

THE *Pontiac "Torpedo" Fleet*

SIXES AND EIGHTS FOR 1941





This is the Story of Pontiac for 1941

In designing and building our 1941 cars, we believe we have surpassed by a wide margin our most notable achievements of previous years. The style, the performance, the size and the dollar value of the new Pontiacs all reach a level which may well cause you to ask, "How can cars of such superior quality be sold at Pontiac's low prices?"

To give an answer to that question, it is necessary to know what has been going on at Pontiac while the 1941 cars were being readied for the market. Events of the past few years have done much to aid Pontiac in fashioning the superb line which it is producing for 1941.

A ROYAL WELCOME

One of the most important of these events was the enthusiastic reception which the buying public gave the 1940 Pontiac line. During the 1940 model year, Pontiac popularity stood at an all-time high. Its sales were, by far, the greatest in its entire history.

While all 1940 Pontiac models helped to win this spectacular success, it was the Pontiac "Torpedo" which really set the motoring world afire. "Torpedo" styling was entirely new—the first really new note in motor car appearance in a number of years. It gained immediate and tremendous public favor. Buyers viewed the sleek beauty of the "Torpedo" and gave it instant approval.



They lounged in the extra roominess of the interiors

and offered a vote of thanks to the design which made all this comfort possible.

Pontiac engineers knew then that they had struck gold when they developed "Torpedo" styling, and their opinion was confirmed beyond question through the following months. For, in spite of the fact that this new beauty was available only in Pontiac's higher-priced Custom Eight, "Torpedo" styling continued to be the magnet which drew thousands upon thousands of motorists to Pontiac showrooms during the year.

AN "OWNER'S" CAR

Another important factor in Pontiac's recent successes has been the reputation for mechanical excellence which Pontiac Sixes and Eights have been building for several years. Pontiac is now known far and wide as an "owner's" car, the kind of a car that never lets an owner down.



This reputation is not an accident. Pontiac's large and able engineering staff has devoted a great share of its efforts to the improvement of seemingly small features which spell the difference between a completely satisfactory car and a temperamental, unreliable one.

Both the Pontiac Six and Eight perform with spirit and snap which are a joy to the fortunate person at the wheel. Both are long-lived, dependable, soundly and sturdily built. And both are very economical to operate. Some owners prefer a Six, others prefer an Eight, but

once they become Pontiac owners, few of them have any preference for any other car.

THE NEW PONTIACS

With this background as a guide, Pontiac has made two important improvements for 1941. In the new line, *all* Pontiacs are "Torpedoes" and every model is available either as a Six or an Eight.



Three superb new lines make up the Pontiac offering for 1941. The Pontiac De Luxe "Torpedoes" in five beautiful body styles, are marked at prices so low that any new car buyer can afford them. The Pontiac Streamliner "Torpedoes," embodying an advanced version of "Torpedo" styling, are only slightly higher in price. And the Pontiac Custom "Torpedoes," luxurious beyond anything ever produced in this field, are also low-priced in view of their fine-car quality.

All models are refreshingly new and all include many new developments in front-end appearance and body refinements which serve to make "Torpedo" styling more appealing than ever.

It is the purpose of the remainder of this book to tell you of the many qualities and features which make Pontiac ownership such a stimulating and satisfactory experience. However, please remember that the Pontiac "Torpedoes" for 1941 owe much to Pontiac's past success and to its rich engineering background.

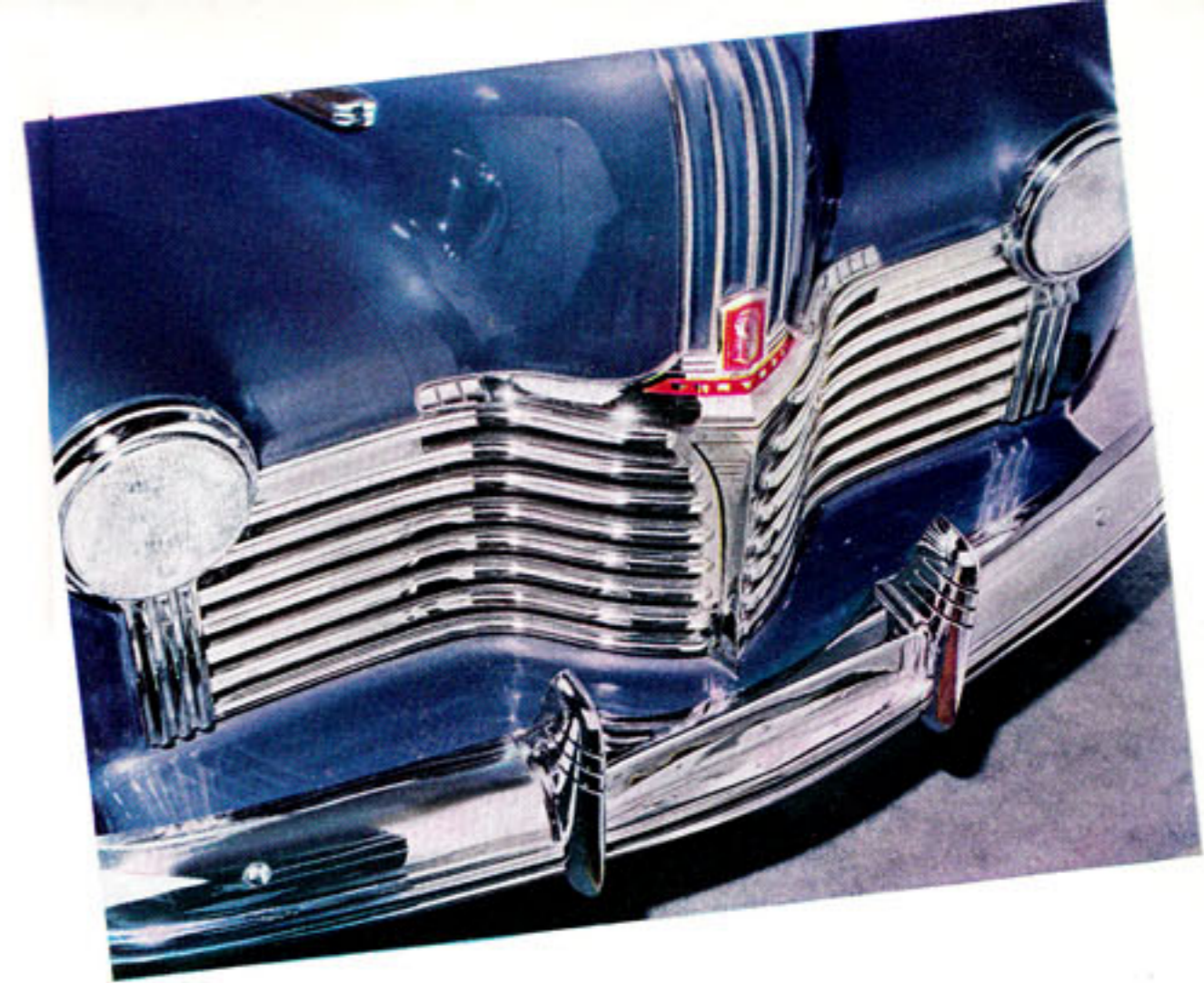
Behold this beauty...

PONTIAC'S IMPRESSIVE STYLE AND SIZE give true indications of the fine-car qualities which prevail throughout the entire line for 1941. Last year, "Torpedo" styling was new and untried. No one could tell in advance how the public would accept it. For that reason, it was used with some reserve. Once its tremendous popularity was established, however, Pontiac designers cast aside all restraint and made full use of the possibilities which "Torpedo" styling presented. They built the bodies longer and wider. They fashioned front ends and fenders to emphasize the shapeliness of "Torpedo" contours. They made lavish use of gleaming chrome to give snap and sparkle to

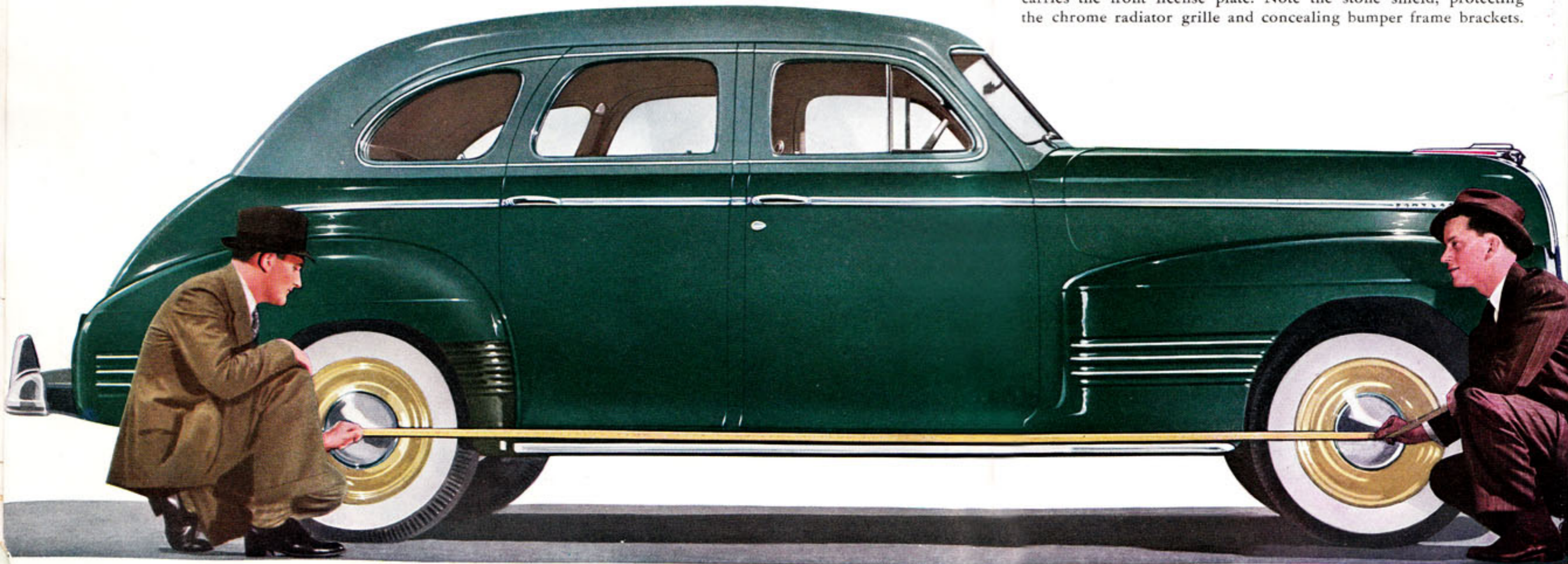
over-all appearance. In brief, they lifted "Torpedo" styling to new heights of brilliant beauty.

