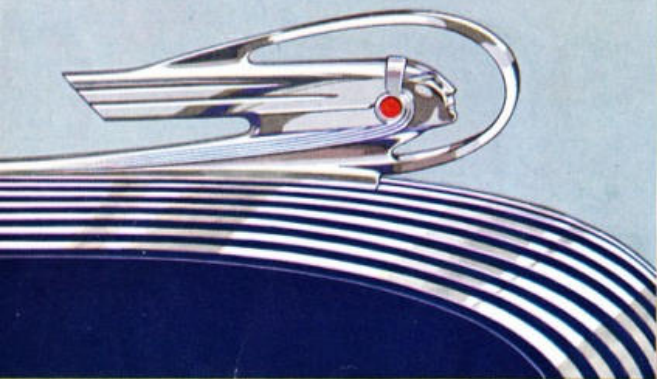


Pontiac



Silver Streak SIXES AND EIGHTS FOR 1936



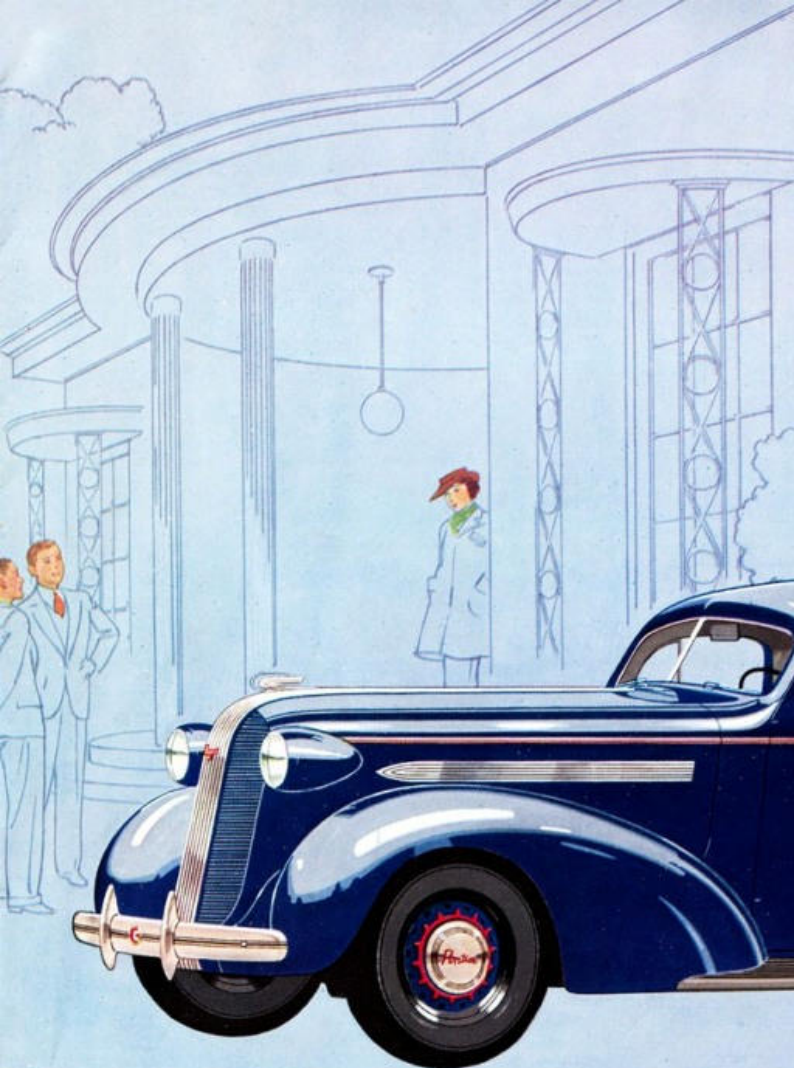
Pontiac



SIXES AND EIGHTS

In 1935, following many years of successful manufacturing of cars renowned for their reliability, Pontiac produced its first car with the now-famous Silver Streak. America promptly christened it *the most beautiful thing on wheels*. It seemed impossible, then, to improve on Pontiac's smart "speedline" design but—well, look at the new models on the following pages. You will surely agree that the 1936 Pontiacs are even more beautiful than the first Silver Streaks! That's the *outside* story of the 1936 Pontiacs. The *inside* story is even more remarkable, for the new Six and Eight are *built to last 100,000 miles*, and the entire history of motoring contains no finer pledge of quality.

At the end of this catalog you will find a partial list of the 101 fine-car features that make such dependability possible. But merely reading them can give you only a slight idea of what they mean in the way of greater safety, comfort, performance and economy. If you have not already done so, *drive* the cars that are built to last 100,000 miles. It is the one way to prove that the low-priced Pontiac Six and Eight actually do provide *all that's best of all that's new*.

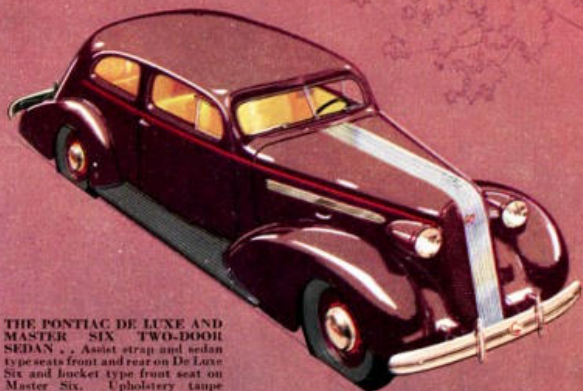


THE PONTIAC DE LUXE SIX FOUR-DOOR SEDAN . . The most beautiful interpretation of this body type on the highways. Sidewalls and seats upholstered in taupe mohair or modified tweed pattern, taupe woolen cloth. Rear compartment has arm rests, ash tray in back of front seat, assist straps, recessed foot rest. Front compartment has upholstered combination door handles and arm rests and instantly adjustable seat.

