

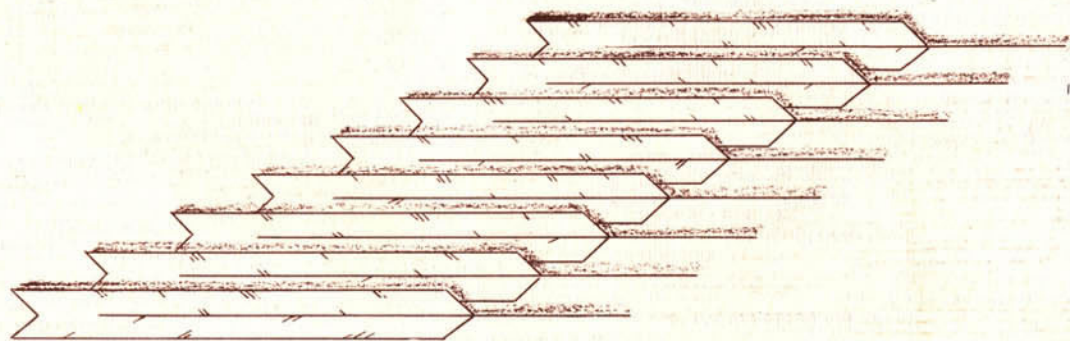


PONTIAC

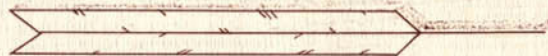
*the economy*

STRAIGHT

8



PONTIAC ECONOMY EIGHT  
THE BIG STRAIGHT 8 IN THE LOW PRICE FIELD



For 1933 Pontiac presents a new type of low priced motor car—the big Economy Straight Eight, with 115-inch wheelbase and 3175\* pounds of weight; a thrilling performer, delivering 78 actual miles an hour; an economy car, both in operating expense and in *the extremely low price at which it is offered.*

General Motors builds this Pontiac in the belief that *low price and operating economy* should now command big-car comfort and eight-cylinder performance. These cars are the largest and finest in Pontiac history; and prices are *the very lowest.*

Perhaps the car's most notable characteristic is this: The driver can "step on it" at low speed, and feel it sweep straight through its entire speed range without the slightest bucking, labor or hesitation. Performance is smooth and brilliant, on hills or in traffic; yet this abounding power is delivered with unusual fuel economy.

No less important, Pontiac is distinctly a style car. Streamlining has curved and smoothed the entire structure. The smart grilled V-radiator tilts back gracefully and leads into the long

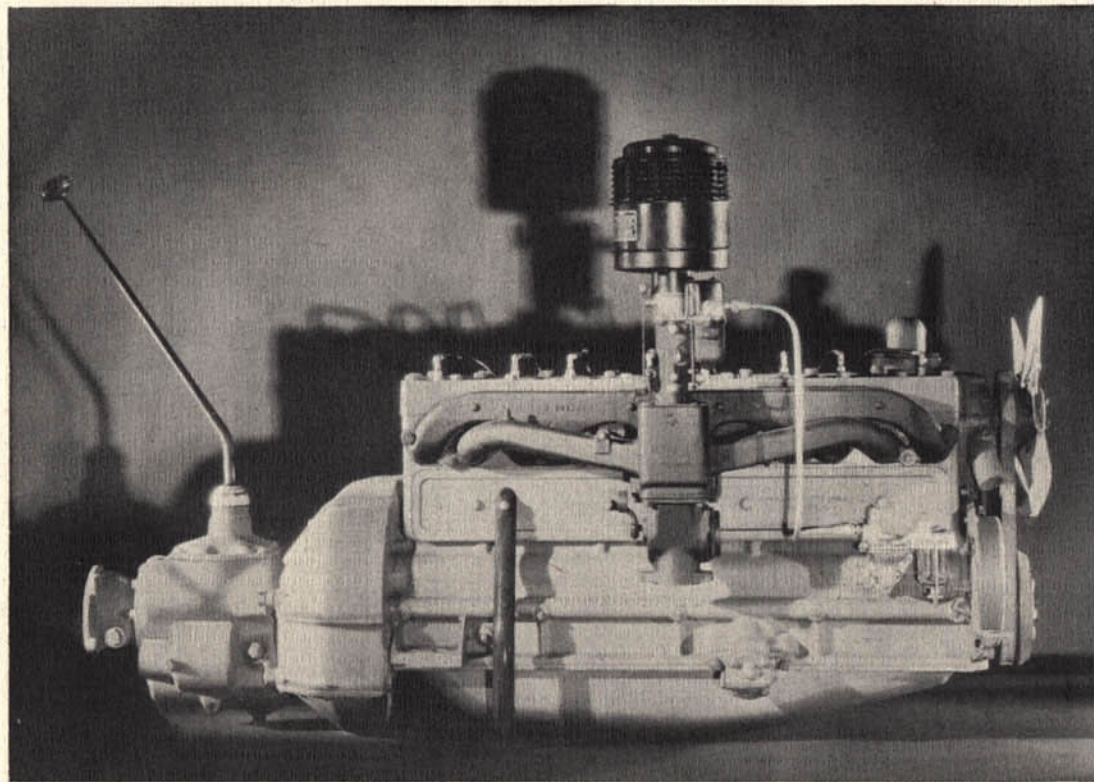
straight line of hood and cowl. Fenders dip low in front, and the modern side skirts conceal the whole under-carriage and protect the car from road splash. Chrome is used in just the right proportion; slanting louvres help maintain the effect; lamps and all detailed units are beautifully designed.

Fisher No-Draft Ventilation, individually controlled, is unquestionably the greatest advance in body-designing in years. Every passenger may have fresh air as he wants it, yet be protected from unwelcome drafts and discomfort. Driving is pleasant and healthful in any weather. . . . Moreover, Fisher continues its traditional leadership in complete and careful workmanship, in convenience and comfort, in quality materials, and in its solid, resilient construction of wood-and-steel.