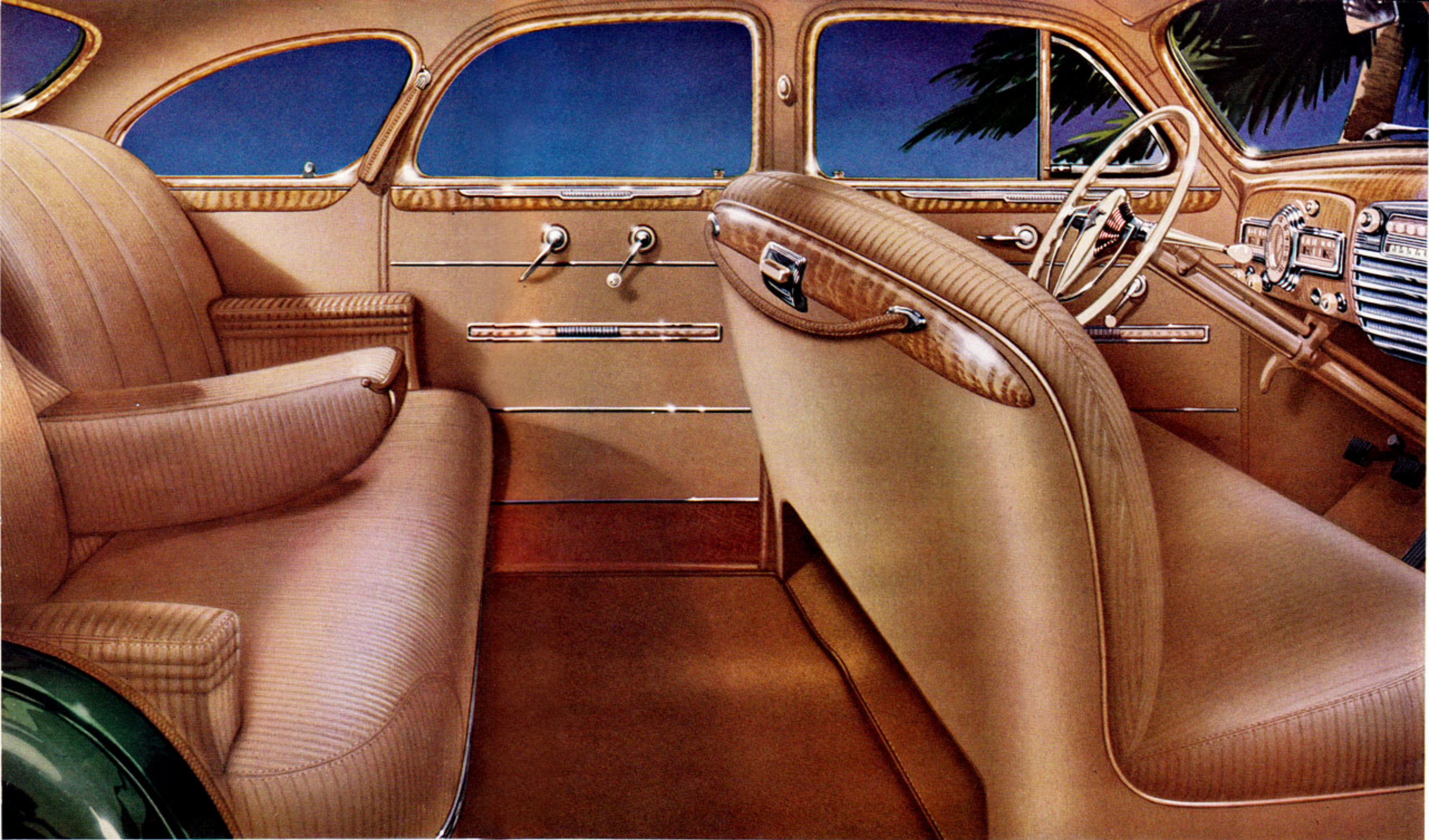
Many advanced details add to the smooth blend of body, hood and fenders in the new Pontiacs. Headlamps are set deep in front fenders. Old-fashioned running boards are replaced by concealed running boards, except in the Custom "Torpedo" series where the conventional type is optional. Door hinges are out of sight and tail lights, framed in chrome, are imbedded in trunk panels.

To be completely satisfactory, a car's appearance must be a source of pride to its owner. Pontiac's new size and "Torpedo" styling promise to create a great army of satisfied Pontiac owners.



A NEW MASSIVE BUMPER forms an integral part of Pontiac's front end beauty. Gracefully rounded, this bumper appears to be a part *of*, rather than a part *on*, the car itself. A central indented space carries the front license plate. Note the stone shield, protecting the chrome radiator grille and concealing bumper frame brackets.





Illustrated here is the interior of the Pontiac Super-Streamliner "Torpedo" Four-Door Sedan. The radio shown is an accessory at extra cost.



SLIDING SUN VISORS may be moved sideways along their hinged rods until they meet at the center. A chrome-plated thumb screw holds each side where it is placed.



AN AUTOMATIC DOME LAMP comes on as either front door is opened and remains on until both front doors are closed—a very desirable convenience and safety feature.



FISHER NO-DRAFT VENTILATION permits each passenger to control the amount of fresh air he receives without drafts or discomforts. Positive crank controls are used.

Step into luxury...

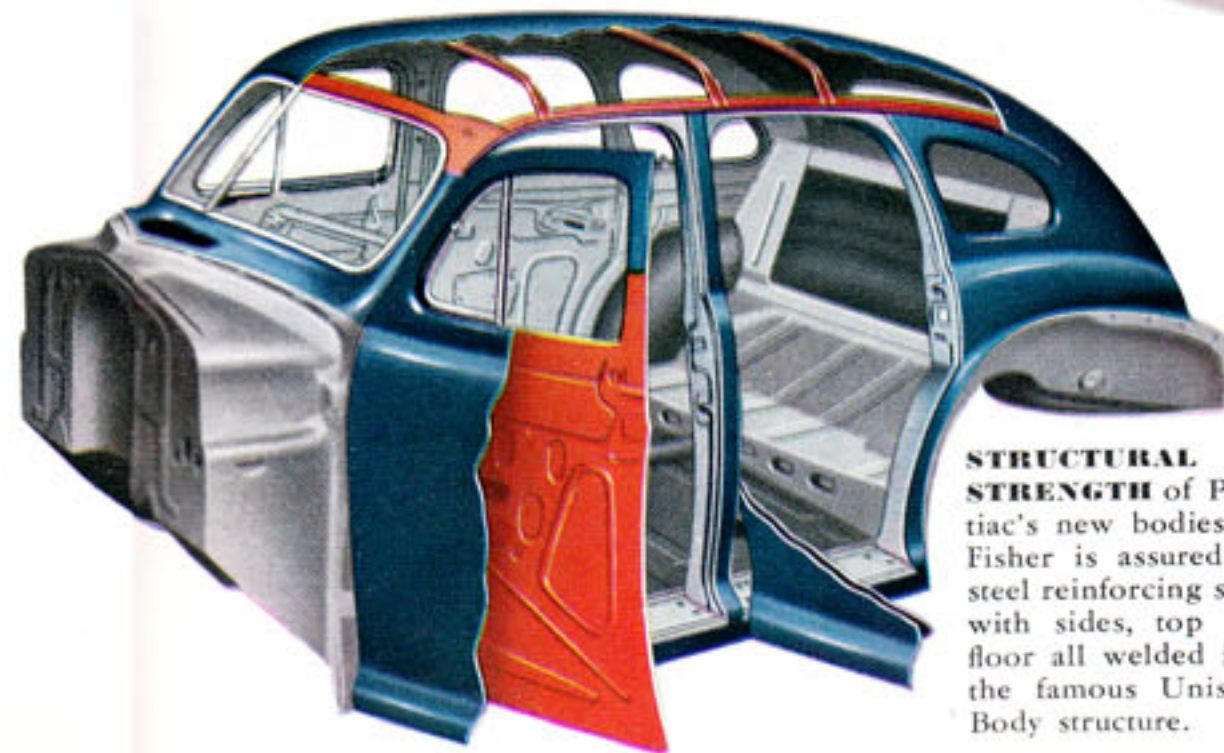


GRACIOUS COMFORT AND DISTINCTION are clearly evident in the interiors of the new Pontiacs. All body types are wider and longer, providing more space in front and rear seats. Deep, restful seat and back cushions are upholstered in a variety of fine-textured fabrics. The instrument panel, garnish and trim mouldings exhibit an attractive curly maple finish, while dark neutral gray carpets and beige head linings form a pleasing contrast with upholstery and side wall trim. All in all, each Pontiac interior presents an inviting picture of luxury.

EASY ACCESS to Pontiac interiors is provided by low, curb-height floors and, in the case of the De Luxe and Streamliner series, concealed running boards. Doors are equipped with hinges which keep them from swinging shut through force of gravity. Body floors are from $1\frac{3}{4}$ to $2\frac{3}{4}$ inches lower than they were last year and from 10 to 14 inches wider. As you sit in the driver's seat, instruments in frosty silver finish are grouped directly in front of you. You see them through a wide inverted "V" spoked, two-tone steering wheel of shell beige and fawn brown.



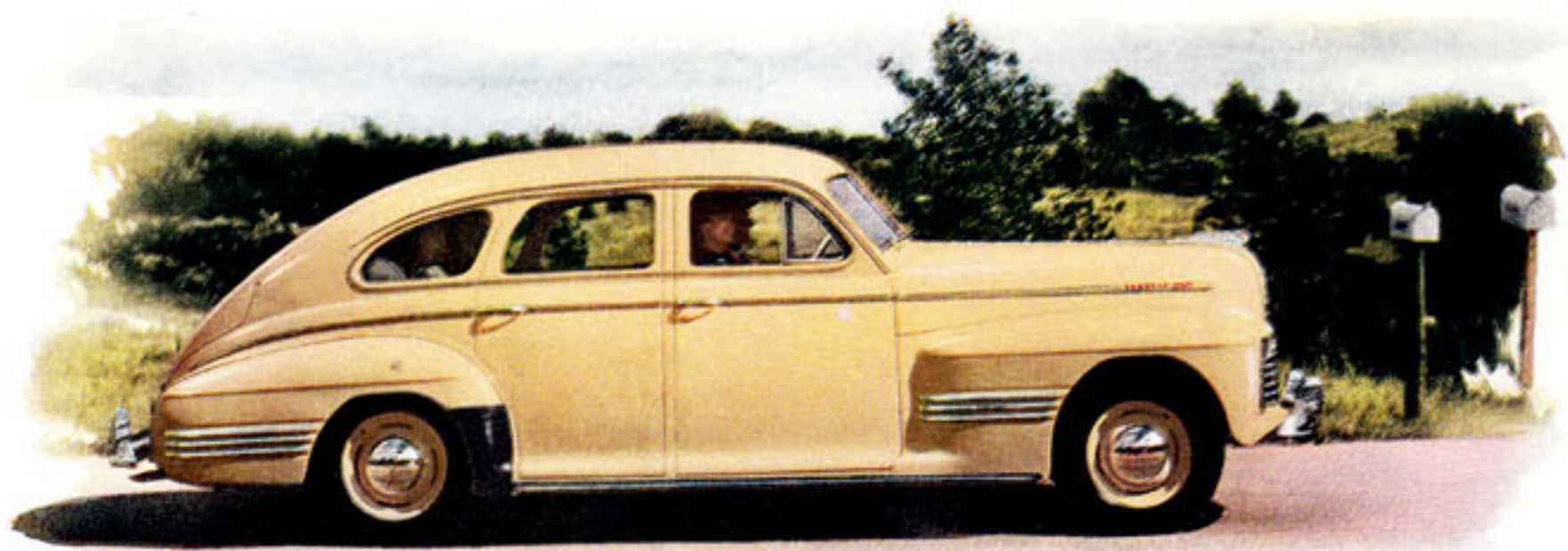
SPACIOUSNESS in both front and rear seats is a prime Pontiac feature as illustrated above, at the left and below.