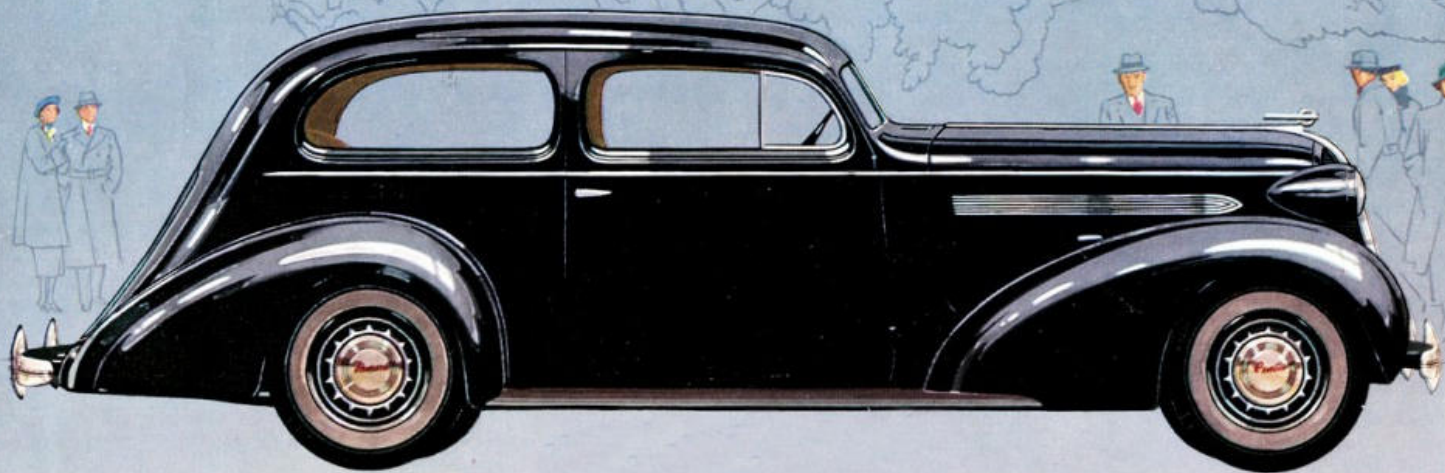


THE PONTIAC DE LUXE EIGHT FOUR-DOOR SEDAN . . With two spare wheels in fender wells, or tire concealed in luggage compartment. Taupe mohair or brown, pin-stripe broadcloth upholstery.

THE PONTIAC MASTER SIX FOUR-DOOR SEDAN . . This handsome model is practically the same as the De Luxe Six. The interior is upholstered in taupe mohair or brown patterned broadcloth. The rear compartment has arm rests and recessed foot rest. No-Draft ventilators in right and left front doors. Interior hardware and instrument panel controls have black bakelite-finish knobs. The front seat is adjustable at a touch.



THE PONTIAC DE LUXE AND MASTER SIX TWO-DOOR SEDAN . . . Assist strap and sedan type seats front and rear on De Luxe Six and bucket type front seat on Master Six. Upholstery taupe mohair or modified tweed pattern, taupe wooden cloth on De Luxe Six. Taupe mohair or brown patterned broadcloth on Master Six.

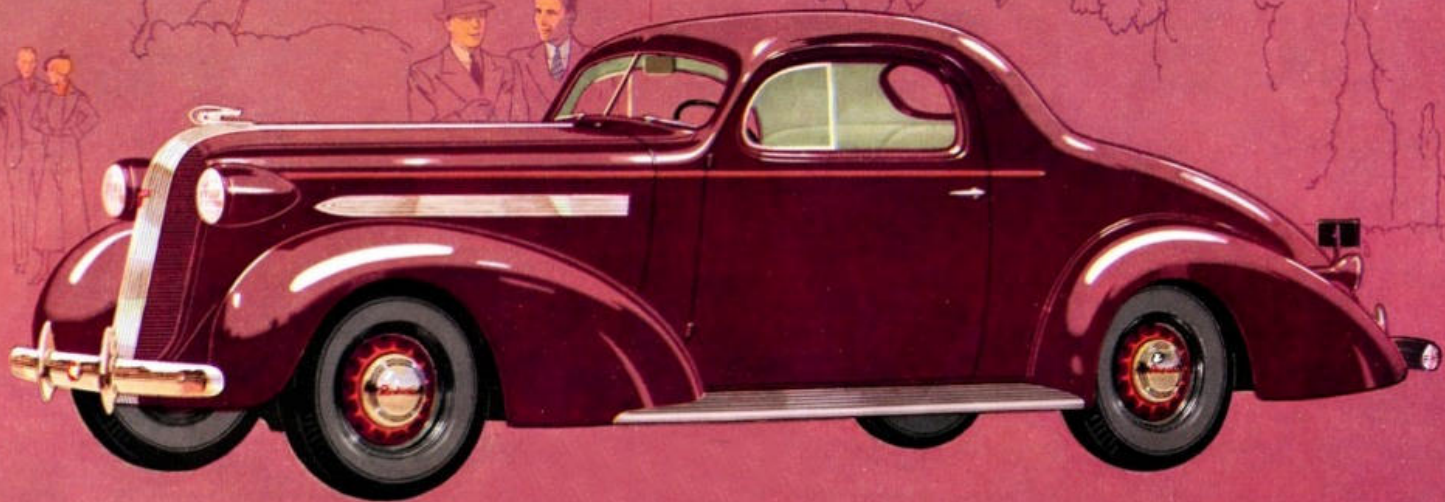


THE PONTIAC DE LUXE EIGHT TWO-DOOR SEDAN . . . In the opinion of style experts this popular family model is the first really beautiful coach. Chrome-plated fittings with composition knobs enliven an interior richly upholstered in taupe mohair or brown, pin-stripe broadcloth. The wide rear compartment has an assist strap and ash trays set into the arm rests. The commodious sedan type front seat is split and both sections of the

back tip forward. The extra wide draft-proof doors provide easy entrance and exit. The instrument panel, beautifully finished in burled poplar, is notable for the high visibility of the large dials and on the right side an extra large glove compartment with lock provides a convenient place for personal articles. Combination door handles and arm rests of sponge rubber covered with upholstery add still more to the driver's comfort.



THE PONTIAC DELUXE EIGHT COUPE . . . Available with two extra wheels in fender wells or spare tire concealed back of split seat. Taupe mohair or brown, pin-stripe broadcloth upholstery.