General Motors presents Pontiac as a new type of car—a real economy eight. Examine it—ride in it—see how different it is from other low priced cars. You'll find it the finest car you can buy at low price; the great automobile value of today. It is in every way a car that you and your family will be proud to own.

# BRILLIANT STRAIGHT EIGHT PERFORMANCE

—with traditional  
Pontiac economy



Clean lines—the sure sign of finished high-type design. Pontiac and General Motors engineers labored two years in perfecting this motor.

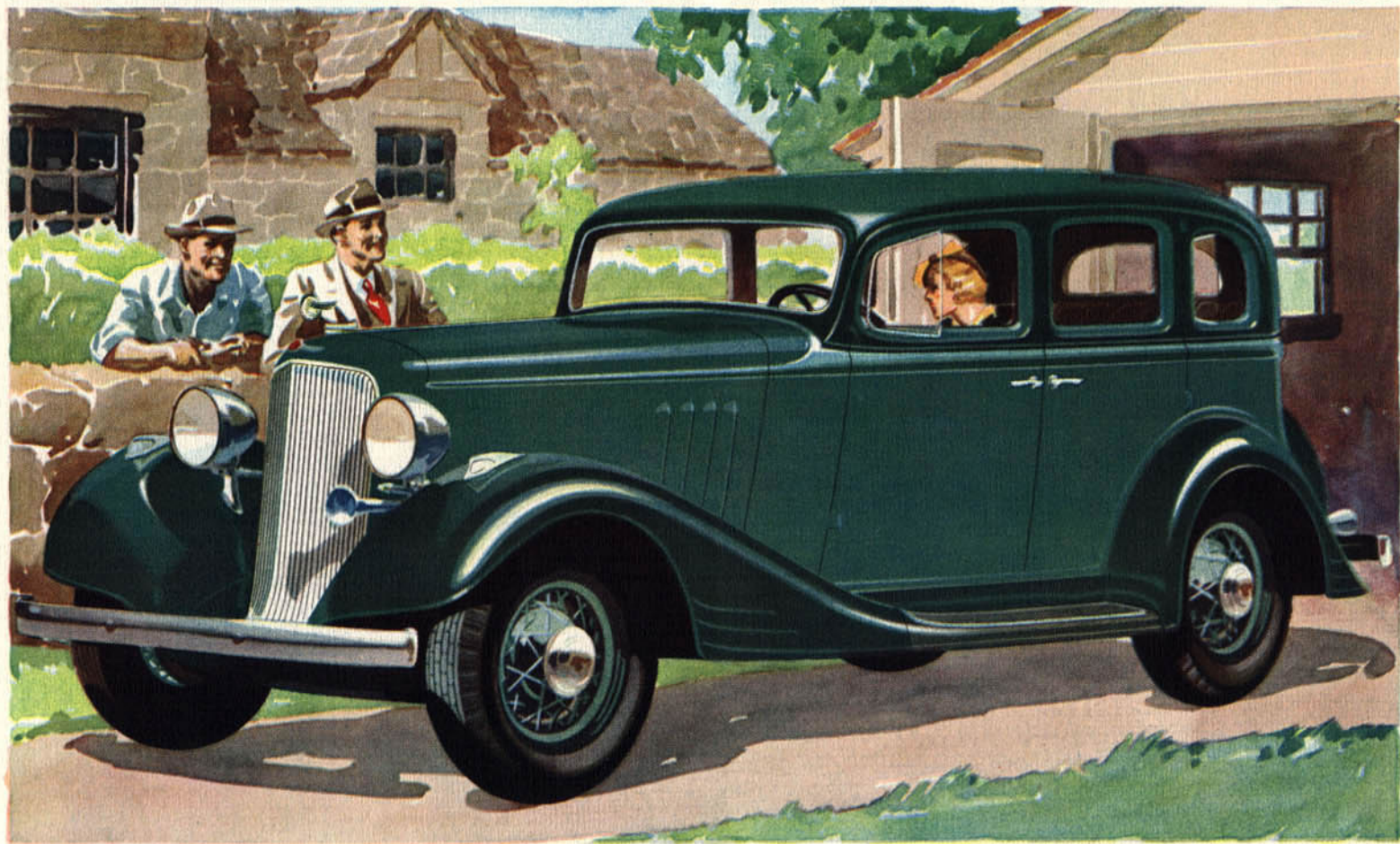
It's BIG—223.4 inches in displacement. The high compression (5.7 to 1) means more power and fuel economy from every motor impulse. *Complete* full-pressure lubrication reduces friction and adds to long life. Water flows all around *every* cylinder and *every* valve! Wonderfully smooth in itself, the motor is cushioned in rubber at five points to remove *all sense of vibration*.

At 60 miles an hour only 50 per cent of motor capacity is used; at 40, only 25 per cent. Avoiding strain is a Pontiac tradition, assuring easy operation and long life. Using eight cylinders, one third less strain is placed on each part than if the same power were developed in a six.



