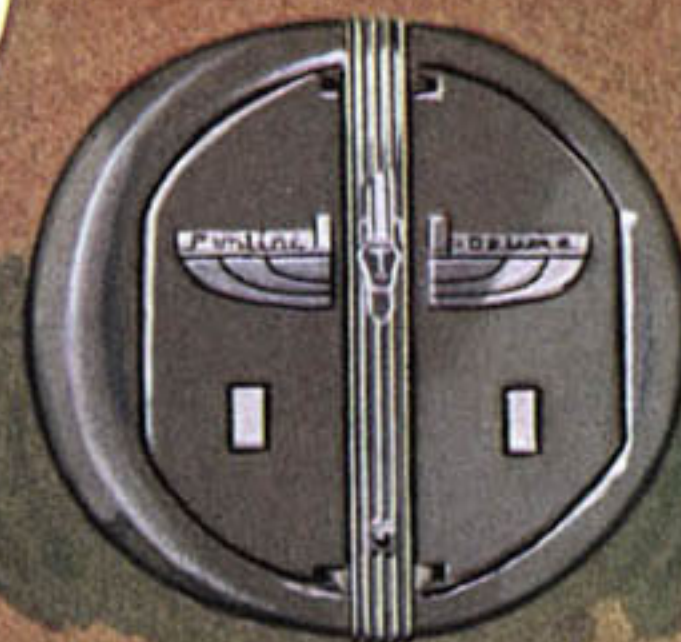
PONTIAC APPROVED ACCESSORIES

FOR 1937

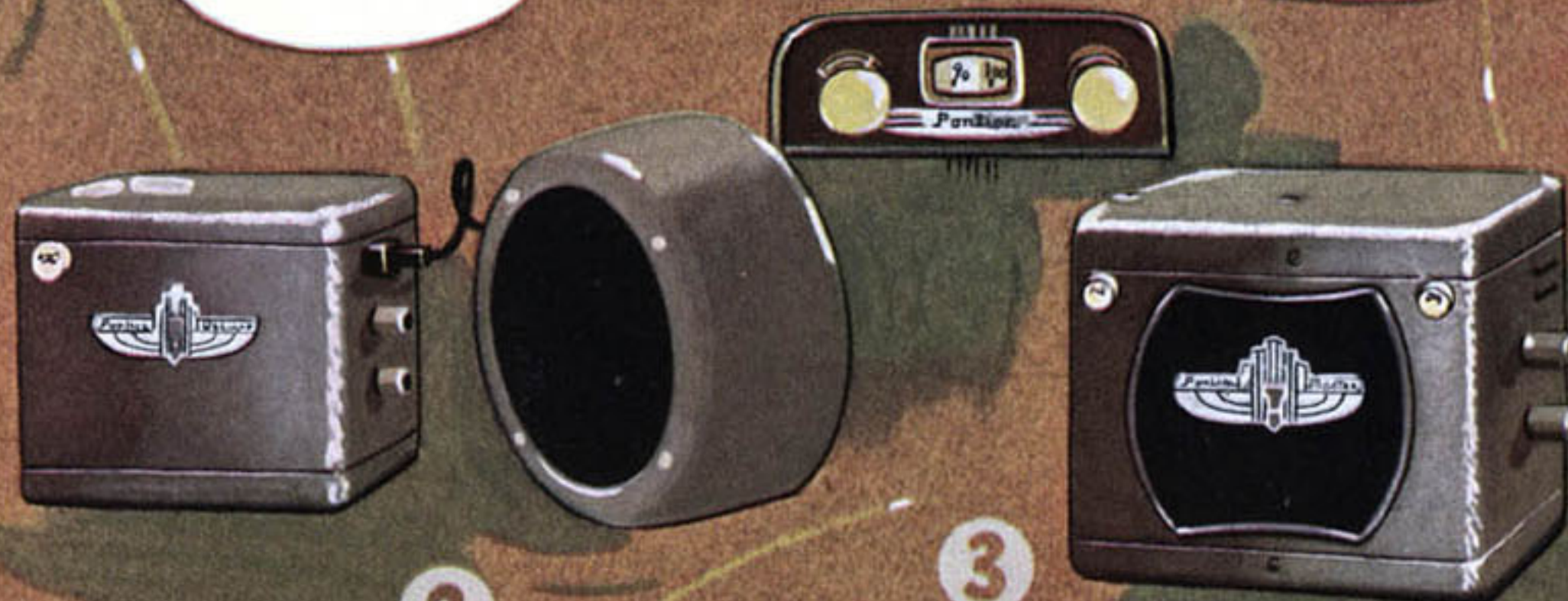
for added Comfort, Convenience, Safety and Beauty