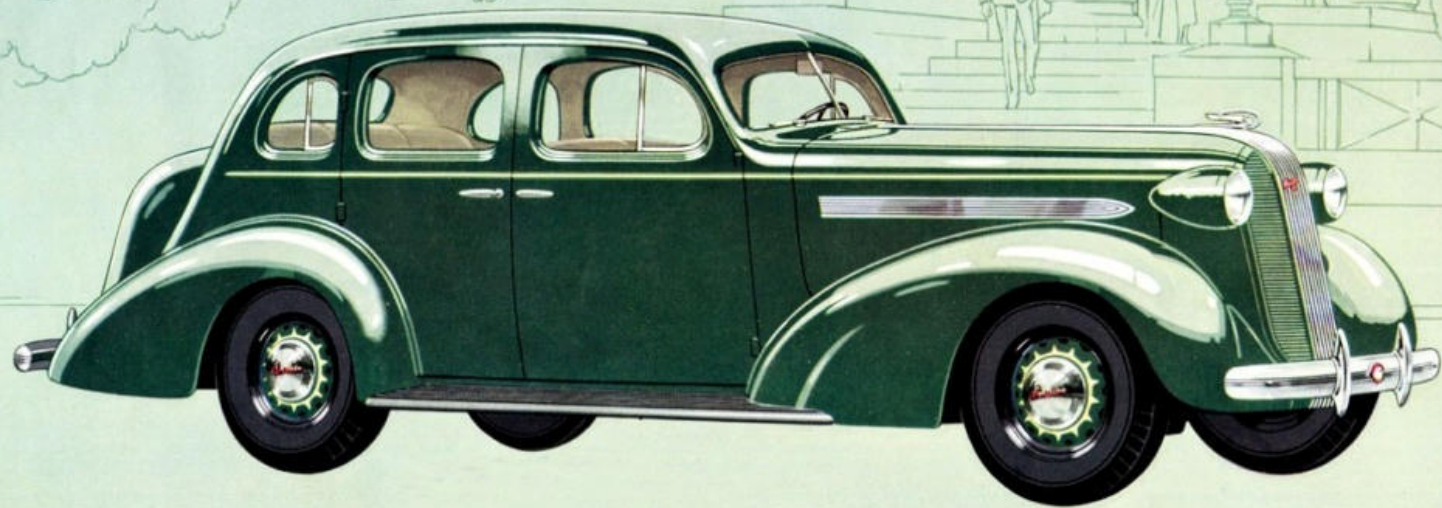


THE PONTIAC DE LUXE SIX COUPE . . . The long hood gives this model a grace and beauty usually found only in expensive custom-built cars. The seat is split, folding forward to reveal a luggage and spare tire compartment. Doors open from the rear and have combination door handles and arm rests, upholstered like the seats in taupe mohair or modified tweed pattern, taupe woolen cloth. Rear deck storage space is exceptionally large.

THE PONTIAC MASTER SIX COUPE . . . This model is extremely popular as a personal car. Split front seat folds forward revealing a concealed spare tire and luggage compartment. Stabilized and synchronized front springing provides a gliding, comfortable ride. Doors open from the rear and have combination door handles and arm rests. Upholstered in rich taupe mohair or brown patterned broadcloth according to your choice.

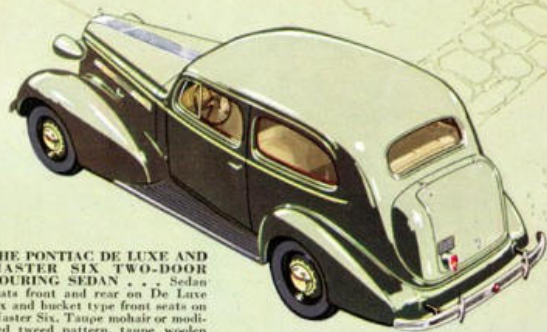


THE PONTIAC DE LUXE EIGHT FOUR-DOOR TOURING SEDAN . . . Available with six wheels and fender wells or concealed spare tire. Taupe mohair or pin-stripe broadcloth upholstery.

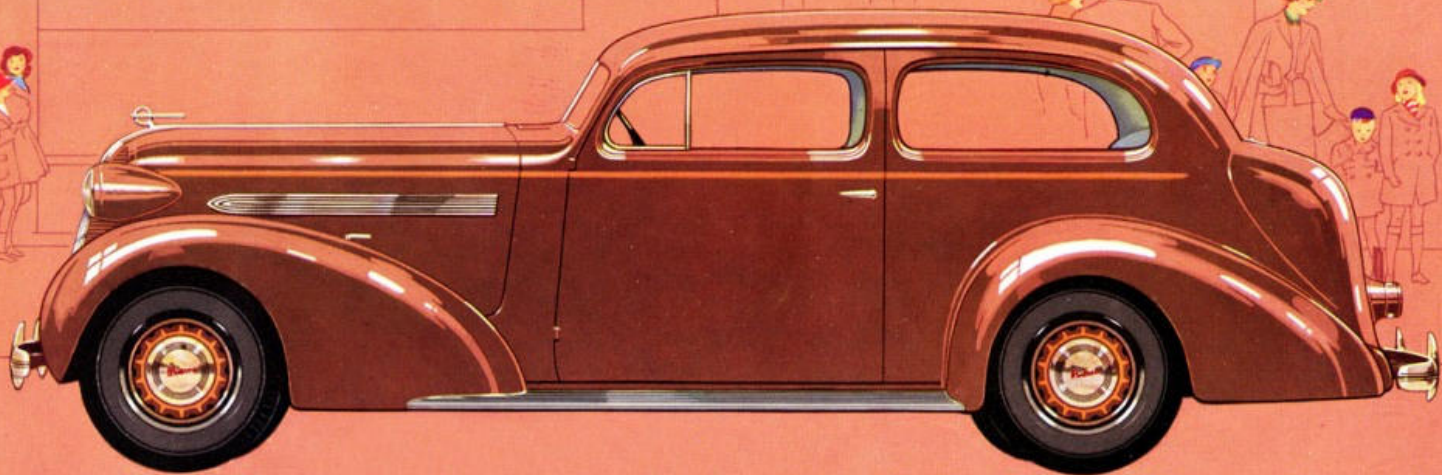


THE PONTIAC DE LUXE SIX FOUR-DOOR TOURING SEDAN . . . In this beautiful model the trunk is designed as an integral part of the body, providing extra luggage space, and enhancing Pontiac's speedline styling. The interior is upholstered with a choice of taupe mohair or modified tweed pattern, taupe woolen cloth. Arm rests, ash tray, assist straps and recessed foot rest add extra luxury to the roomy interior.

THE PONTIAC MASTER SIX FOUR-DOOR TOURING SEDAN . . . Many people prefer this beautiful model because of the large luggage capacity provided by the trunk, which is an integral part of the body. No-Draft ventilators in front doors. Arm rests and recessed foot rests in rear compartment. Black bakelite-finish knobs on interior hardware and instrument panel controls. Upholstered in taupe mohair or brown patterned broadcloth.