*Steel-encased rubber mountings absorb vibration, hold engine steady in frame.*

PONTIAC ECONOMY STRAIGHT EIGHT

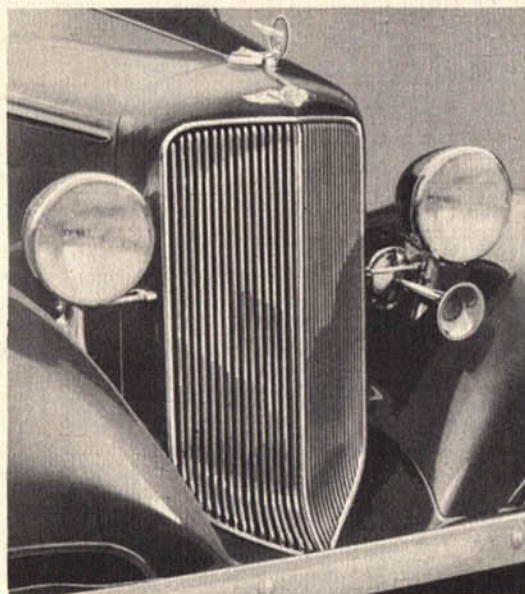


4-DOOR SEDAN

An ideal family car. Five wire wheels and lustrous black enamel fenders are standard equipment. Special equipment extra. « « « «

## LEADER IN STYLE AND MODERN BEAUTY

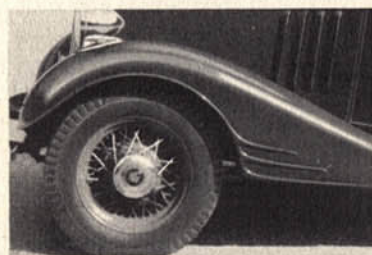
*The new Pontiac Straight 8—the Economy Eight—is an extremely smart car. Due to air-stream design Pontiac looks as fast as it really is. The long 115-inch wheelbase has permitted a smoothness and length of line not possible in the design of shorter cars. The result is a beautifully balanced car and there is a feeling of ample size as well as dynamic power. In the completely new design every detail has been perfected in harmony with the whole. In every sense Pontiac is a big car. This big Straight 8 is not only low in first cost, but due to brilliant engineering is also very economical to operate.*



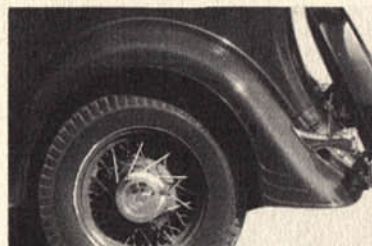
Viewed from the front, the car shows a smart griled V-radiator, tilted back gracefully. The radiator shell is finished to match the hood in color, and hood and cowl sweep in a long line to the slanting windshield.

In a smooth curve the slanted windshield blends into the well-crowned roof. Thence, the unbroken line curves into the rear end of the body. Below the belt, this curve reverses itself to continue the wind-stream effect.

In developing the air-stream principle to its present point, Pontiac has not only modernized appearance, but has so lessened resistance that several miles an hour have been added to car speed.

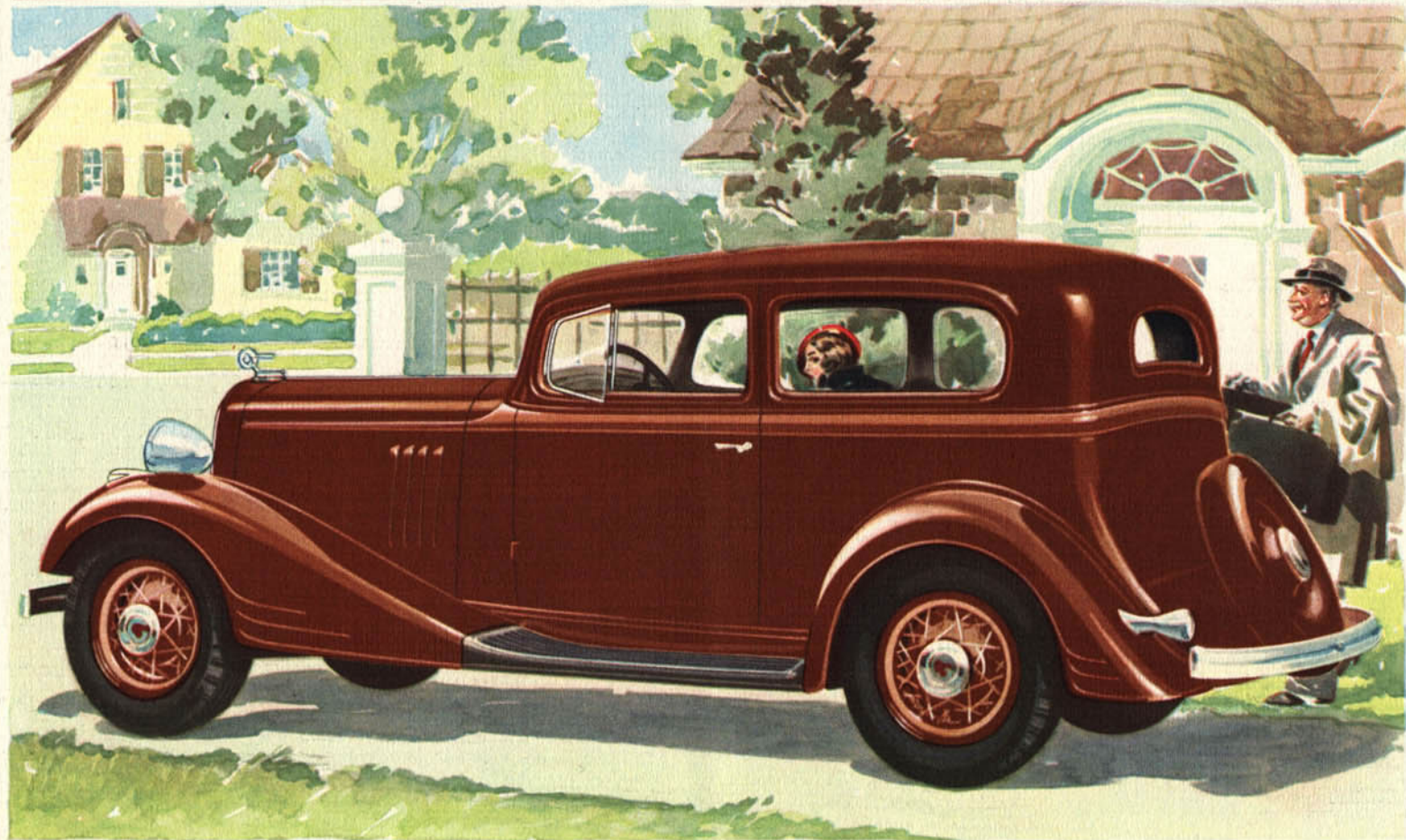


*This fender design prevents road splash and cuts down the frequency of car washings.*