STRUCTURAL STRENGTH of Pontiac's new bodies by Fisher is assured by steel reinforcing steel with sides, top and floor all welded into the famous Unisteel Body structure.



Now take the wheel...



HANDLING EASE has long been one of Pontiac's most talked about and admired qualities. Pontiacs for many years have been notable for their marked ability to hold the road, their easy steering and their positive, effortless control. Owners experienced in handling many different makes of cars have spoken with enthusiasm of the substantial "feel" their Pontiacs gave them and of the fact that all-day driving was a pleasure instead of a task.

In the Pontiac "Torpedoes" for 1941, driving has been made more effortless than ever. Frames are lower, wider, longer and somewhat heavier than they were a year ago. The result is even greater stability than previous Pontiacs possessed. The new Pontiacs literally hug the road, giving both driver and passengers a feeling of complete security at all speeds.

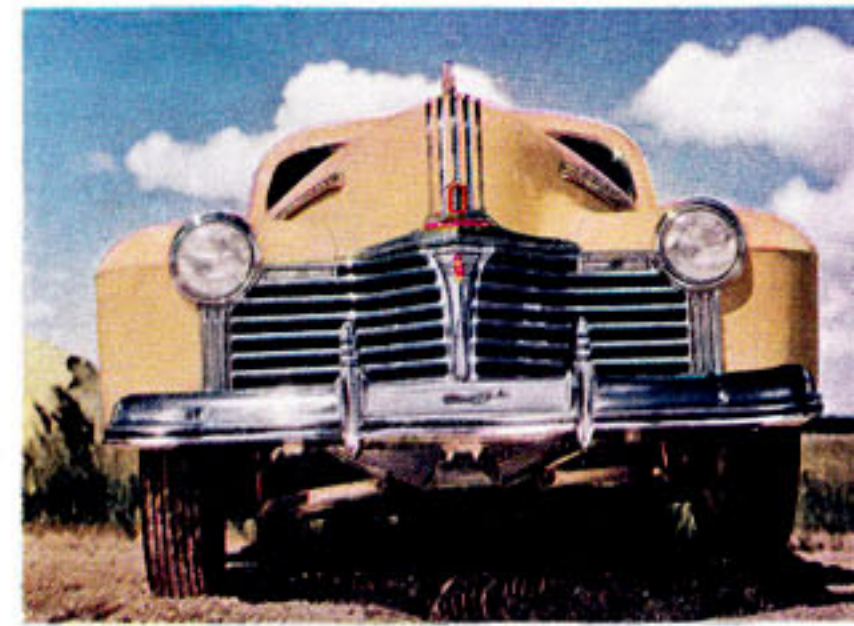
Pontiac's easier Tru-Arc Safety Steering is a most important factor in effortless handling. It eliminates "wander" on the road at high speeds and keeps the car under positive control at all times.

Two exclusive control features do much to take the little remaining effort out of driving a Pontiac. One is the Semi-Automatic Safety Shift Gear Control. The other is an improved clutch with a semi-automatic pedal control. When you move the gear-shift lever only slightly past neutral toward high or second, the shift is completed automatically. The clutch pedal booster reduces appreciably the pressure required to disengage the clutch, thus making it semi-automatic.

Finally Pontiac is equipped with one of the finest braking systems in existence—Multi-Seal self-energizing hydraulic brakes with new type, long-lived brake linings and new all-steel drums with nickel-alloy brake surface.



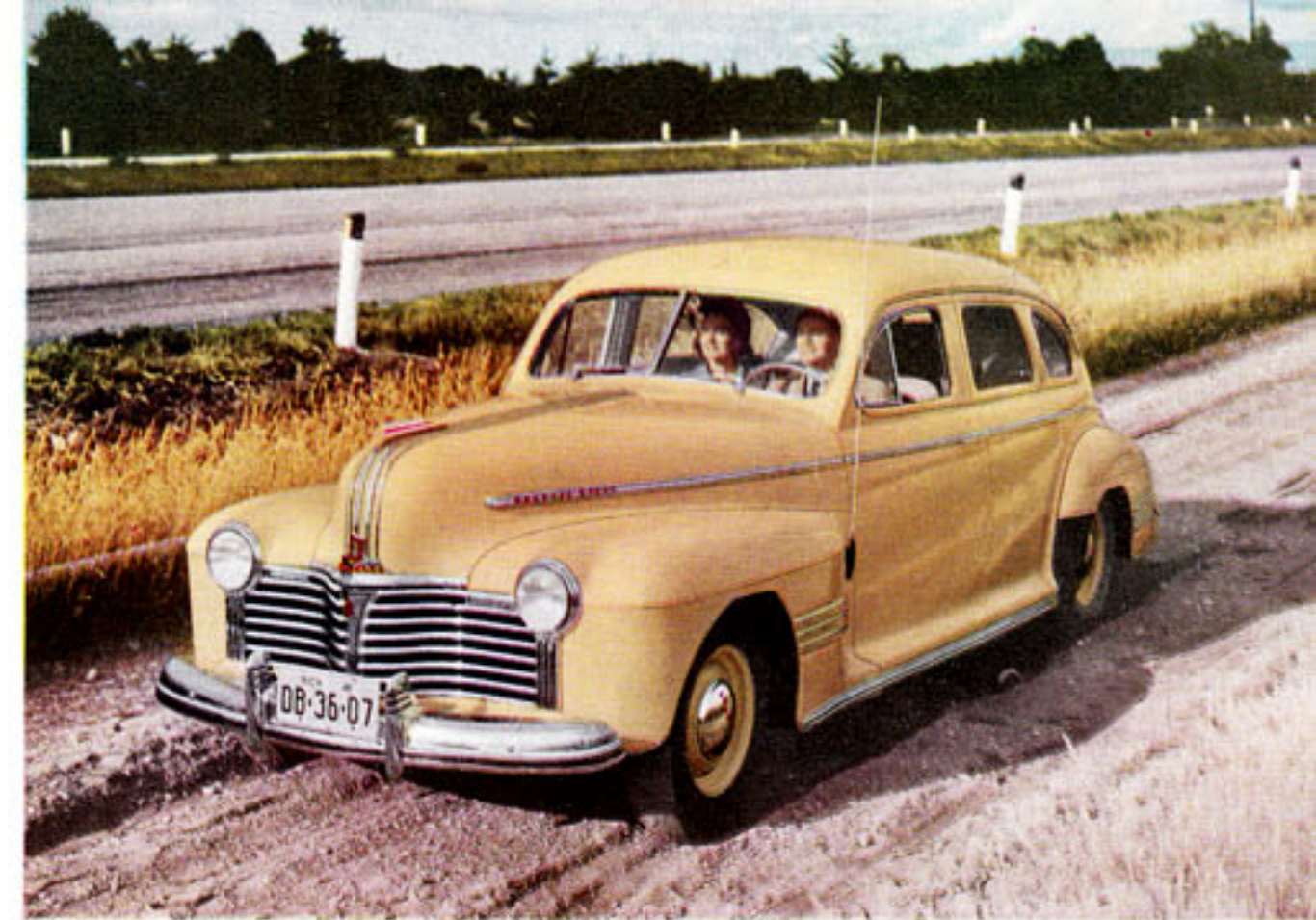
TRU-ARC SAFETY STEERING transmits steering effort from steering gear to front wheels with a minimum of loss and improves performance on curves. Front frame design also gives Pontiac a very short turning radius, which aids in parking.



SHOCKPROOF KNEE-ACTION contributes to both riding comfort and handling ease. It reduces steering effort, especially on turns and curves, helps improve roadability and provides more positive control. With Knee-Action each front wheel is free to rise or fall independently.



PONTIAC'S RECORD ECONOMY has been maintained without sacrifice in the larger Pontiacs for 1941 . . . and this in spite of the fact that both six-cylinder and eight-cylinder engines have been stepped up in performance. Incidentally, stops for service are simplified by a new, inside operated hood lock.



PONTIAC'S TRIPLE-CUSHIONED RIDE is, we believe, not merely the finest Pontiac has ever produced but one of the finest ever offered at any price. Three important features contribute to this ride . . . Shockproof Knee-Action, Duflex Rear Springing and Hydraulic Cushion Levelators. On any road, at any speed, these features give Pontiac smooth, steady, paved-road riding comfort in back seats as well as front.



MULTI-SEAL SELF-ENERGIZING HYDRAULIC BRAKES assure smooth, swift stops.

BODY INSULATION has received major attention in the design of Pontiac bodies for 1941. Both laboratory and road tests reveal remarkable ability in these bodies to exclude outside noises.



Choose your own engine . . .



TWO ENGINES . . . A SIX AND AN EIGHT
 . . . are available in the new Pontiacs for 1941 and any body type in the entire line may be ordered with either engine. This is one of the most remarkable options ever offered to car buyers.

Pontiac has long recognized the fact that some owners prefer sixes on the grounds that a good six gives them everything they want in performance, while others prefer the increased power and smoothness of an eight.

Since both groups have sound reasons for their preferences, Pontiac decided to build two engines, each a standout in its field, and permit each individual buyer to choose the one he wants. There is only a small price difference between identical models equipped with the two engines.

Both Pontiac engines are L-Head design, a type chosen for its quiet, smooth, trouble-free performance and its superior economy. The Eight develops 103 brake horsepower while the Six has been stepped up to 90 brake horsepower.