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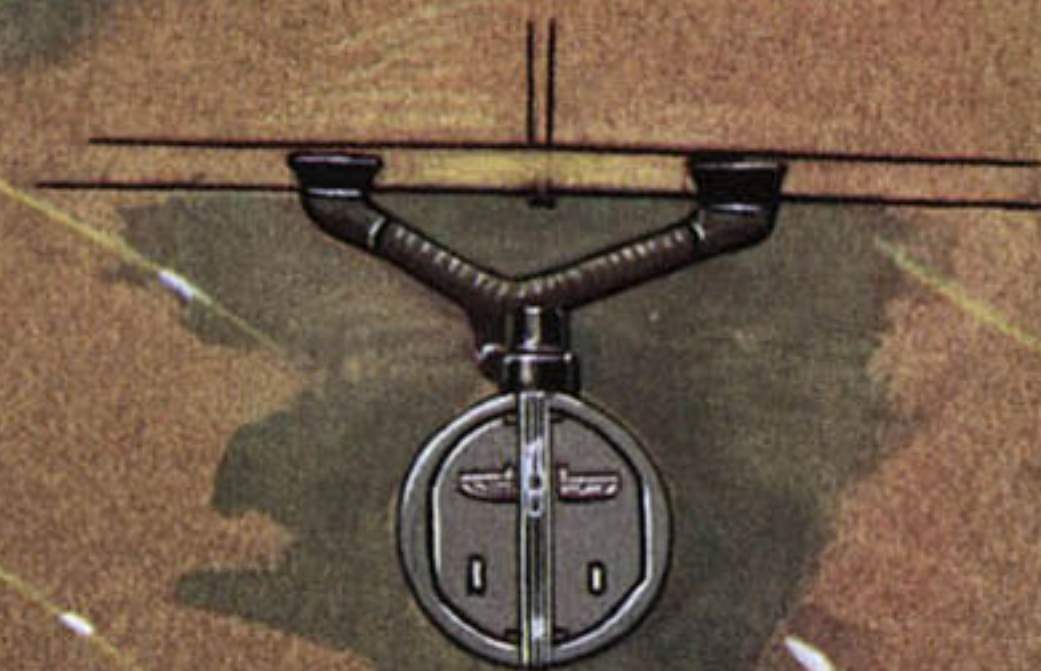
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1. PONTIAC MASTER HEATER—Slightly smaller than the De Luxe heater. Crackle finish—twin adjustable deflectors—illuminated regulator—positive shut-off valve. An efficient, dependable, inexpensive heating unit for your car.

2. PONTIAC DE LUXE RADIO—Seven tube. Offers performance and reception comparable to the finest home radios. All the latest features. Custom-built dials match other controls.

3. PONTIAC MASTER RADIO—A powerful, compact, inexpensive six tube radio that excels many higher priced sets in tone quality and performance. Possesses many of the outstanding mechanical features of the De Luxe radio.

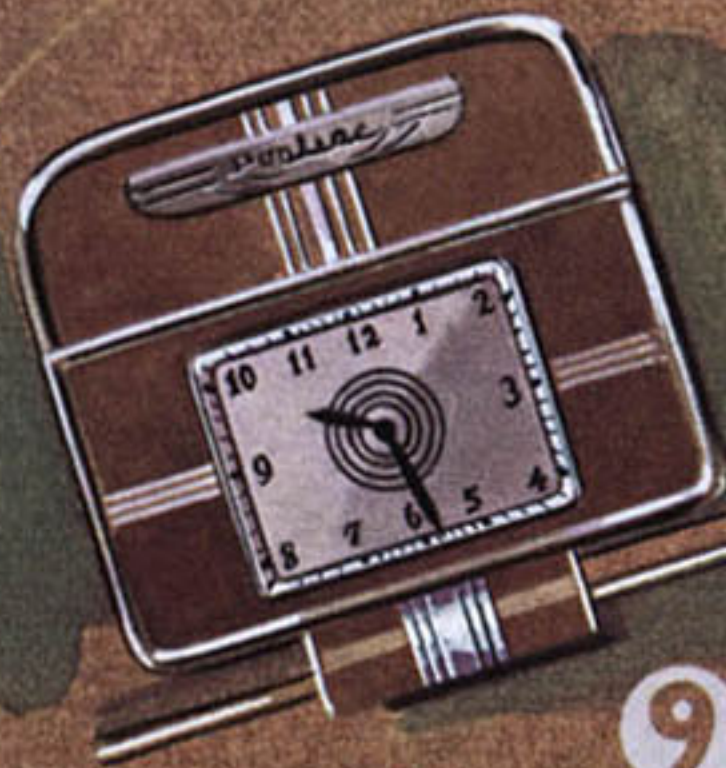
4. PONTIAC DE LUXE HEATER—A big, powerful, efficient super heater capable of providing plenty of warmth for every passenger. Every modern feature . . . gray crackle finish.