*Pontiac's rear quarter shows a final effective touch of the wind-stream principle.*

PONTIAC ECONOMY STRAIGHT EIGHT

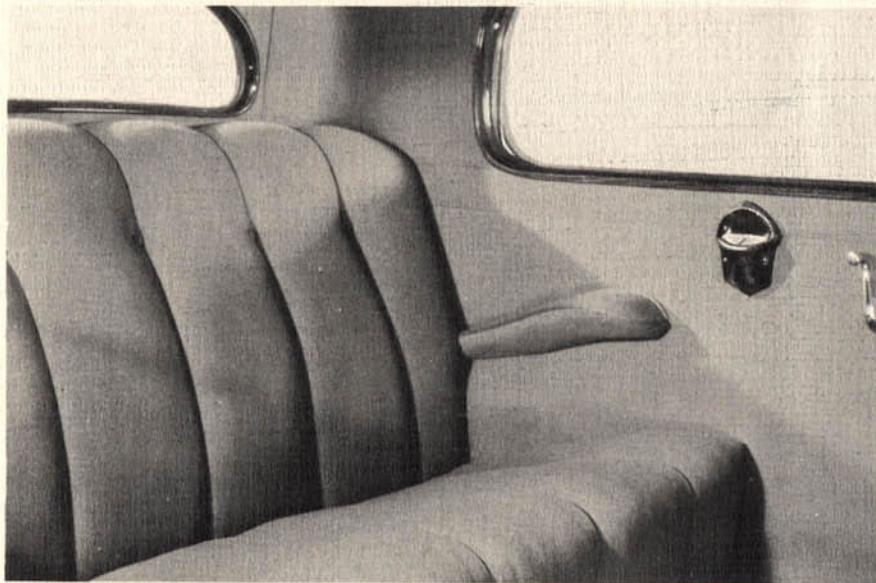


2-DOOR SEDAN

Practical, economical and popular for the family with children. The standard equipment is five wire wheels. Special equipment extra. « «

## BRINGING BIG-CAR COMFORT TO THE LOW PRICE FIELD

*Pontiac rides comfortably because it is a big car. The 115-inch wheelbase smooths out roads and permits large, roomy, comfortable bodies. . . . Then, a complete system of rubber cushioning all through the chassis—at 37 points—absorbs shock and deadens noise. 3175 pounds of weight—extra-long easy springs—perfected balance—and the ease and luxury of Fisher bodies combine to make Pontiac the outstanding comfort car in the low price field. It is so finely engineered and built that it gives you big-car comfort at really economical operating costs.*