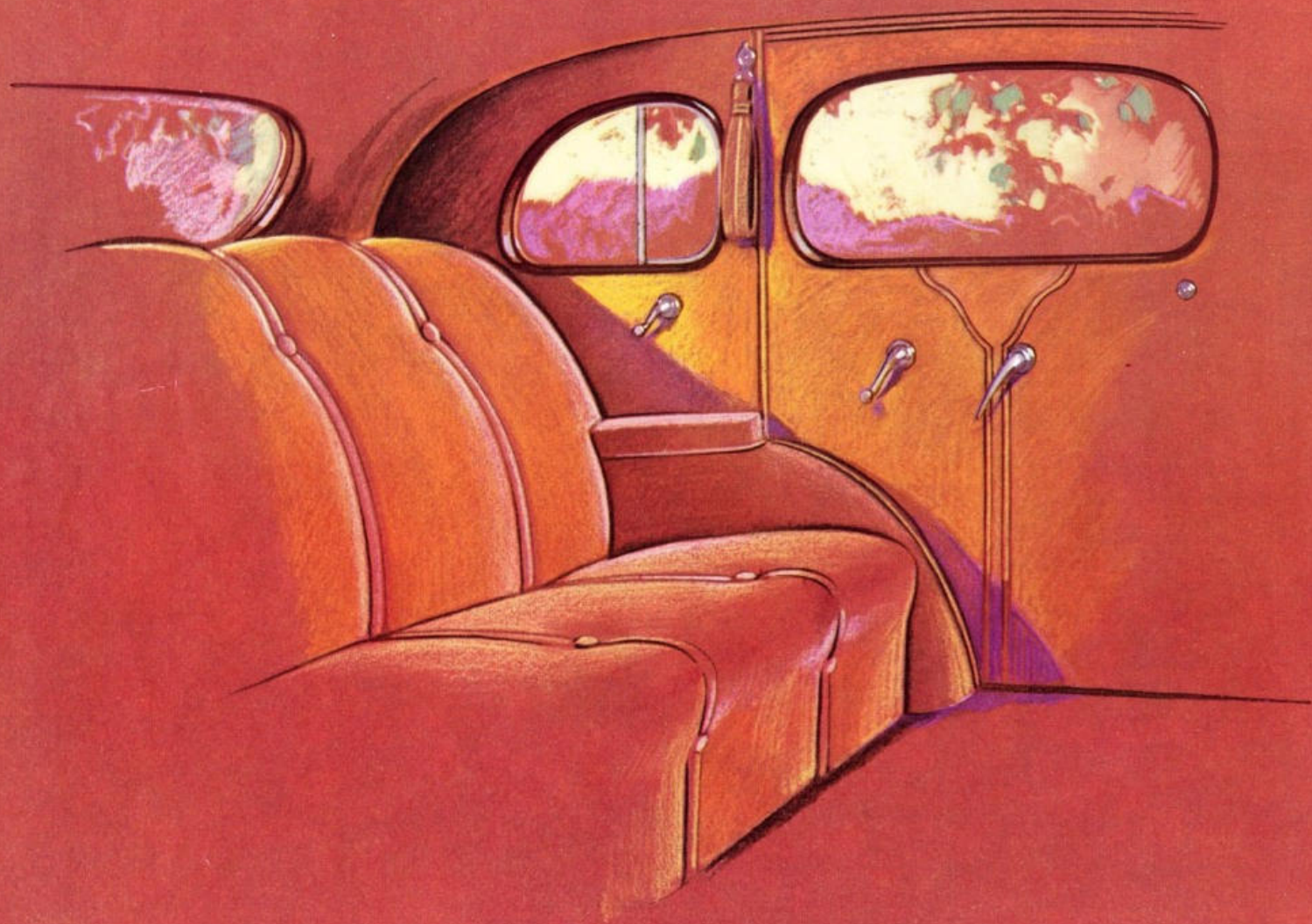


THE PONTIAC DE LUXE AND MASTER SIX TWO-DOOR TOURING SEDAN . . . Sedan seats front and rear on De Luxe Six and bucket type front seats on Master Six. Taupe mohair or modified tweed pattern, taupe woolen upholstery on De Luxe Six and taupe mohair or brown patterned broadcloth on Master Six.



THE PONTIAC DE LUXE EIGHT TWO-DOOR TOURING SEDAN . . . Motorists who want extra luggage space find their need met in this spacious model. The trunk opens from the bottom revealing a large and easily packed compartment above the spare tire shelf. The commodious front compartment has combination door handles and arm rests. The rear compartment has an assist strap and ash trays built into the arm rests. Rich taupe

mohair or brown, pin-stripe broadcloth upholstery, according to your choice, harmonizes with the burlled poplar finish of the instrument panel (noted for the high visibility of its dials) and window moldings. The wide and comfortable sedan type front seat is split, and both sections of the back tip forward, permitting easy entrance and exit through the extra wide front doors. The driver's seat is instantly adjustable to individual needs.



Pontiac Approved Accessories Now Offered in Standard Groups

ELECTRIC CLOCK—This accurate time keeper is self-starting when connected—has an illuminated dial, operates on low battery voltage using a small amount of current, consequently, cannot run down your battery. Is designed for Pontiac and of high quality throughout.

GROUP "X"—Includes Pontiac's Mirror Watch, Visor Vanity Mirror, Ash Receiver, Gear-Shift Ball and Cigar Lighter.

GROUP "D"—Includes Pontiac's Matched Dual Horns, Right-Hand Sun Visor and Right-Hand Tail Lamp.

GROUP "Y"—Includes Pontiac's Electric Clock, Visor Vanity Mirror, Gear-Shift Ball, Cigar Lighter and Ash Receiver.



ELECTRIC CLOCK



GROUP "X"



GROUP "Y"



GROUP "D"

Approved Accessories

ESPECIALLY DESIGNED FOR 1936 PONTIACS

PONTIAC DE LUXE RADIO—A six tube set designed for Pontiac, has *Automatic Volume Control*, a constant level of volume on distant stations as well as locals, *Tone Control* operated from Control Panel in connection with the unit speaker, *Local and Distance Switch* permitting quiet tuning on local stations with less interference, also extreme sensitivity for reception of distant stations when out of area with high interference. With *Controlled High Fidelity Reception*, this De Luxe Radio is equal to the best of household sets.

PONTIAC MASTER RADIO—A single unit five tube set, with many of the outstanding features of the De Luxe incorporated in it. *Tone Control* switch mounted on chassis. *Local and Distance Switch*, for quiet tuning on local and distant stations, *Automatic Volume Control* and *High Fidelity Reception*.

DE LUXE HEATER—Combined with Pontiac's recirculating system and the high temperature thermostat it gives quick, clean, hot water heat. Your car can be kept at any desired temperature by the use of the variable speed heater switch and Pontiac's No Draft ventilation. Positive shut-off valve eliminates disconnecting in warm weather. Attractive green crackle finish adds to the interior beauty of your car.

STANDARD HEATER—Designed to give quick, clean, hot water heat, has many of the outstanding features of the De Luxe, including high temperature thermostat, variable speed switch, positive shut off valve and beautiful green crackle finish.