GUSHER VALVE COOLING
 PROTECTS VALVES AGAINST HOT SPOTS—LENGTHENS PERIODS BETWEEN GRINDS

VACUUMATIC SPARK CONTROL
 INCREASES ENGINE EFFICIENCY—REDUCES FUEL CONSUMPTION

QUICK WARM-UP STEEL TUBE FUEL PREHEATER
 REDUCES NEED FOR CHOKING TO A MINIMUM

THERMOSTATIC WATER TEMPERATURE CONTROL
 SHORTENS ENGINE WARM-UP PERIOD

100% FULL PRESSURE METERED FLOW LUBRICATION
 ASSURES AMPLE AND UNIFORM LUBRICATION TO ALL MOVING PARTS—SAVES BEARINGS

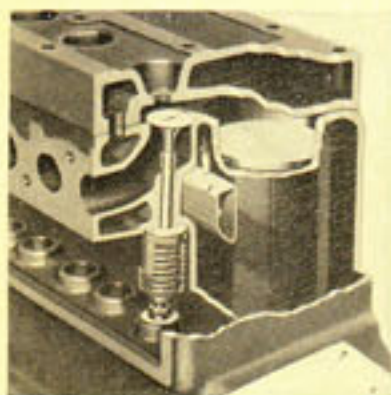
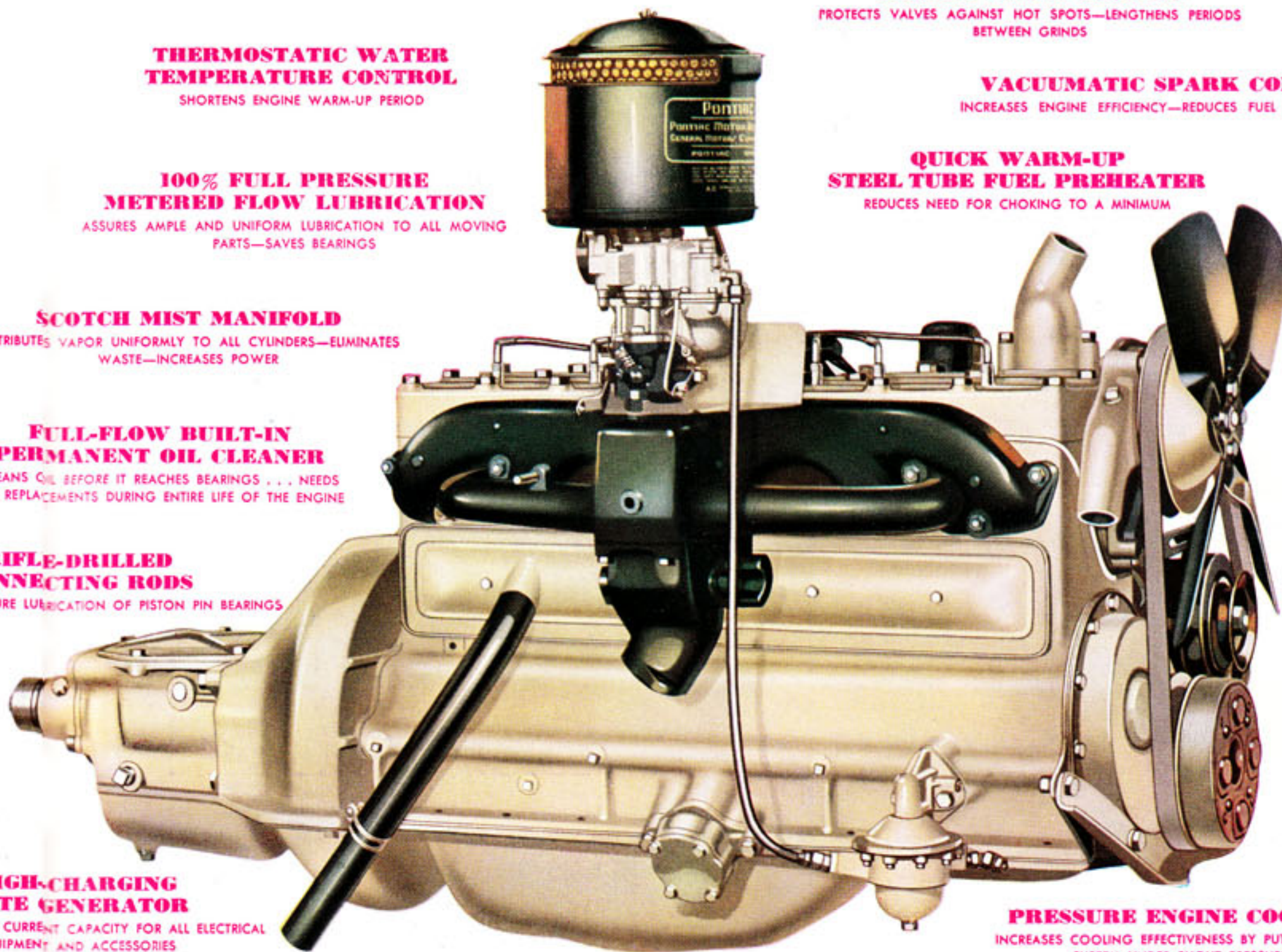
SCOTCH MIST MANIFOLD
 DISTRIBUTES VAPOR UNIFORMLY TO ALL CYLINDERS—ELIMINATES WASTE—INCREASES POWER

FULL-FLOW BUILT-IN PERMANENT OIL CLEANER
 CLEANS OIL BEFORE IT REACHES BEARINGS . . . NEEDS NO REPLACEMENTS DURING ENTIRE LIFE OF THE ENGINE

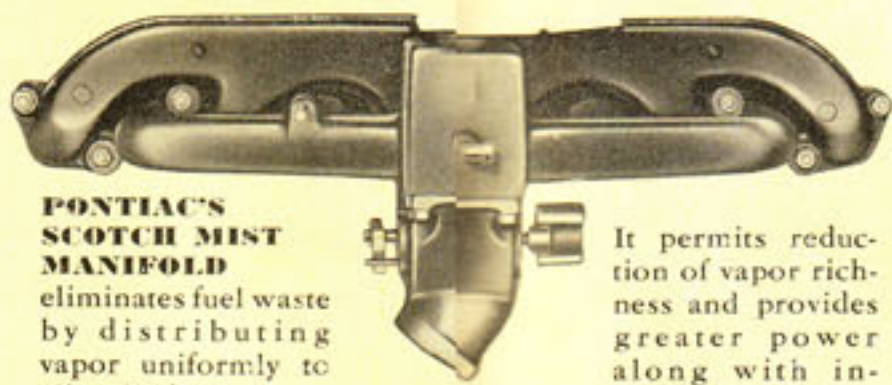
RIFLE-DRILLED CONNECTING RODS
 PERMIT FULL-PRESSURE LUBRICATION OF PISTON PIN BEARINGS

HIGH-CHARGING RATE GENERATOR
 PROVIDES AMPLE CURRENT CAPACITY FOR ALL ELECTRICAL EQUIPMENT AND ACCESSORIES

PRESSURE ENGINE COOLING
 INCREASES COOLING EFFECTIVENESS BY PUTTING ENTIRE SYSTEM UNDER SLIGHT PRESSURE

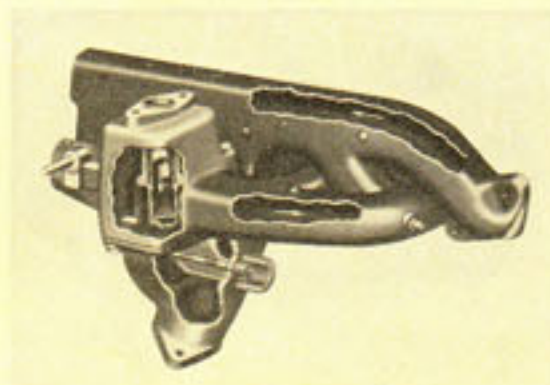


GUSHER VALVE COOLING
 delivers cooled water under pressure at each exhaust valve seat. Protects valves against hot spots.

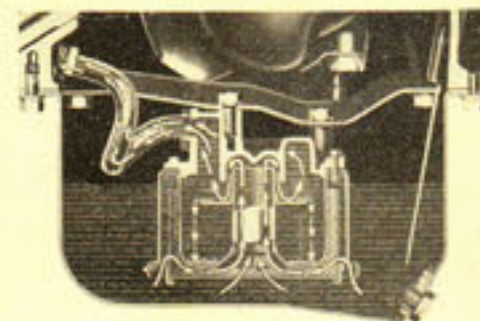


PONTIAC'S SCOTCH MIST MANIFOLD
 eliminates fuel waste by distributing vapor uniformly to all cylinders.

It permits reduction of vapor richness and provides greater power along with increased economy.



A QUICK WARM-UP Steel Tube Fuel Preheater reduces the amount of choking required in cold weather starting.



A NEW FULL-FLOW BUILT-IN PERMANENT OIL CLEANER
 thoroughly cleans oil before it reaches bearings and retains maximum efficiency for the life of the car.