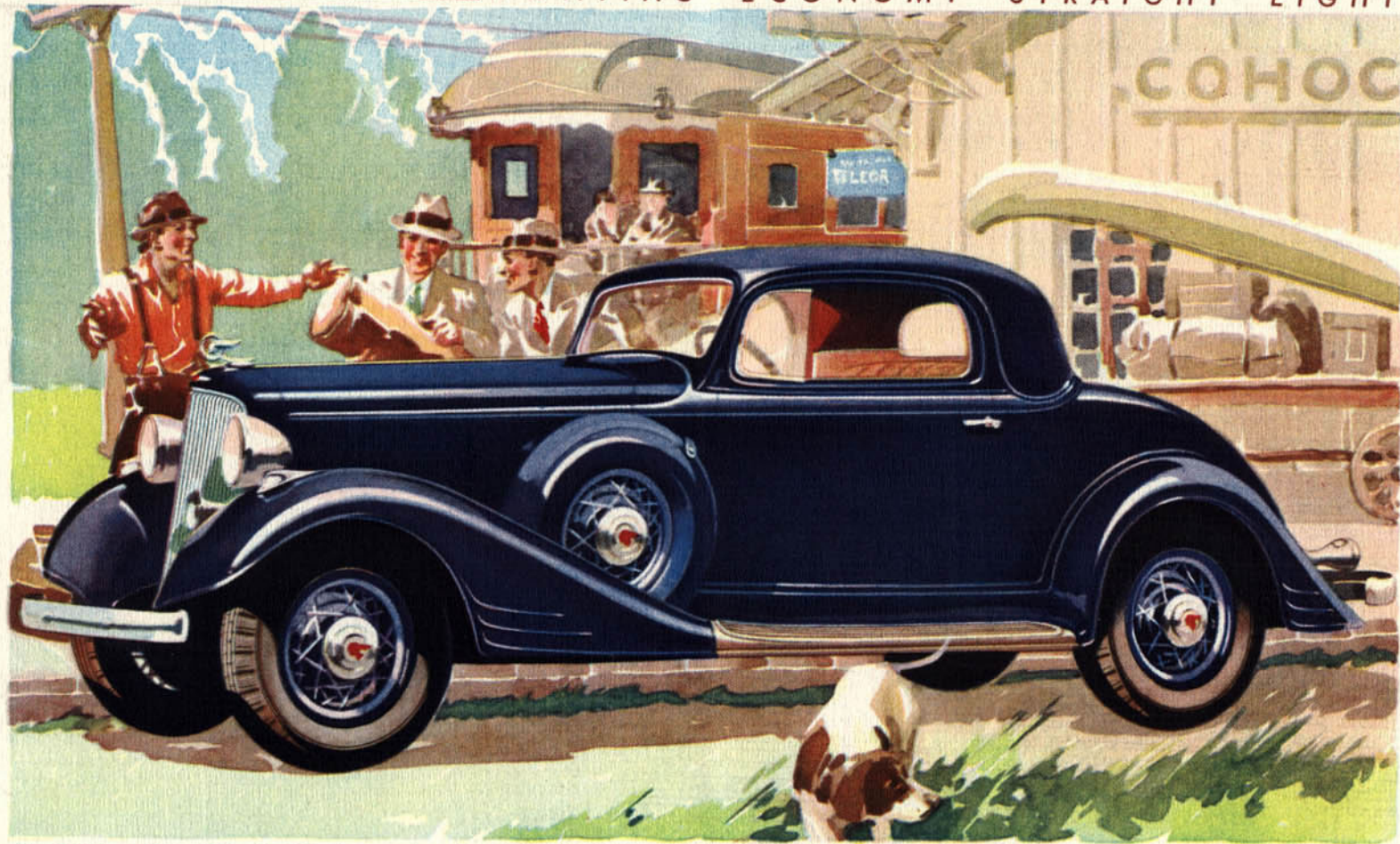


Fisher No-Draft Ventilation, Individually Controlled, provides protection from drafts, yet makes it possible for passengers to direct the fresh air currents within the car. Stale air is automatically expelled. Annoying and dangerous steaming and frosting of windows are prevented.



Passengers are comfortable in the wide, easy Pontiac seats. The depth and angle of the seats and the softness of the cushions are gauged to provide maximum riding comfort. Rich, durable mohair upholstery; hardware and fixtures harmonizing with Pontiac's modern design.

PONTIAC ECONOMY STRAIGHT EIGHT



SPORT COUPE

Ideal for the man who wants to cover a lot of ground in a short time. Rumble seat. Standard equipment is five wire wheels. Special equipment extra.

H E R E I S J U S T A P L A I N F A C T . . . .

*Only General Motors Could Offer Such a Value as The Pontiac Economy Straight Eight*



Pontiac's 1933 Economy Straight Eight is the expression of General Motors' determination to place large, fine car ownership within the reach of every purse; to offer, at low prices, the features and building standards of large, quality automobiles.

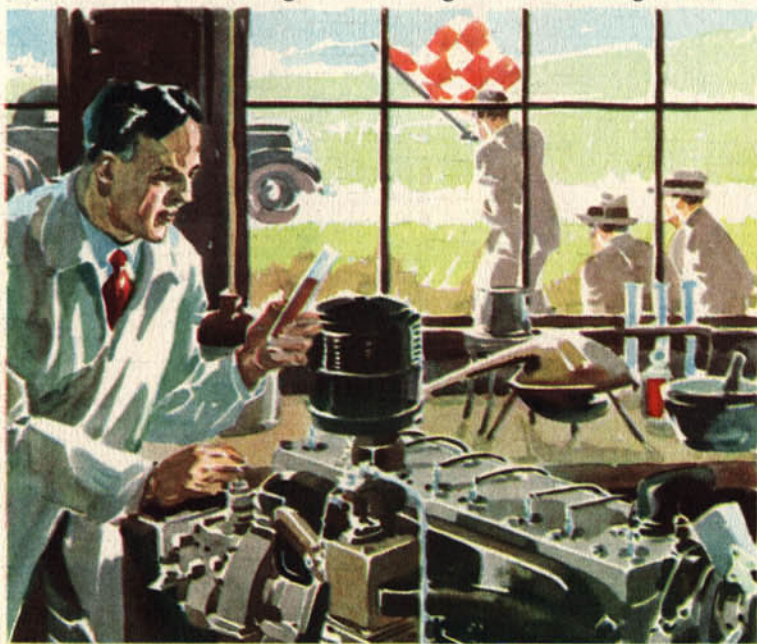
As a prime example, consider the motor. Its full-pressure lubrication—its thorough cooling system—its high compression—its careful matching of parts—these are instances of design as excellent as *any* car can have, no matter what its price.

Such refinements do not come ordinarily except with extra cost and extra care. General Motors understood that Pontiac could not possibly incorporate them in a low priced car unless it had the complete co-operation of the General Motors engineering resources.