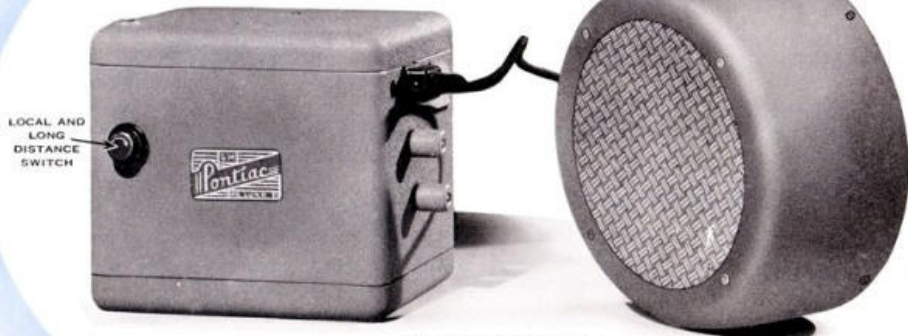
De Luxe
Hot Water Heater



Standard Hot Water Heater



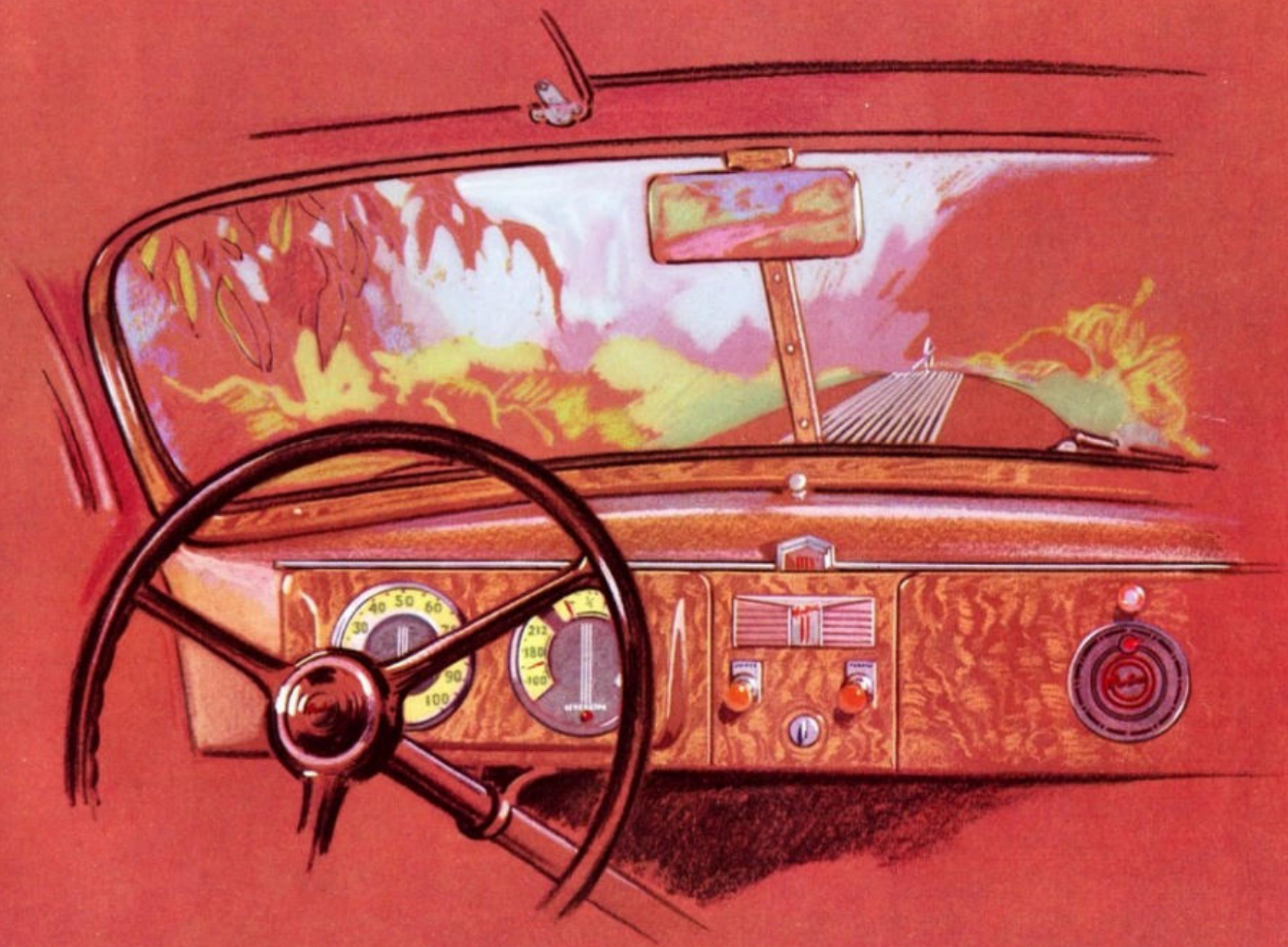
Electrically Controlled
Heat—Illuminated
Switch