5. FLEXIBLE STEERING WHEEL—18-inch diameter. Beautiful Tenite rim harmonizes with control knobs. Three chromed steel spokes afford sufficient "flex" to prevent any road shocks from reaching driver's hands.

6. CIGARETTE LIGHTER—An extremely popular accessory. Heats quickly—requires only a minimum of battery current. Independent lighter unit can be passed around.

7. ASH RECEPTACLE—For installation on door of the glove compartment—finished in burl walnut to match instrument panel. Can be easily removed from its base for emptying.

8. G. M. DUAL SAFETY WINDSHIELD DEFROSTER—Installation concealed. Operates with De Luxe or Master heater. Two outlets, strategically located, keep entire windshield free of snow and ice. No exposed fan.



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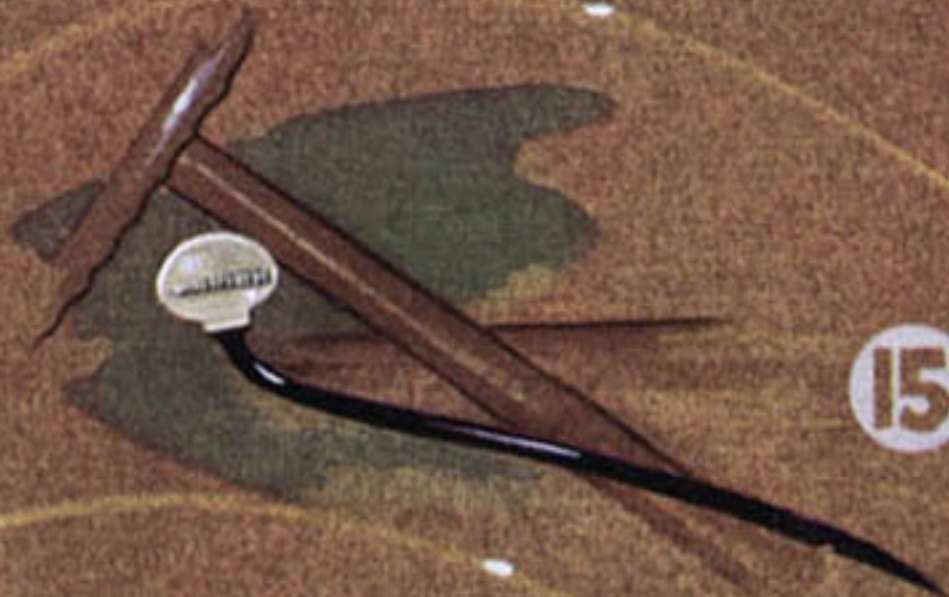
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9. ELECTRIC CLOCK—Special provision is made on the instrument panel for the installation of this handsome electric clock. Keeps accurate time—operates on a minimum of current. Attractive, legible illuminated dial.

10. CHROME WHEEL DISCS—Made of non-rusting steel—heavily chrome plated. Fit flush with hub cap completely covering wheel spokes. Easily installed and easily removed.

11. DUAL HORNS—Sound a courteous, compelling warning. A real safety feature.

12. SILVER STREAK DECK MOULDING—Adds a smart, distinctive touch to the rear-end beauty of the car. Beautifully chrome plated.

13. RIGHT-HAND SUN VISOR WITH VANITY MIRROR—Protects front seat passenger from glare. Convenient mirror attachment can also be used for keeping service records.

14. RIGHT-HAND TAIL LIGHT—Gives a more finished appearance to the rear of the car and serves as an added measure of safety. Matches left-hand light and operates in unison with it both as tail light and stop light.

15. ONYX GEAR-SHIFT BALL—A simple, inexpensive accessory that will further enhance the appearance of the already attractive front compartment. Can be installed immediately.

16. CHROME WHEEL RINGS—A distinctive accessory for the wheels of your car. Can be quickly and easily installed. Will not rattle—full chrome finish resists rust.

17. SAN-TOY SEAT COVERS—As practical as they are beautiful. Protect and preserve the upholstery—prevent clothes from wrinkling excessively—are cooler to ride on in warm weather—may be washed with soap and water.