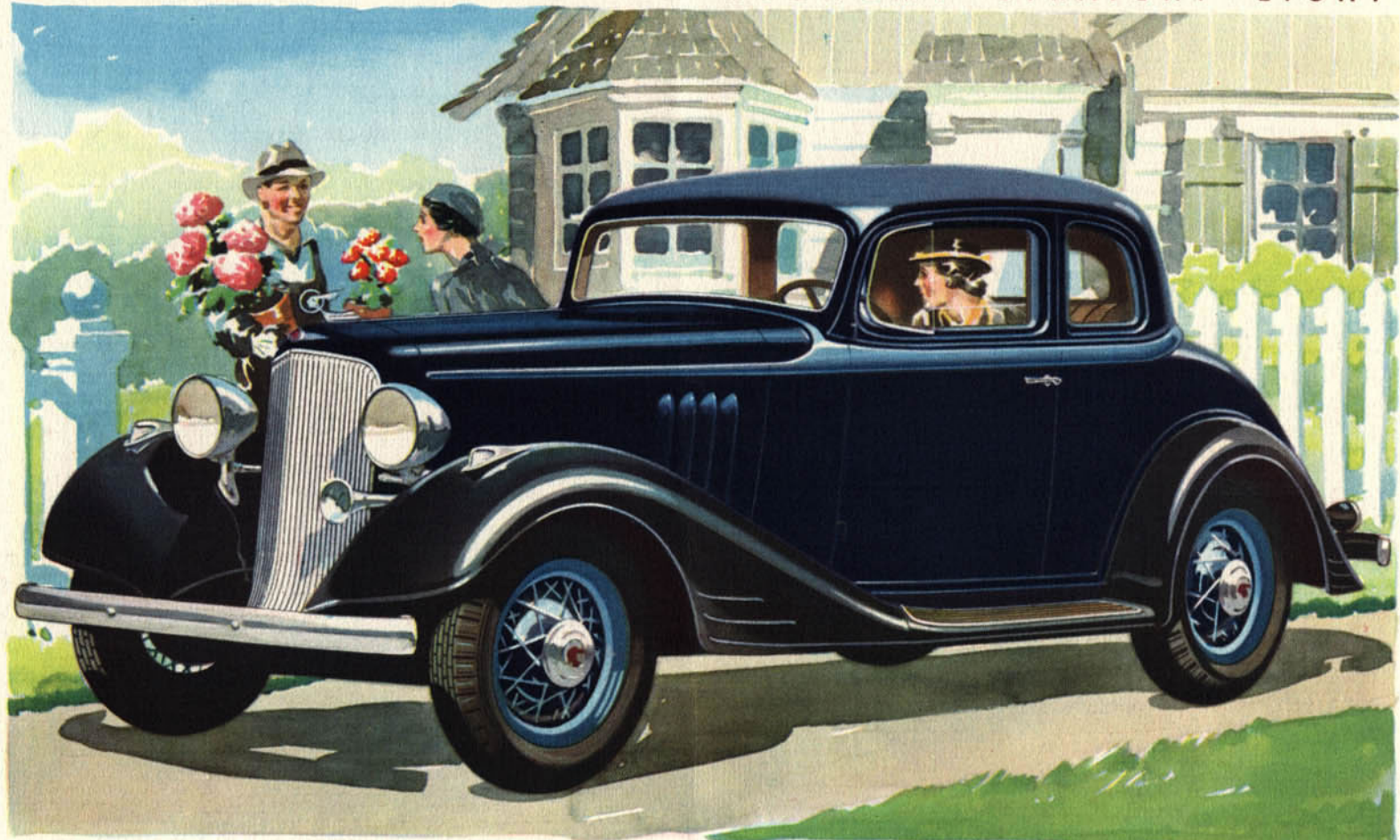
And so, from the very start the benefits of the world's most complete automobile experience were passed on to Pontiac. The facilities of the Research Laboratories. Great volumes of engineering data. Counsel based not on theory but on millions of motoring miles and the unrivalled testing equipment of the General Motors Proving Ground. And finally, the co-operation of Fisher Body in setting new standards of comfort, style, durability and luxury at low price.

When, to this whole foundation is added General Motors' ability to manufacture or purchase all parts of the car at advantageous large-quantity terms, it is clear that Pontiac has received benefits which cannot be duplicated or paralleled by cars of like size or price.

Possibly most important of all, the public knows that a General Motors car must be right all the way through. It is built right, then sold by reputable dealers. Fair and liberal terms are available through G. M. A. C. Its service maintenance is assured not only on a national but on a world-wide basis. It is the sponsored product of one of the world's largest and strongest industrial organizations.