De Luxe Radio with Speaker

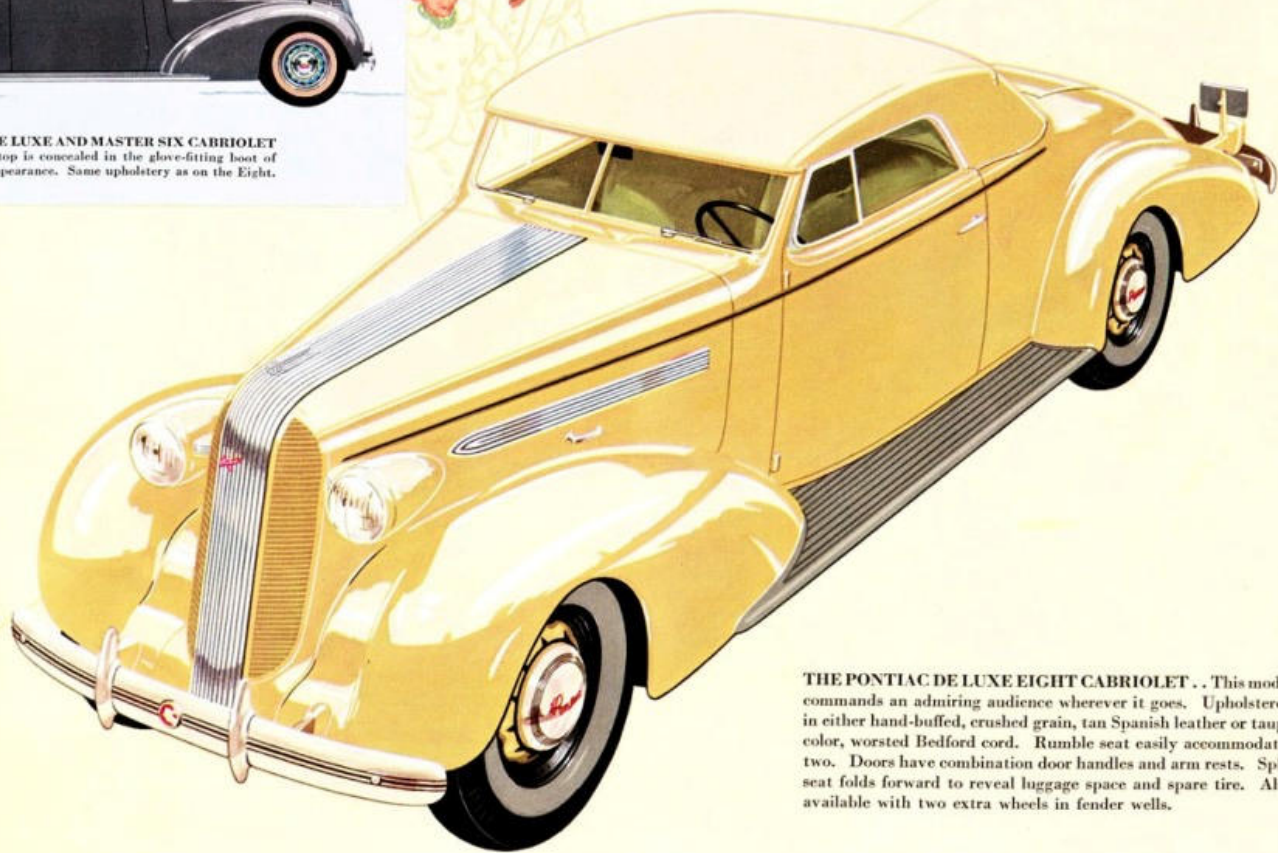


Master Radio





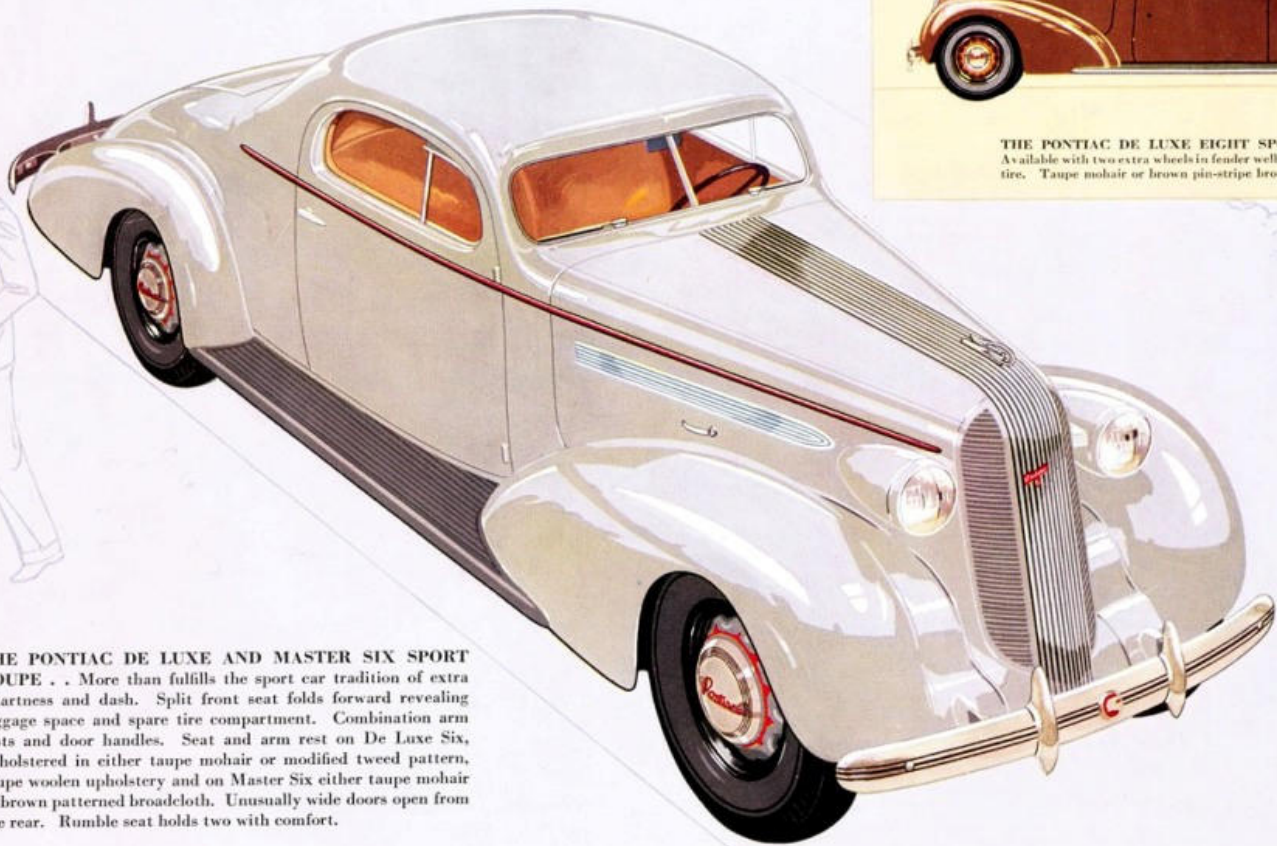
THE PONTIAC DE LUXE AND MASTER SIX CABRIOLET
.. Note how the top is concealed in the glove-fitting boot of extremely smart appearance. Same upholstery as on the Eight.



THE PONTIAC DE LUXE EIGHT CABRIOLET . . This model commands an admiring audience wherever it goes. Upholstered in either hand-buffed, crushed grain, tan Spanish leather or taupe color, worsted Bedford cord. Rumble seat easily accommodates two. Doors have combination door handles and arm rests. Split seat folds forward to reveal luggage space and spare tire. Also available with two extra wheels in fender wells.



THE PONTIAC DE LUXE AND MASTER SIX SPORT COUPE . . . More than fulfills the sport car tradition of extra smartness and dash. Split front seat folds forward revealing luggage space and spare tire compartment. Combination arm rests and door handles. Seat and arm rest on De Luxe Six, upholstered in either taupe mohair or modified tweed pattern, taupe woolen upholstery and on Master Six either taupe mohair or brown patterned broadcloth. Unusually wide doors open from the rear. Rumble seat holds two with comfort.

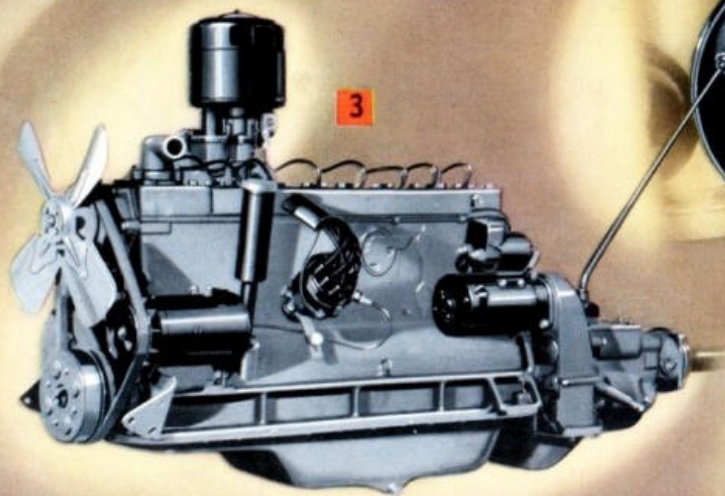


THE PONTIAC DE LUXE EIGHT SPORT COUPE . . .

Available with two extra wheels in fender wells or concealed spare tire. Taupe mohair or brown pin-stripe broadcloth upholstery.

ALL THAT'S BEST OF ALL THAT'S NEW

1. "TURRET-TOP" BODY BY FISHER—No seams—no outside fabric—the safest bodies built today and the most comfortable, due to thick insulation and No-Draft ventilation.
2. ENCLOSED KNEE-ACTION—Recognized as the answer to the problem of riding ease, Knee-Action is standard equipment on the Eight and De Luxe Six.
3. SMOOTHEST OF SIX AND EIGHT CYLINDER ENGINES—These powerful, trustworthy, reliable and quiet engines have metered-flow lubrication and silver-alloy bearings.
4. ELECTROPLATED, LIGHT NICKEL-ALLOY PISTONS—Because they are coated with a metal softer than the cylinder walls, Pontiac's light-weight pistons wear "in" instead of out.
5. BUILT-IN LUGGAGE AND SPARE TIRE COMPARTMENT—The spare wheel and tire are concealed from sight and protected from damage in a spacious luggage compartment.