Our first concern is your satisfaction with our Expert, Low-Priced and Reliable
"GOOD WILL SERVICE"



Pontiac realizes the important part service plays in owner satisfaction—and Pontiac authorized "Good Will Service Stations" are specially qualified to do the necessary service work on your car. They employ only the most competent, skilled mechanics and, before these men are allowed to work on your car, they are thoroughly trained through a series of special, factory-prepared courses. All tools and equipment

used in authorized Pontiac "Good Will Service Stations" are of factory-approved design to enable the mechanics to do the most efficient, satisfactory work in a minimum of time. Pontiac flat rate charges are unusually fair—as low as possible consistent with the finest workmanship. Whenever your car needs servicing—look for the Pontiac Indian Head—the sign of Good Will service. Here you will be completely satisfied with the courtesy, service and workmanship you receive.

Pay for your new PONTIAC with monthly payments to suit your purse on GENERAL MOTORS
INSTALLMENT PLAN

By means of the General Motors Acceptance Corporation Installment Plan, available through all Pontiac dealers, a small down payment, and convenient monthly terms with a low financing charge, enable you to buy your Pontiac and pay as you ride. The trade-in value of your present car may even cover the down payment. This easy time payment plan plus Pontiac's low prices makes it possible for anyone who can afford any new car to own a big, economical Pontiac, America's finest low-priced car.



GENERAL MOTORS 6% INSTALMENT PLAN

PONTIAC DELIVERED PRICES

<i>Model</i>	<i>Six</i>	<i>Eight</i>	<i>Model</i>	<i>Six</i>	<i>Eight</i>	<i>Model</i>	<i>Six</i>	<i>Eight</i>
BUSINESS COUPE			4 DOOR TRUNK SEDAN			CABRIOLET		
2 DOOR SEDAN			2 DOOR TRUNK SEDAN					
5 PASS. SPORT COUPE			4 DOOR SEDAN					

SPECIFICATIONS OF

America's Finest Low-Priced Car

PONTIAC DE LUXE EIGHT SPECIFICATIONS

MOTOR • Straight Eight "L" head, developing 100 horsepower at 3800 r.p.m. Bore, 3 1/4 inches. Stroke, 3 3/4 inches. Displacement 248.9 cu. in. Compression ratio 6.2 to 1. Operates satisfactorily with standard grade fuels. Single unit block and crankcase. Ample water passages between cylinders and around each intake and exhaust valve seat, providing maximum cooling and making valve seat inserts unnecessary. All pistons and connecting rods balanced to within 1/8 ounce. Motor mounted on three rubber supports eliminating vibration and torque reaction. Engine has no "vibration point" at any speed from 8 to 85 m.p.h. Combination suction-pressure crankcase ventilation.

COOLING • Cellular type all copper radiator core. Thermostatic water temperature control provides for short "warm-up" period and cool motor operation. Gusher type valve cooling.

CLUTCH • Single, dry plate, 10-inch clutch.

TRANSMISSION • Syncro-Mesh with all-silent helical gears.

GEARS • Of heat-treated, chrome-nickel alloy steel.

FUEL SYSTEM • Eighteen gallon gas tank concealed at rear. Filler cap on right side. Baffle in filler neck to prevent theft of gasoline. Electric supply gauge on instrument panel. Fuel line carried along on outside of frame to prevent vapor lock (bubbles in gas caused by heat). Large mechanical fuel pump. Air Cleaner and Silencer on Carter triple-venturi carburetor. Thermostatic fuel temperature control in manifold. Automatic Choke.

FRAME • New deflection resistant frame with channel side bars and "X" shaped subframe of deep "I" beam section incorporating a "frame within a frame."

STEERING GEAR • New worm and roller high efficiency type. Steering ratio 19 to 1. 18-inch, black finish, three-spoke steering wheel of steel reinforced moulded rubber with convenient finger grips.

KNEE-ACTION • Link type Knee-Action as used on the highest priced cars provides utmost in riding comfort and effortless steering.

DRIVE • Hotchkiss drive through dual propeller shaft with two roller bearing universal joints permitting low floors without obnoxious tunnels.

TIRES • 16 x 6.50 inch full balloon, low pressure tires with silent rib tread.

ELECTRICAL SYSTEM • Delco Remy ventilated generator with high charging rate and voltage control. Powerful, four pole starting

motor operated from accelerator pedal. 17-plate, 107-hour storage battery with power enough to start motor in 10 seconds at zero temperature with 10 W oil in crankcase. Vacuumatic spark control. New Improved Multi-beam lighting system.