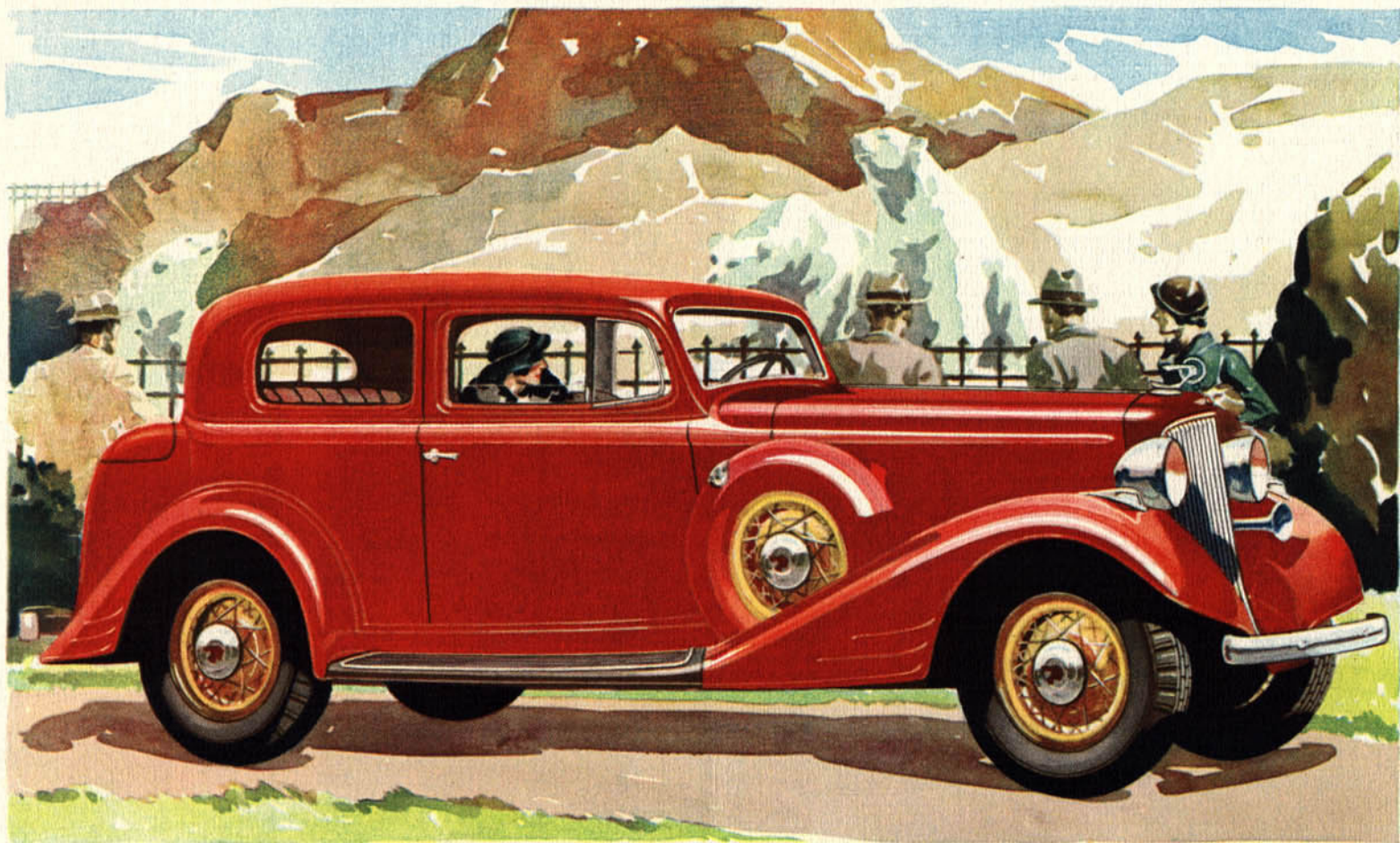


PONTIAC ECONOMY STRAIGHT EIGHT



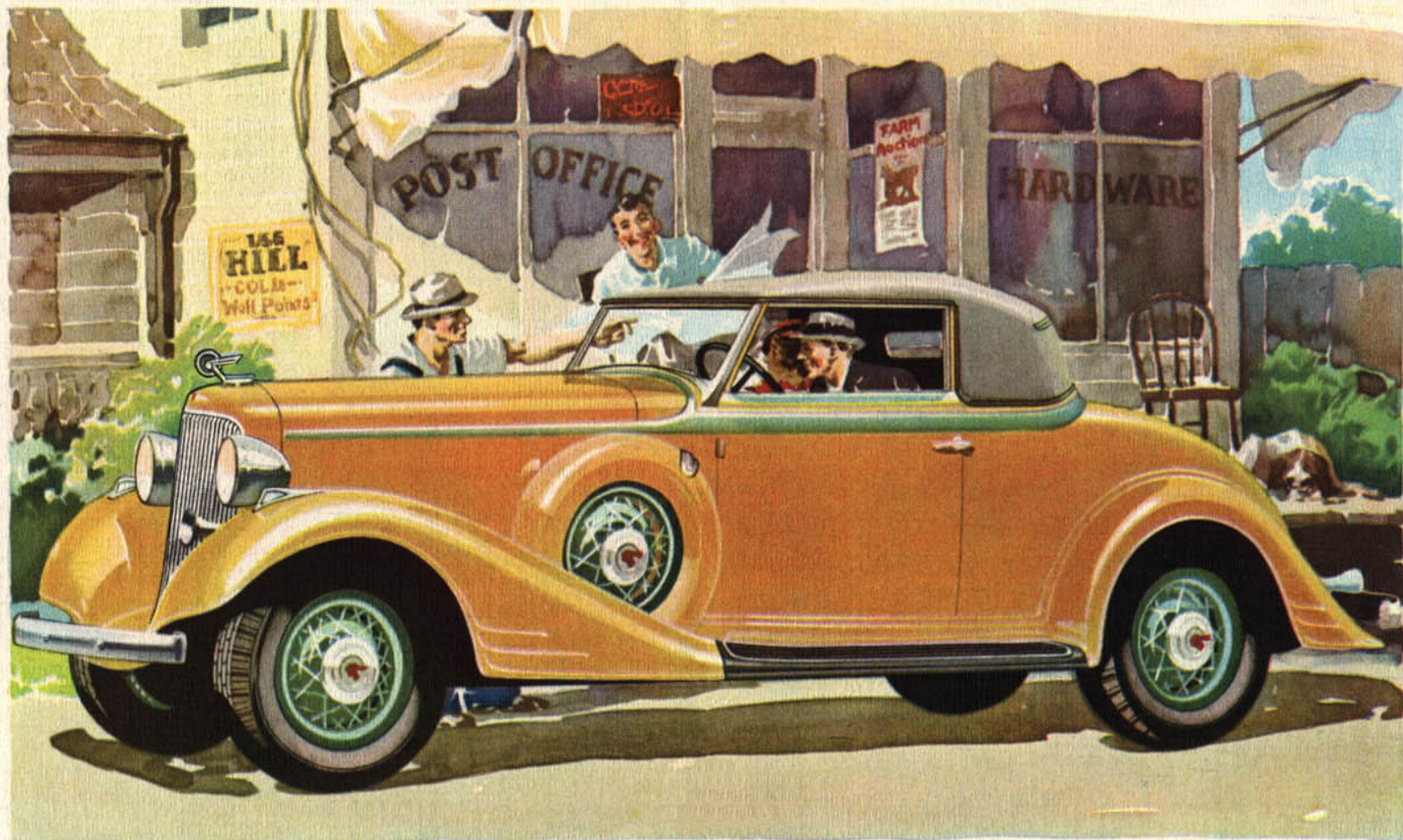
**STANDARD COUPE** Popular for comfortable and sociable motoring, easy 5-window vision. Five wire wheels. No rumble seat. Special equipment extra.

PONTIAC ECONOMY STRAIGHT EIGHT



**TOURING COUPE** Smart lines: room for five passengers. Ample luggage space in trunk at rear. Five wire wheels. Special equipment extra. « « « «

PONTIAC ECONOMY STRAIGHT EIGHT



CONVERTIBLE COUPE Many cars in one, suiting any weather or any mood. Five wire wheels. Rumble seat standard. Special equipment extra. « «

PONTIAC ECONOMY STRAIGHT EIGHT



**ROADSTER**

Here's the open air car for youth, speedy, low-priced, with Rumble seat. Standard equipment is five wire wheels. Special equipment extra. « « « «

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

**MOTOR**—Straight eight, "L" head, developing 77 horsepower at 3600 r.p.m. Displacement 223.4 cubic inches. Piston travel only 1885 feet per mile. Compression 5.7 to 1. Patented General Motors Research cylinder head, permitting regular grades of fuel; removable without disturbing timing. Full pressure lubrication to all bearings, including piston pins, through rifle-drilled connecting rods. Cooling water circulates all around every cylinder and every valve. Five-bearing, fully counterbalanced 71-pound crankshaft with Harmonic Balancer built into fan pulley. Connecting rods and four-ring, electro-plated, hand-fitted pistons balanced to one-eighth ounce. Motor mounted on five steel-reinforced rubber cushion supports. Pressure-suction type crankcase ventilation. An unusually economical motor.