DUAL CARBURETION

GIVES INCREASED POWER TO EIGHT-CYLINDER ENGINE THROUGHOUT ITS SPEED RANGE

ELECTROPLATED PISTONS

REDUCE FRICTION AND LAST A LIFETIME

HARMONIC BALANCER

NEUTRALIZES VIBRATION IN CRANKSHAFT . . . ASSURES SMOOTH ENGINE OPERATION AT ALL SPEEDS

AUTOMATIC CHOKE

IMPROVES STARTING AND INCREASES ECONOMY

FULL LENGTH WATER JACKETS

REDUCE OIL TEMPERATURE AT HIGH SPEEDS 15 TO 45 DEGREES—IMPROVE LUBRICATION AND OIL ECONOMY

TAPERED VALVE GUIDES

PROMOTE QUIET VALVE OPERATION

PRESSURE SUCTION CRANKCASE VENTILATION

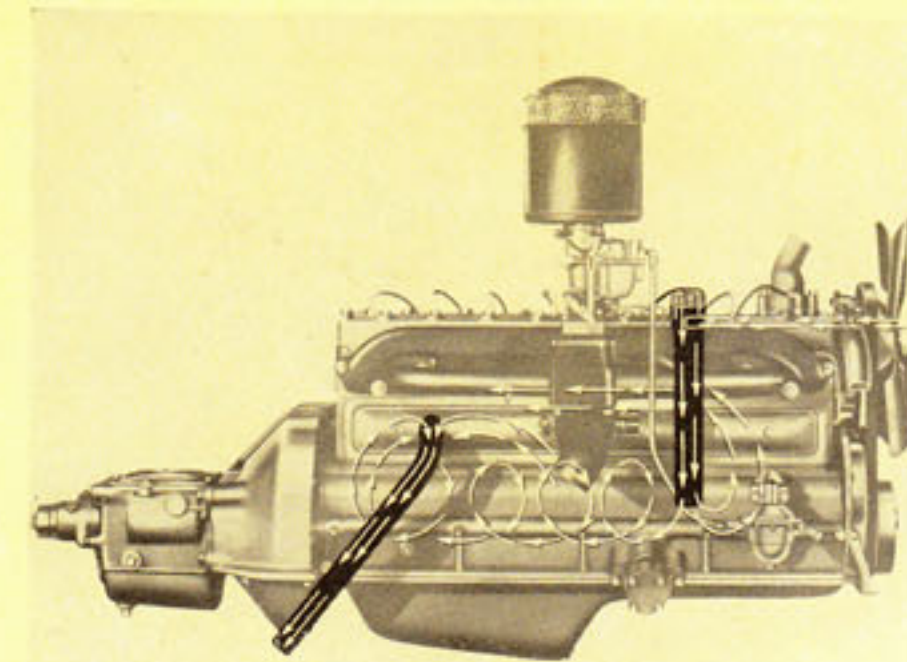
MOST POSITIVE METHOD KNOWN FOR CLEANING CRANKCASE OIL

OVERLAPPING CRANKSHAFT BEARINGS

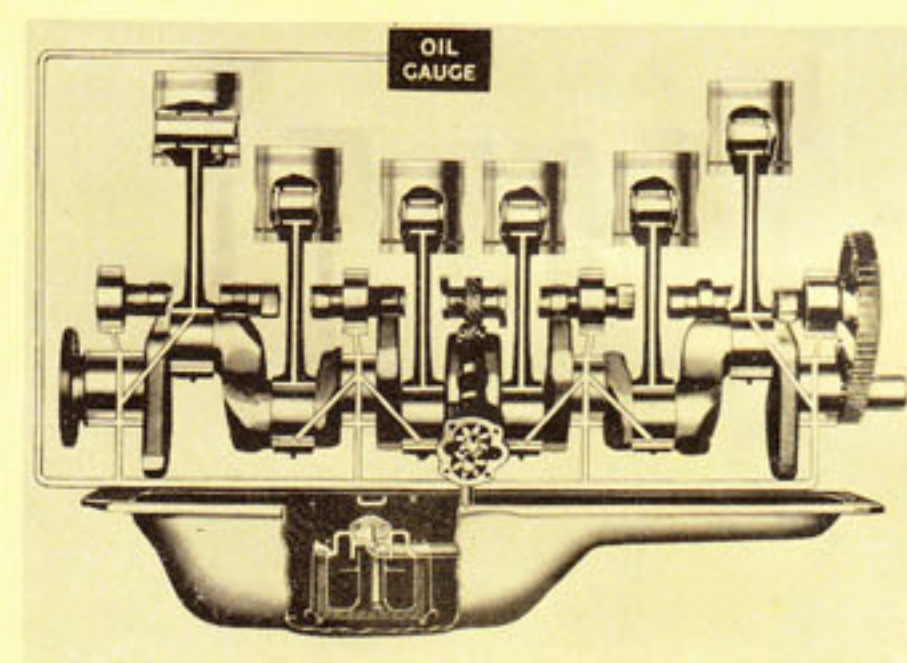
ADD TO CRANKSHAFT RIGIDITY AND TO SMOOTH ENGINE PERFORMANCE

100% COUNTERWEIGHTED CRANKSHAFT

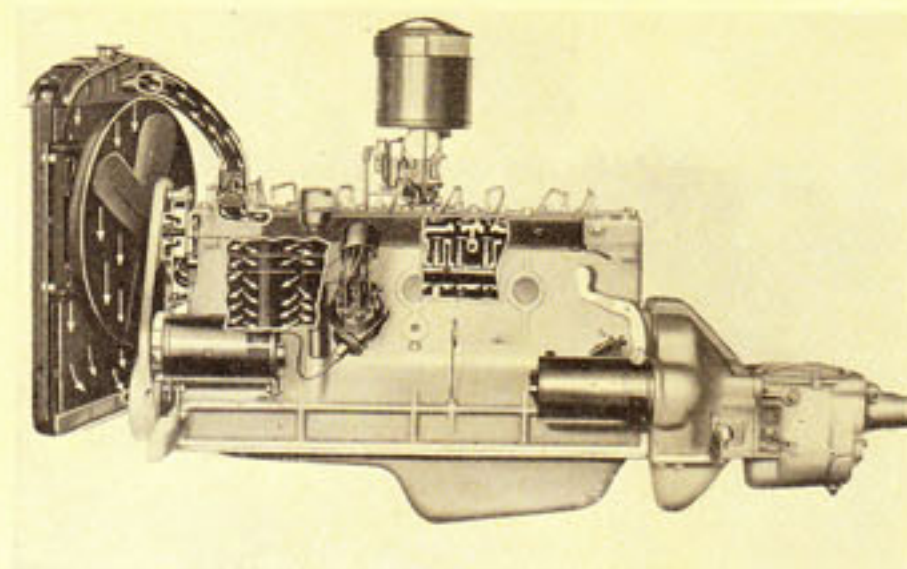
COMBINES WITH HARMONIC BALANCER TO PROVIDE UNBROKEN ENGINE SMOOTHNESS



PRESSURE SUCTION CRANKCASE VENTILATION removes water vapor and injurious gases from the crankcase by the most positive method yet devised.



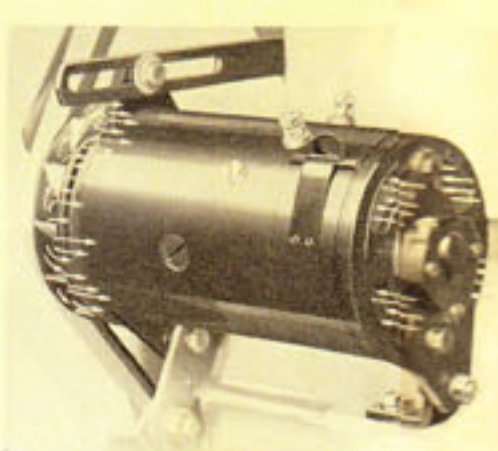
100% FULL-PRESSURE METERED FLOW LUBRICATION provides a positive and correct flow of oil to all rotating engine parts.



ALL WEATHER ENGINE TEMPERATURE CONTROL brings engine temperature to top efficiency in shortest possible time regardless of weather conditions.



PONTIAC'S 100% COUNTERWEIGHTED CRANKSHAFTS are thoroughly tested for near-perfect running balance. Overlapping crankshaft bearings add to rigidity and smooth performance.

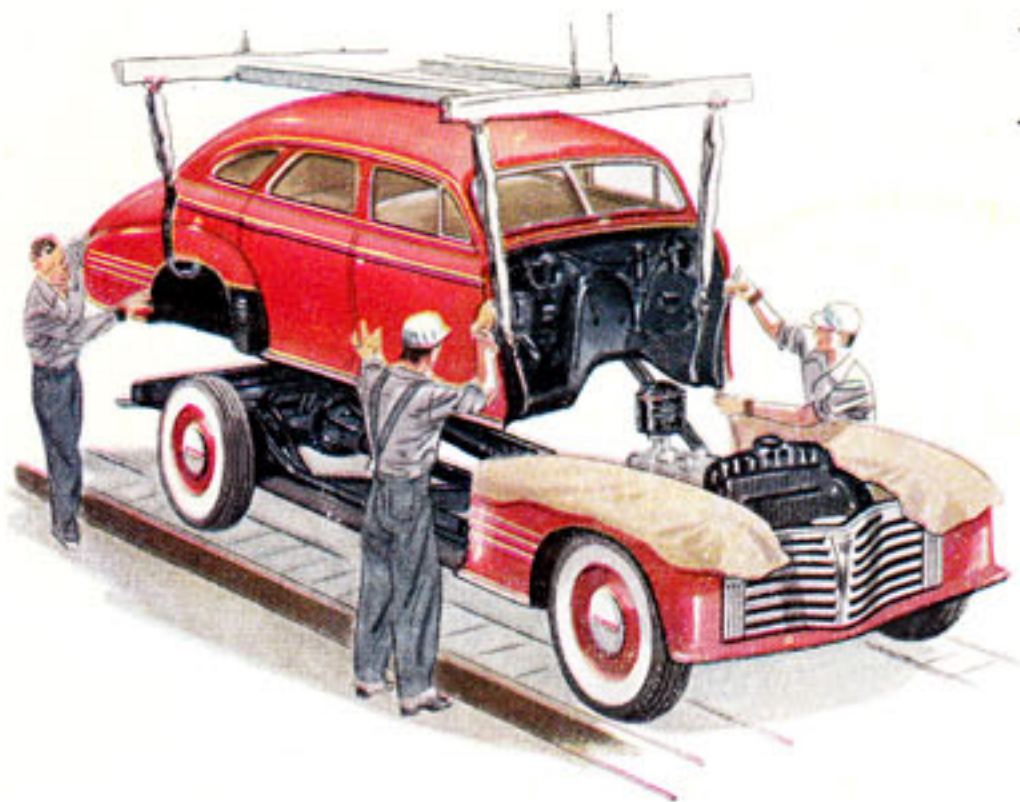


A HIGH CHARGING RATE GENERATOR supplies the current capacity required to feed powerful headlights and all electrical accessories.



DUAL CARBURETION is provided for all Pontiac Eights, gives increased performance at all speeds without sacrifice in economy.

Look beneath the body...



STAMINA AND DEPENDABLE LONG LIFE are two Pontiac characteristics which have been built up through the years and which have given Pontiac an enviable reputation among owners and the public at large. To learn how Pontiac has gained and strengthened these characteristics, it is necessary to look beneath its beautiful "Torpedo" bodies and concentrate attention on its structural elements.

For 1941, Pontiac has two chassis, one for the De Luxe "Torpedo" series with a wheelbase of 119 inches, the other for

the Streamliner and the Custom "Torpedo" lines with a wheelbase of 122 inches. In both chassis, of course, the Six and Eight engines are interchangeable.

On this page many of the highlights of Pontiac's superb mechanical structure are spotted and described briefly. On the next page some of the more important are described at greater length. It will pay you to spend a few moments reading about these Pontiac fundamentals of design. To them is due much of the credit for Pontiac's surpassing value.