BODIES • One piece SOLID STEEL "Turret-Top" Unisteel Fisher Bodies. Safety Glass in windshield, doors and windows. Provision in cowl of all bodies for installation of windshield Defroster. All doors lock from inside. Arm rests in front and rear. Theft resisting door handles. Luggage and spare tire compartment at rear of all five-passenger models and in back of seat in business coupe and cabriolet models. Sport coupe spare tire carried in rear deck compartment.

INSTRUMENTS AND CONTROLS • Crowned instrument board finished in burl walnut and chrome trimmed. Rectangular type speedometer, oil, gasoline and temperature gauges grouped in chrome bound glass covered instrument panel on left of instrument board. Glove locker door with lock and key on right. Throttle and light controls of ivory Tenite and ignition switch arranged in center. Headlamp beam indicator light indicates when upper beam is on. Red indicator light on instrument panel shows red when generator is not charging. All instrument dials finished in translucent ivory with large black figures. Instrument panel is provided with indirect type lighting.

DIMENSIONS AND CAPACITIES:

Wheelbase.....	122 in.
Over-all length (bumper to bumper).....	198 1/8 in.
Width.....	71 1/2 in.
Height (4 Door Sedan with passengers).....	67 in.
Capacity of Crankcase (Oil).....	7 quarts

PONTIAC DE LUXE SIX SPECIFICATIONS

MOTOR • Six cylinder "L" head developing 85 horsepower at 3600 r.p.m. Compression ratio 6.2 to 1. Operates satisfactorily on standard grade fuels. Bore, 3 1/8 inches. Stroke, 4 inches. Displacement 222.7 cubic inches. Remaining features same as on the Pontiac De Luxe Eight motor.

COOLING • Same type as used in the Pontiac De Luxe Eight.

CLUTCH • Single, dry-plate, 10-inch clutch.

TRANSMISSION • Same as in the Pontiac De Luxe Eight.

FUEL SYSTEM • Same as in the Pontiac De Luxe Eight. Eighteen gallon gas tank concealed at rear.

FRAME • New deflection resistant frame with channel side bars and "X" shaped subframe of deep "I" beam section incorporating a "frame within a frame."

STEERING GEAR • Same as on the Pontiac De Luxe Eight.

KNEE-ACTION • Same as on the Pontiac De Luxe Eight.

DRIVE • Same as on the Pontiac De Luxe Eight.

TIRES • 16 x 6.00 inch full balloon, low pressure tires with silent rib tread. Tire pressure: Rear—30 lbs., minimum; Front—25 lbs., minimum.

ELECTRICAL SYSTEM • Same as on the Pontiac De Luxe Eight except starting motor is operated by separate foot pedal. 15-plate storage battery with power enough to start motor in 10 seconds at zero temperature with 10 W oil in crankcase.

BODIES • Same as on the Pontiac De Luxe Eight with the exception that safety glass in windshield and ventipanes only and at extra cost in doors and windows.

INSTRUMENTS AND CONTROLS • Same as on the Pontiac De Luxe Eight.

DIMENSIONS AND CAPACITIES:

Wheelbase.....	117 in.
Over-all length (bumper to bumper).....	193 1/8 in.
Width.....	71 1/2 in.
Height (4 Door Sedan with passengers).....	67 in.
Capacity of Crankcase (oil).....	6 quarts

PONTIAC APPROVED ACCESSORIES GROUP

(Installed at the Factory on all cars at extra cost)

- | | |
|----------|--|
| Group A | —5 Wheel Accessories: Bumpers—Front and Rear, Bumper Guards, Spare Tire and Tube, Metal Spring Covers, and R. H. Windshield Wiper. |
| Group B | —2 and 4 Door Sedans: Dual Horns, Visors, Tail Lights, Booster Pump, Silver Streak Moulding, Luggage Mat. |
| Group BX | —Coupe, Sport Coupe and Cabriolet: Booster Pump, Dual Horn, R. H. Tail Light and R. H. Visor. |
| Group C | —Electric Clock, Ash Receiver, Vanity Mirror, Gear-Shift Ball and Cigar Lighter. |
| Group CX | —Electric Clock. |
| Group D | —Safety Glass. |
| Group E | —Oil Bath Cleaner. |
| Group F | —Flexible Steering Wheel. |
| Group WS | —White Side Wall Tires. |
| Group DR | —De Luxe Radio. |
| Group MR | —Master Radio. |
| Group DH | —De Luxe Heater. |
| Group MH | —Master Heater. |

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN • A General Motors Value



1937 PONTIAC *Silver Streak* SIXES & EIGHTS

AMERICA'S FINEST LOW-PRICED CAR