**FUEL SYSTEM**—Eighteen-gallon tank concealed at rear. Electric fuel gauge on dash. Fuel line carried outside frame to prevent vapor lock. Combination AC mechanical fuel pump and filter. Carter selective triple-venturi, down-draft carburetor with economizer, acceleration pump and quick-starting choke valve. Thermostatic control of fuel temperature in manifold. Air cleaner and silencer on carburetor.

**ELECTRICAL SYSTEM**—Delco-Remy generator, starting motor and distributor. Automatic spark control. Third brush regulation on generator. Fifteen plate, 94-hour storage battery.

**COOLING**—Exclusive Cross-Flow radiator with copper core presenting frontal area of 388 square inches. Radiator design greatly reduces evaporation of water or anti-freeze. Water capacity 15 quarts. Impeller pump circulates 1200 gallons per hour at 25-mile road speed. Thermostatic control prevents radiator circulation during "warm-up" period; but circulation continues within the motor. New pipe line design carries cold water directly from radiator to motor block near each exhaust valve; water circulates around all valve seats and around all cylinders.

**CLUTCH**—Single plate, 10-inch diameter, area 47.8 square inches with spring-cushioned driven plate.

**TRANSMISSION**—Silent shifting Syncro-Mesh with quiet helical constant-mesh second gear. Second and high gears carry synchronizers. Gear ratios: high, 1 to 1; second, 1.7 to 1; low, 3.02 to 1; reverse, 3.4 to 1.

**STEERING GEAR**—Hour-glass type worm-and-sector gear with 14 to 1 ratio. Worm mounted on roller bearings. Seventeen-inch, 3-spoke, steel-reinforced wheel of thin section moulded rubber with convenient finger grips. Black horn button in nickel retaining ring.

**WHEELBASE**—115 inches. Overall length with bumpers, 181.5 inches. Height (with passengers) 67.75 inches. Rear tread, 57 <sup>1</sup>/<sub>8</sub> inches. Road clearance, 8 inches.

**FRAME**—Double drop, channel steel, carrying six rigid cross members; frame section 5.75 inches deep by 2.25 inches wide. This type of frame combines ideally with Fisher Body structure to assure maximum car stability.

**INSTRUMENTS AND CONTROLS**—Indirectly lighted instrument panel in front of driver, carrying starter button, pointer type speedometer, fuel gauge, ammeter, oil pressure and water temperature gauges. All instrument dials have white figures on black background. Convenient glove locker on right side of instrument panel. Choke and throttle buttons in center. Concealed windshield wiper motor. Treadle type accelerator.

**HEADLAMPS**—Chrome-plated, tilt-ray headlamps controlled by convenient toe-button switch. Indicator lamps on front fenders. Combination stop and tail lamp on streamline bracket and with reflex reflector lens which serves as supplementary tail lamp.

**AXLES**—Heavy "I" beam front axle with inclined king pins and steering knuckles. Rear axle, semi-floating with spiral bevel "big tooth" drive gears of chrome nickel steel. Gear ratio, 4.44 to 1. Torque tube carries balanced tubular drive shaft.

**BRAKES**—Internal expanding, two-shoe mechanical Servo brakes operate on 12-inch drums. "Wrapping action" develops powerful retarding force from light pedal pressure. Parking brake lever mounted on floor board; with center-concealed pawl rod operating all four service brakes.

**SPRINGS**—Permanently lubricated and covered springs of chrome vanadium steel. Front spring 36 inches long, rear 54 inches. Rear springs insulated from axle by rubber cushions. Front bushings are rubber; rear of self-adjusting threaded type. Lovejoy hydraulic shock absorbers.

**WHEELS**—Forty-spoke, balanced wire wheels of modified drop base type with large chrome caps. U. S. tires 28 by 5.50 inches; rim wide enough to take 6-inch tires.

**BODIES**—Seven Fisher Body models with low, semi-aerodynamic lines and deeply-valanced fenders. Rubber-covered steel running boards rise slightly to meet sweep of front fenders. V-shaped radiator grille of 27 heavy, chrome-plated, vertical bars. Safety glass windshields and ventilator-wings in all models. Patented Fisher No-Draft Ventilation, individually controlled. Wide, half-oval rear window. All doors lock from inside. Theft proof door handles "give" when doors are locked.

| LOOK . . . DRIVE . . . COMPARE   |                                     |              |              |              |
|--|-------------------------------------|--------------|--------------|--------------|
| CHECK<br>THESE FEATURES  | Pontiac<br>Economy<br>Straight<br>8 | OTHER CARS   |              |              |
|  |                                     | CAR<br>No. 1 | CAR<br>No. 2 | CAR<br>No. 3 |
| <b>STRAIGHT<br/>EIGHT ENGINE</b>   | YES                                 |              |              |              |
| <b>FISHER NO-DRAFT<br/>VENTILATION<br/>(Individually Controlled)</b>         | YES                                 |              |              |              |
| <b>WHEELBASE</b>   | 115<br><i>inches</i>                |              |              |              |
| <b>WEIGHT<br/>(2-door Sedan)</b>   | 3175<br><i>pounds</i>               |              |              |              |
| <b>HORSEPOWER</b>  | 77                                  |              |              |              |
| <b>SPEED</b>   | 78                                  |              |              |              |
| <b>FULL-PRESSURE<br/>LUBRICATION<br/>(Rifle-drilled<br/>connecting rods)</b> | YES                                 |              |              |              |
| <b>DELIVERED PRICE<br/>(Your favorite model)</b>                             |                                     |              |              |              |