ELECTRO PLATING

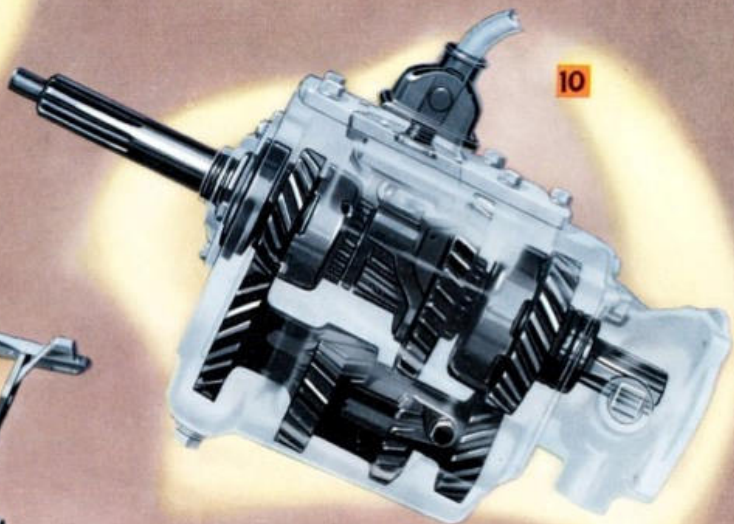
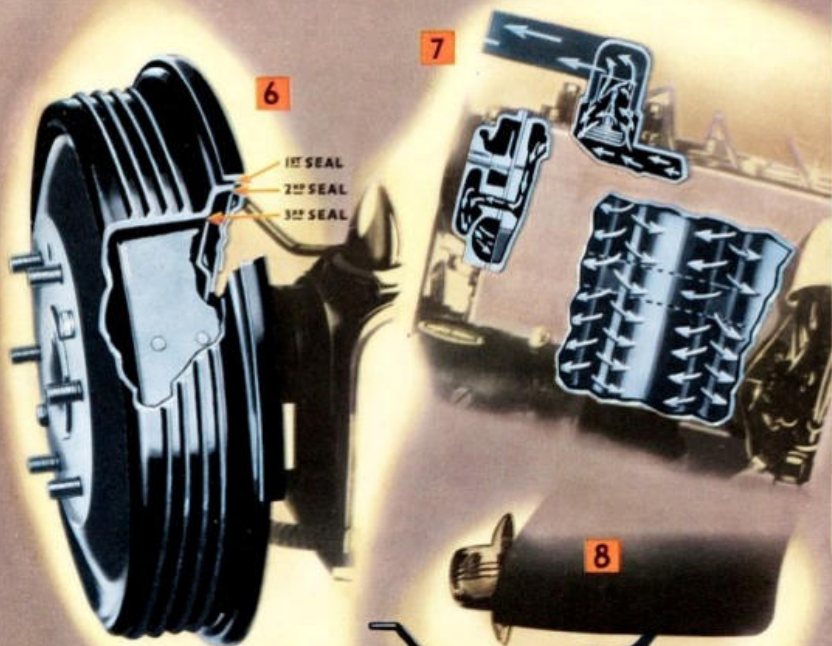