HYDRAULIC CUSHION REAR LEVELATORS

ABSORB ROAD SHOCKS ON REAR WHEELS . . . REDUCE CROSSWISE BODY SWAY

BRIDGE TYPE 4-WAY CANTILEVER I-BEAM FRAME

PROVIDES STRONG RIGID FOUNDATION . . . ADDS TO SAFETY, DEPENDABILITY AND LONG LIFE

SEMI-AUTOMATIC SAFETY SHIFT GEAR CONTROL

COMBINES EFFORTLESS SHIFTING WITH DIRECT AND POSITIVE CONTROL

EASIER TRU-ARC SAFETY STEERING

ENABLES DRIVER TO CONTROL HIS COURSE WITH MINIMUM EFFORT . . . A PRIME FACTOR OF PONTIAC EXCELLENT CAR HANDLING

HYPOID REAR AXLE

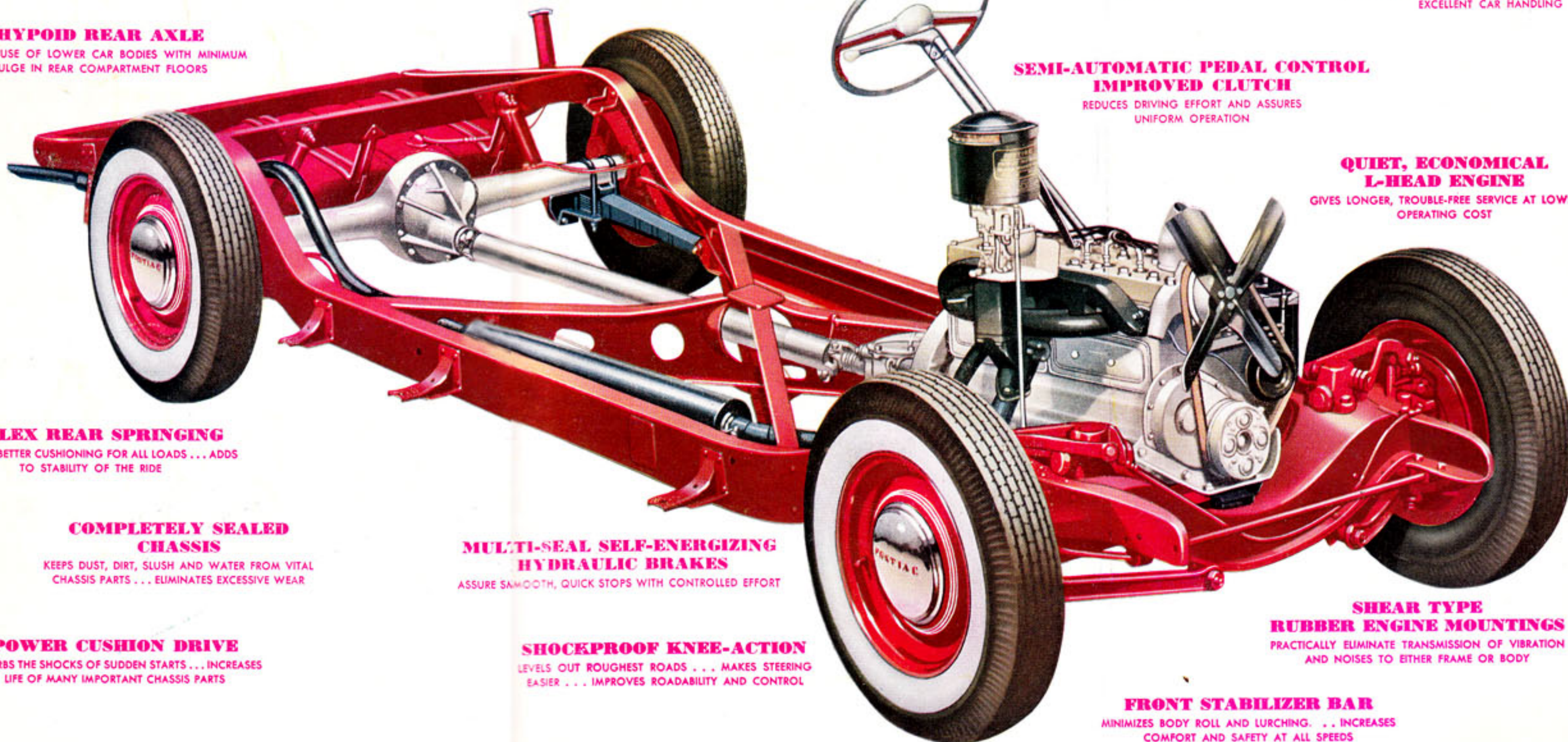
PERMITS USE OF LOWER CAR BODIES WITH MINIMUM BULGE IN REAR COMPARTMENT FLOORS

SEMI-AUTOMATIC PEDAL CONTROL IMPROVED CLUTCH

REDUCES DRIVING EFFORT AND ASSURES UNIFORM OPERATION

QUIET, ECONOMICAL L-HEAD ENGINE

GIVES LONGER, TROUBLE-FREE SERVICE AT LOWER OPERATING COST



DUFLEX REAR SPRINGING

PROVIDES BETTER CUSHIONING FOR ALL LOADS . . . ADDS TO STABILITY OF THE RIDE

COMPLETELY SEALED CHASSIS

KEEPS DUST, DIRT, SLUSH AND WATER FROM VITAL CHASSIS PARTS . . . ELIMINATES EXCESSIVE WEAR

MULTI-SEAL SELF-ENERGIZING HYDRAULIC BRAKES

ASSURE SMOOTH, QUICK STOPS WITH CONTROLLED EFFORT

POWER CUSHION DRIVE

ABSORBS THE SHOCKS OF SUDDEN STARTS . . . INCREASES LIFE OF MANY IMPORTANT CHASSIS PARTS

SHOCKPROOF KNEE-ACTION

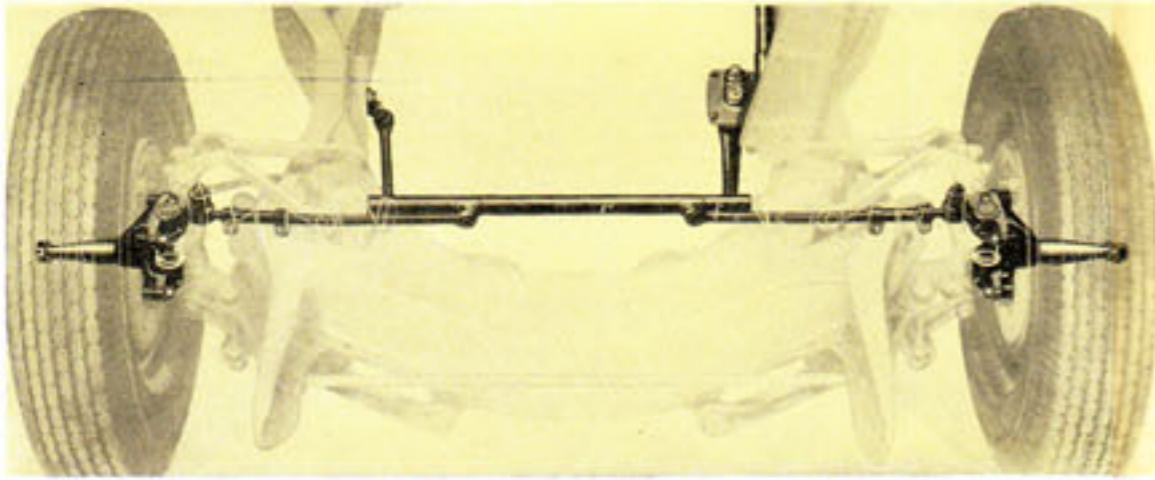
LEVELS OUT ROUGHEST ROADS . . . MAKES STEERING EASIER . . . IMPROVES ROADABILITY AND CONTROL

SHEAR TYPE RUBBER ENGINE MOUNTINGS

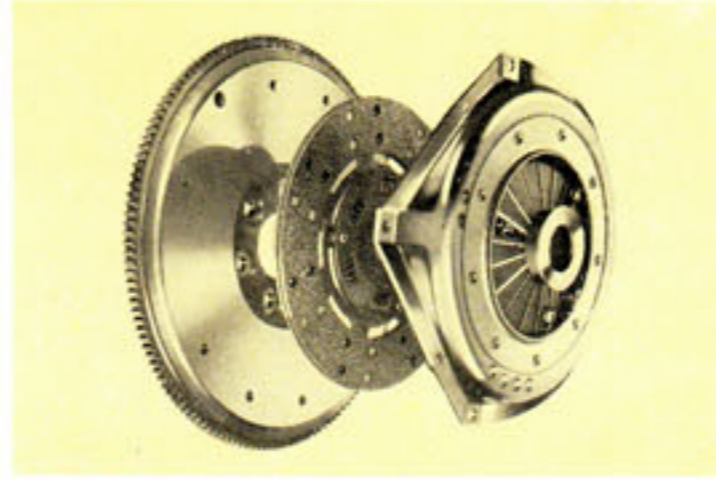
PRACTICALLY ELIMINATE TRANSMISSION OF VIBRATION AND NOISES TO EITHER FRAME OR BODY

FRONT STABILIZER BAR

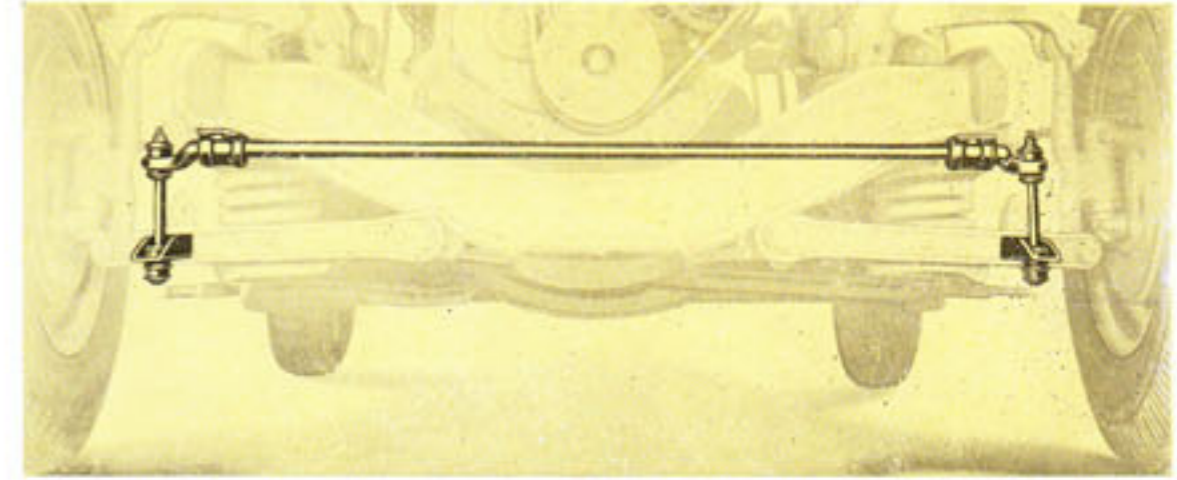
MINIMIZES BODY ROLL AND LURCHING . . . INCREASES COMFORT AND SAFETY AT ALL SPEEDS



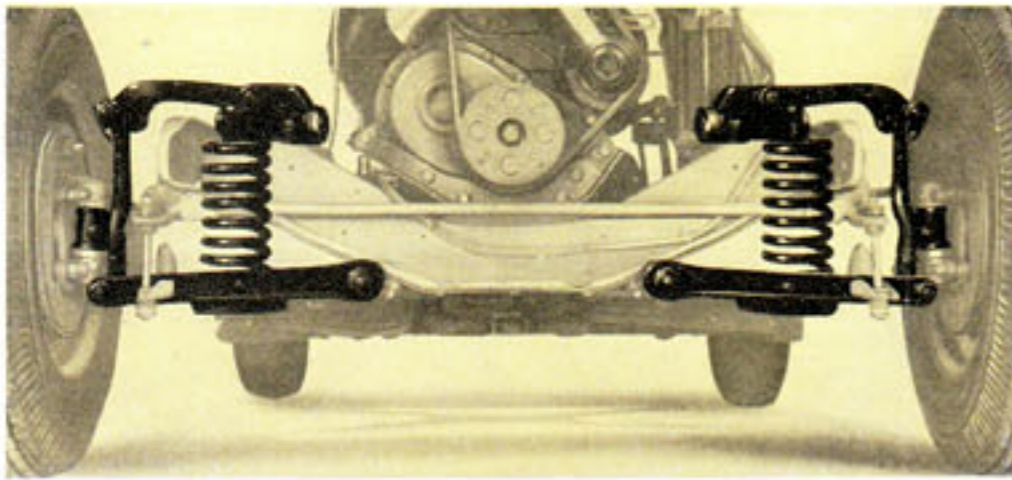
EASIER TRU-ARC SAFETY STEERING
is based largely on Pontiac's link parallelagram system which increases driver's control and eliminates steering wheel fight.



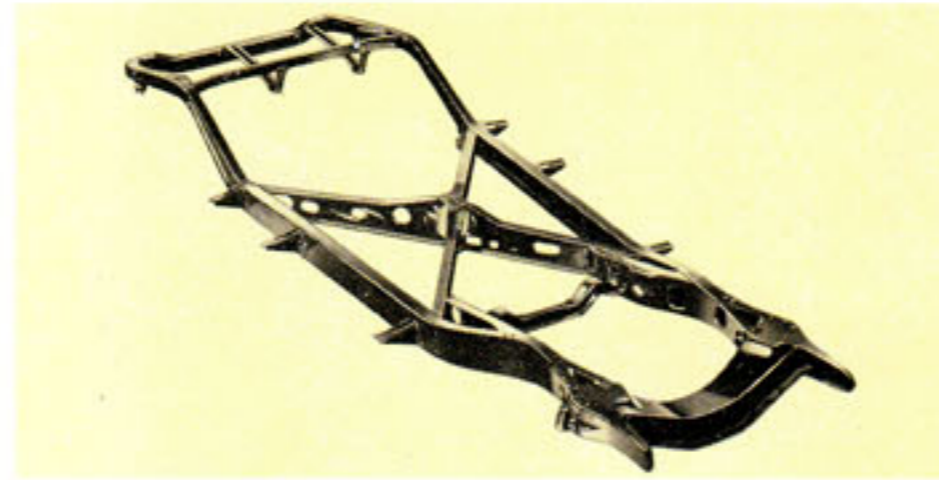
PONTIAC'S CLUTCH MECHANISM
now uses a spring-centered pressure plate to assure more uniform operation.



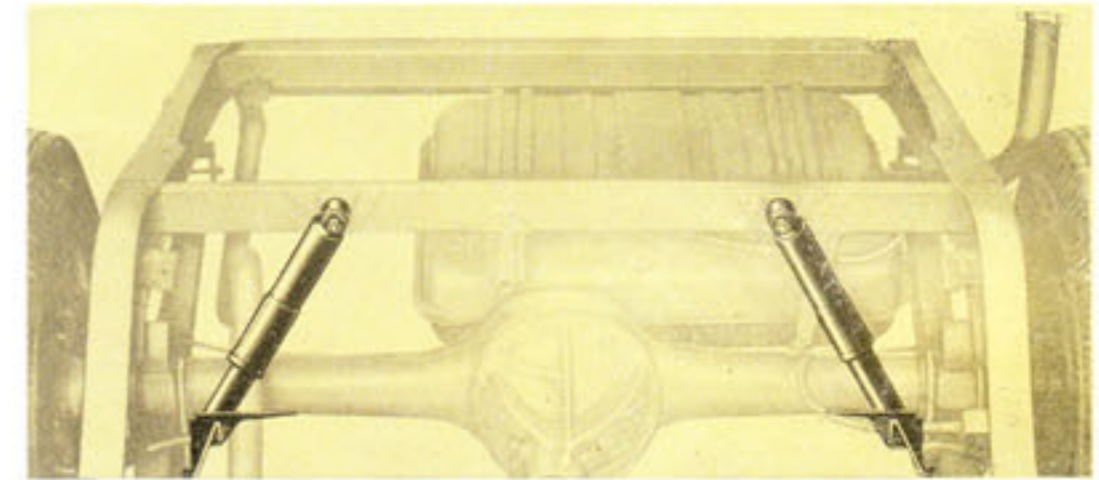
THE FRONT STABILIZER BAR
is mounted in rubber on the frame to control the action of front coil springs and resist severe road shocks.



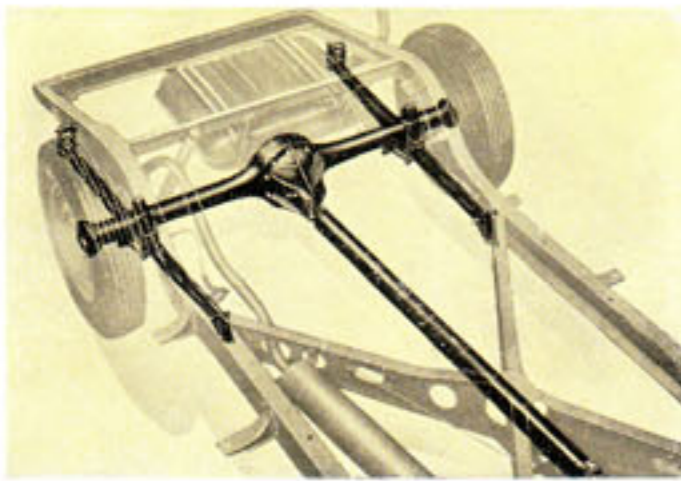
SHOCKPROOF KNEE-ACTION
mounts each front wheel independently, permitting either to move up or down without affecting the other.



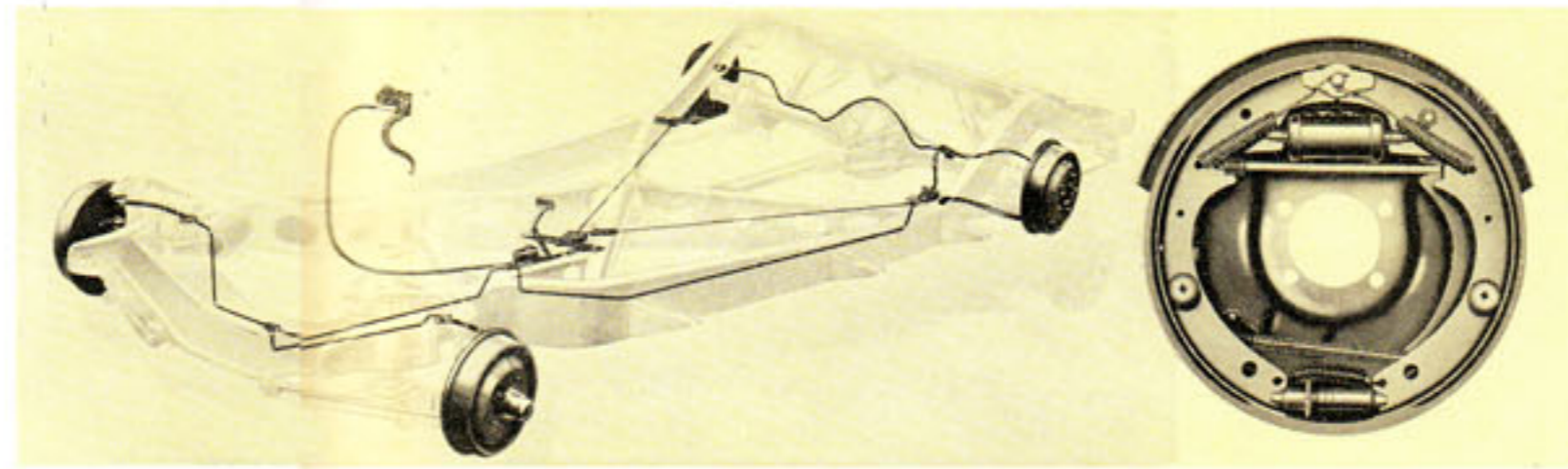
BRIDGE TYPE 4-WAY CANTILEVER I-BEAM FRAMES
form the rugged backbone of the new Pontiacs.



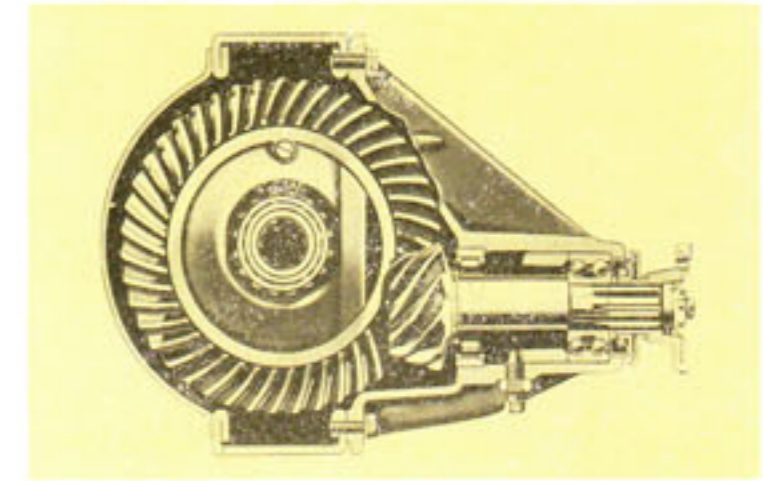
HYDRAULIC CUSHION REAR LEVELATORS
consist of two direct-action two-way shock absorbers mounted behind the rear axle housing.



POWER CUSHION DRIVE
relieves clutch, transmission, and other parts from starting strains.



MULTI-SEAL SELF-ENERGIZING HYDRAULIC BRAKES
multiply moderate foot pressure into a powerful, equalized, controlled braking force. The hand brake operates entirely independently, giving Pontiac two braking systems.