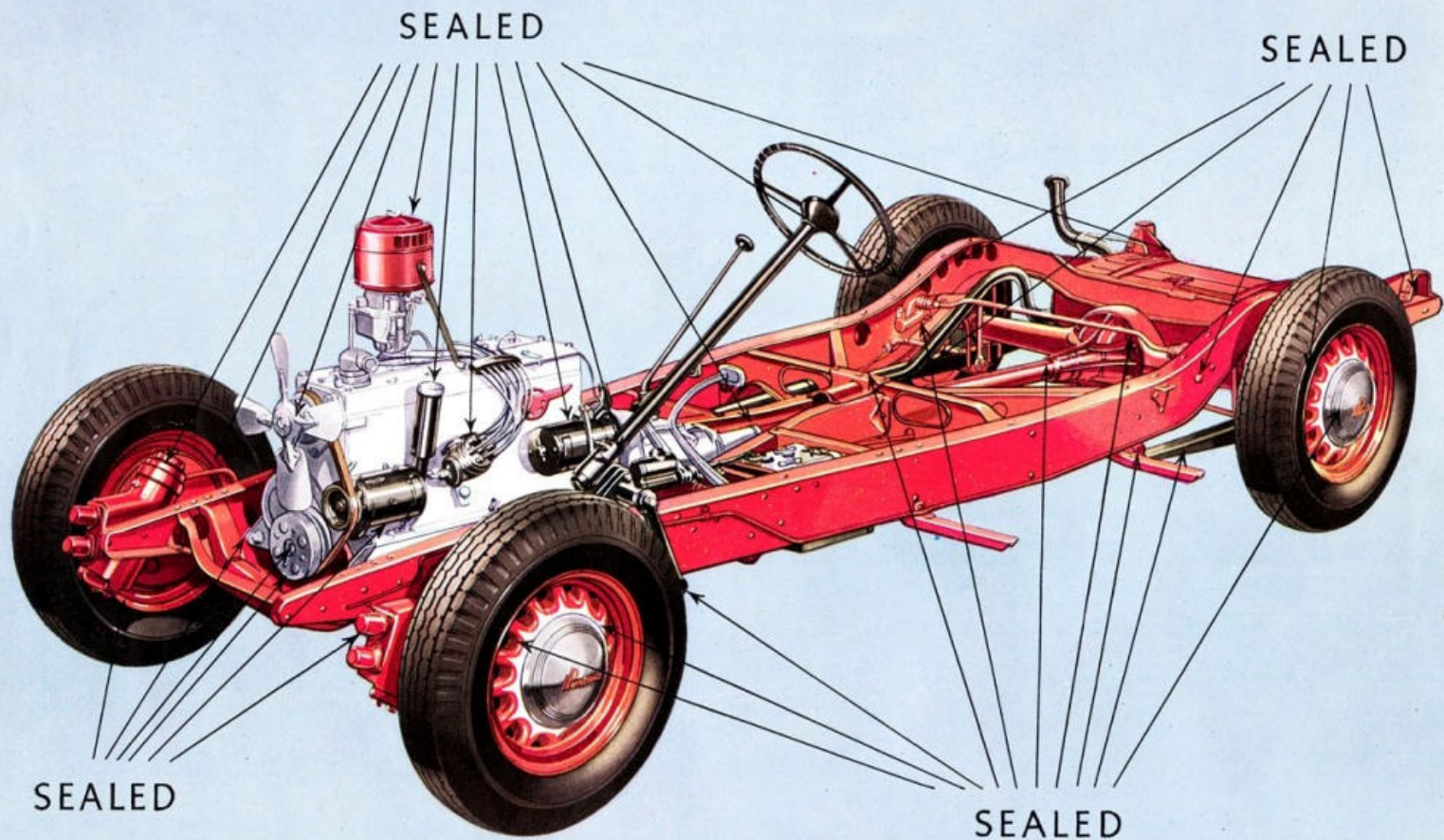
PISTON WALL



ALL THAT'S BEST OF ALL THAT'S NEW

6. **IMPROVED TRIPLE-SEALED HYDRAULIC BRAKES**—The finest brakes money can buy are now even better, due to the use of molded linings and cast-iron drums.
7. **FULL-LENGTH WATER JACKETS**—This new feature, combined with Pontiac's cross-flow radiator and gusher valve cooling, make up the most efficient cooling system in use today.
8. **CONVENIENT JACK PADS**—This feature, which ends the most inconvenient part of tire changing, illustrates the many advancements in comfort and convenience.
9. **DOUBLE K-Y FRAME**—This massive frame has 7 cross-members assuring greater strength and safety and a rigid support for the body.
10. **ALL-SILENT SYNCRO-MESH TRANSMISSION**—The new, smooth and clash-proof Pontiac transmission is now silent in all speeds, both forward and reverse.





THE PONTIAC DE LUXE SIX CHASSIS . . . Pontiac's massive chassis is a triumph of modern engineering. Springs, brakes, propeller shaft, and all other vital parts are completely sealed against dirt and water, while the rigid double K-Y frame is one of the strongest used on any automobile at any price.

PONTIAC DE LUXE EIGHT SPECIFICATIONS 36-28

SPRINGS • Helical coil type front springs built into front wheel suspension unit and entirely enclosed. (Knee-Action design.) High carbon spring steel material. Non-squeaking, semi-elliptic rear springs. Leaves coated in graphite and fully enclosed in permanent steel covers (at extra cost).

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

INSTRUMENTS AND CONTROLS • Instruments arranged in two groups in front of driver. Dial type speedometer on left; oil, gasoline and temperature gauges on right. Headlamp indicator light below speedometer indicates when upper beam is on. Red indicator light on gauge group indicates red when generator is not charging. All instrument dials finished in translucent ivory with black figures. Instrument panel is provided with radio dial type lighting. Convenient compartment with lock for small articles on right side of instrument board. Throttle and light switch buttons of translucent Tenite finish, as well as ignition switch lock, are arranged symmetrically between the two panels.

STEERING GEAR • Worm and roller type. Steering ratio 17.5 to 1. 18-inch, black finish, three-spoke steering wheel of steel reinforced moulded rubber with convenient finger grips.

FRAME • Unusually rigid K-Y double-drop construction incorporating a "frame within a frame."

COOLING • Cross-flow, honeycomb type all copper radiator core. Pressure valve in radiator cap under hood. 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 • Synco-Mesh with all-silent helical gears.

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

ELECTRICAL SYSTEM • Delco-Remy ventilated generator with voltage control. Powerful starting motor operated from accelerator pedal. 17-plate storage battery with power enough to start motor in 10 seconds at zero with 10W oil in crankcase. Vacuumatic spark control. Multi-beam lighting system.

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 dash. Fuel line carried along on outside of frame to prevent vapor lock (bubbles in gas caused by heat). Air cleaner and Silencer on Carter triple-venturi carburetor. Thermostatic fuel temperature control in manifold. Automatic choke.

MOTOR • Straight Eight "L" head, developing 87 horsepower at 3800 r.p.m. Bore, 3¼ inch. Stroke, 3½ inch. Displacement 232.3 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 1/16 ounce. Motor mounted on five rubber supports eliminating vibration and torque reaction. Engine has no "vibration point" at any speed. Combination suction-pressure crankcase ventilation.

DIMENSIONS AND CAPACITIES:

Over-all length (bumper to bumper) 194½ in.
Width 69½ in.
Height (4-Door Sedan with passengers) 67¼ in.
Capacity of Crankcase (Oil) 7 quarts

BODIES • Solid steel "Turret-Top" Fisher Bodies. Safety glass in windshield, and at extra cost in doors and windows. 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 coupe models.

PONTIAC DE LUXE SIX SPECIFICATIONS

36-2A

SPRINGS • Same as on the Pontiac De Luxe Eight.

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

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

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

FRAME • Unusually rigid K-Y double-drop construction incorporating a "frame within a frame."

COOLING • Same type as used in the Pontiac De Luxe Eight except pressure valve not used.

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

TRANSMISSION • Same as in the Pontiac De Luxe Eight.

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 with 10W oil in crankcase.

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

MOTOR • Six-cylinder "L" head, developing 81 horsepower at 3600 r.p.m. Compression ratio 6.2 to 1. Operates satisfactorily on standard grade fuels. Bore, 3¾ inches. Stroke, 3½ inches. Displacement, 208 cu. in. Remaining features same as on the Pontiac De Luxe Eight motor.

DIMENSIONS AND CAPACITIES:

Over-all length (bumper to bumper) 189¾ in.
Width 69¾ in.
Height (4-Door Sedan with passengers) 67¾ in.
Capacity of Crankcase (Oil) 6 quarts

BODIES • Same as on the Pontiac De Luxe Eight.

PONTIAC MASTER SIX SPECIFICATIONS

NOTE • The Pontiac Master Six has the same specifications as the De Luxe Six except that the Pontiac Master Six provides improved conventional front-end suspension, rubber insulation between "I" beam front axle and springs, and front stabilizer bar connecting front single-acting hydraulic shock absorbers; semi-elliptic, non-squeaking front and rear springs enclosed in metal spring covers (at extra cost); the glove compartment has no lock and the upholstery choice is taupe molair or brown patterned broadcloth. The 2-Door Master 6 Sedan and the 2-Door Master 6 Touring Sedan are equipped with individual bucket seats, the driver's seat being adjustable. Interior hardware and instrument panel controls have black, bakelite-finish knobs.

PAY FOR YOUR 1936 PONTIAC ON THE NEW



G.M.A.C. 6%
TIME PAY-
MENT PLAN

When you buy a Pontiac, you have the privilege of paying for it under the new G.M.A.C. (General Motors Acceptance Corporation) 6% Time Payment Plan. The simple way to figure your financing cost by this new 6% plan is to take your unpaid balance, add cost of insurance, then multiply by 6% (12 months' plan).

Sixty-one G.M.A.C. offices located in towns and cities all over the country greatly simplify the purchase of a car under this plan, besides making it convenient for the owner to make his payments.

Insurance Included . . . The G.M.A.C. Plan also includes insurance protection through the G.E.I.C. (General Exchange Insurance Corporation), also a division of General Motors. The premium is included in your monthly installments so that your insurance is being automatically kept up without thought or effort on your part. Representatives of G.E.I.C. are located throughout the United States and Canada, assuring prompt adjustment, whether loss occurs near your home or thousands of miles away.

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



Silver Streak SIXES AND EIGHTS FOR 1936

THE MOST BEAUTIFUL THING ON WHEELS