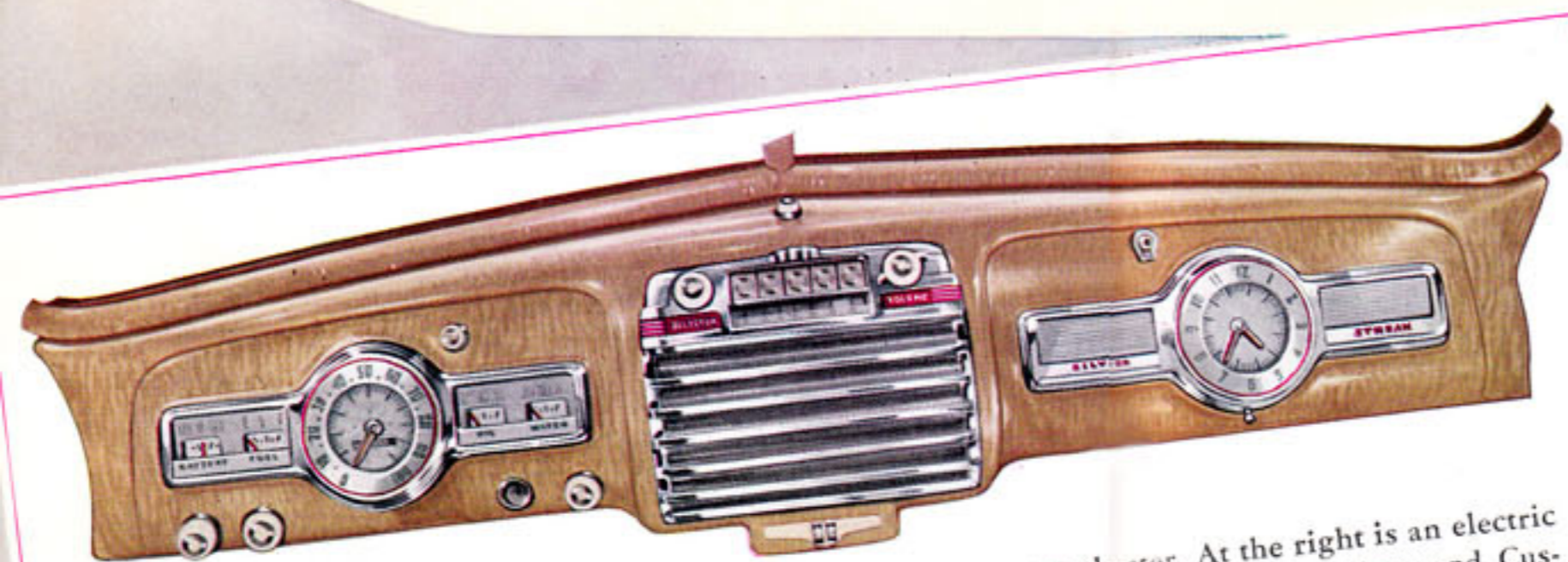
THE HYPOID REAR AXLE
is ruggedly constructed and exceptionally quiet at all speeds.

The *De Luxe* "Torpedo" Series

119" WHEELBASE WITH SIX OR EIGHT-CYLINDER ENGINE

In the new De Luxe "Torpedo" Sixes and Eights, Pontiac has surpassed all previous efforts to provide fine-car quality, size and performance at prices which any new car buyer can afford. Five handsome body types are included in this series—the Four-Door Sedan, Two-Door Sedan, Business Coupe, Sedan Coupe and Convertible Sedan Coupe. Both the Sedan Coupe and the Convertible Sedan Coupe seat six passengers. All body types are longer, wider and roomier than the bodies of the corresponding series for 1940. In exact figures, the wheelbase is increased two inches, over-all length three inches. Front seats are two and one-half inches wider and rear seats one inch wider. Curb height floors are used in all models, with concealed running boards replacing the type formerly used. All five body types have spacious luggage compartments. In the sedans, spare tires are carried upright at the right of these compartments, while in the

coupes the "spares" lie flat beneath a luggage floor covering the entire trunk area. And, of course, all body types are infinitely more beautiful and more luxuriously fitted than their predecessors in the 1940 line. The new front end appearance, described earlier, keynotes the beauty of this series and blends in with the "Torpedo" styling of the bodies to make these Pontiacs living pictures of active grace. Inside the cars, the smart new instrument panel and garnish mouldings combine with soft, smooth upholstery to create a restful, inviting atmosphere. Performance of the De Luxe "Torpedoes" is fully as remarkable as their beauty and luxury. Either as sixes or as eights, these Pontiacs exhibit faster getaway, higher top speed and greater power—and all this, while maintaining Pontiac record gas and oil economy. All in all the De Luxe "Torpedo" series represents a new high in value for buyers of low-priced cars.



THE NEW INSTRUMENT PANEL is a feature of all Pontiacs for 1941. On the curly maple finish panel, all instruments and switches are grouped at the left directly ahead of the driver. The instrument and ignition key light switch has been moved to a convenient position above the instrument cluster. At the right is an electric clock, standard on Super-Streamliner and Custom "Torpedo" models, but offered as an accessory at extra cost on all other models. In the center is a radio which is an accessory at extra cost in all models.

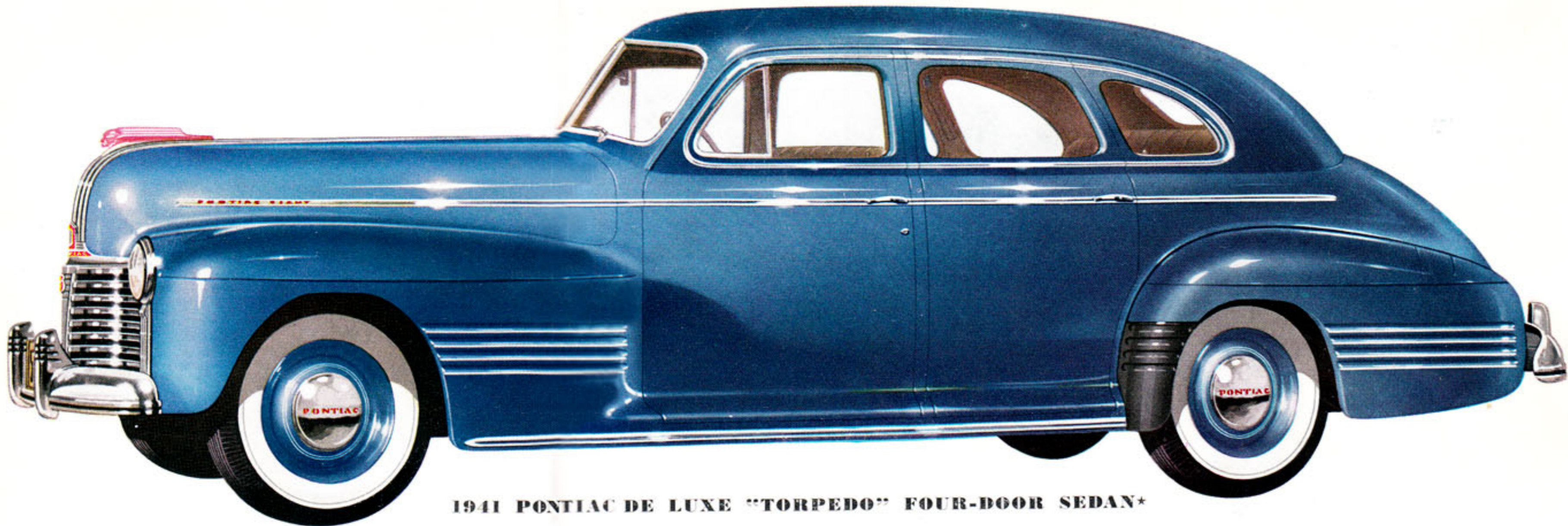


Above, the conveniently located ash receptacle. Below, the handy glove compartment.

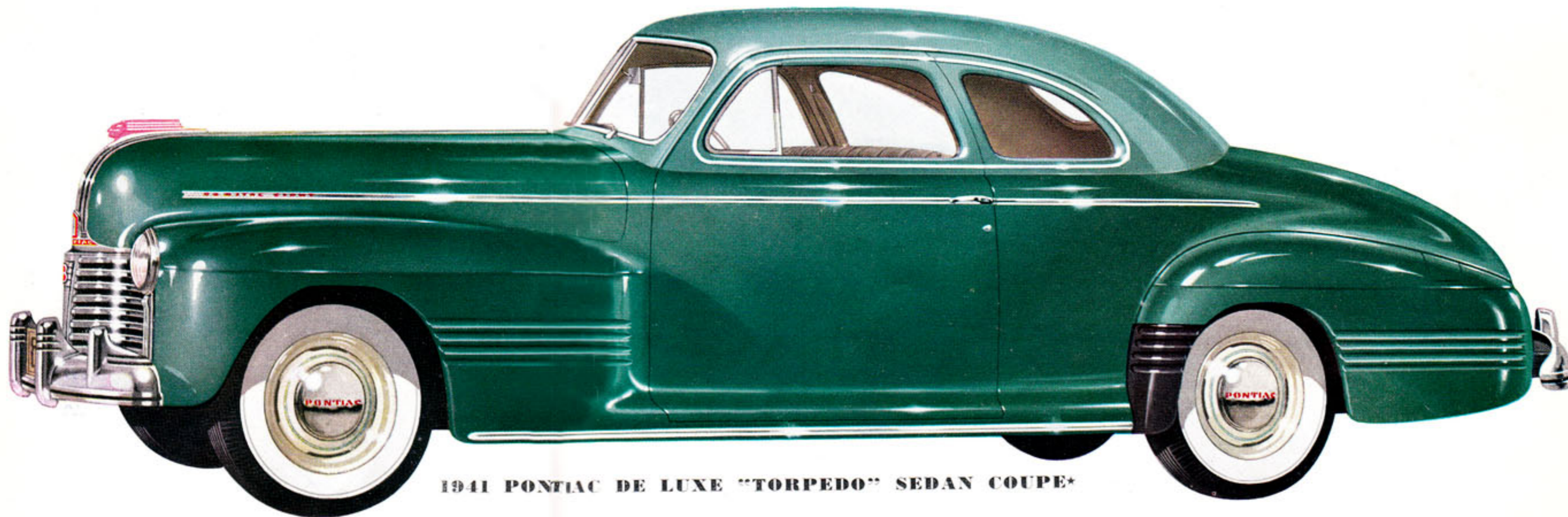


ROOMY TRUNKS, large enough to accommodate many pieces of luggage, are provided in all Pontiac body types for 1941.

IF YOU CAN AFFORD TO OWN AND OPERATE ANY NEW CAR YOU CAN AFFORD A PONTIAC

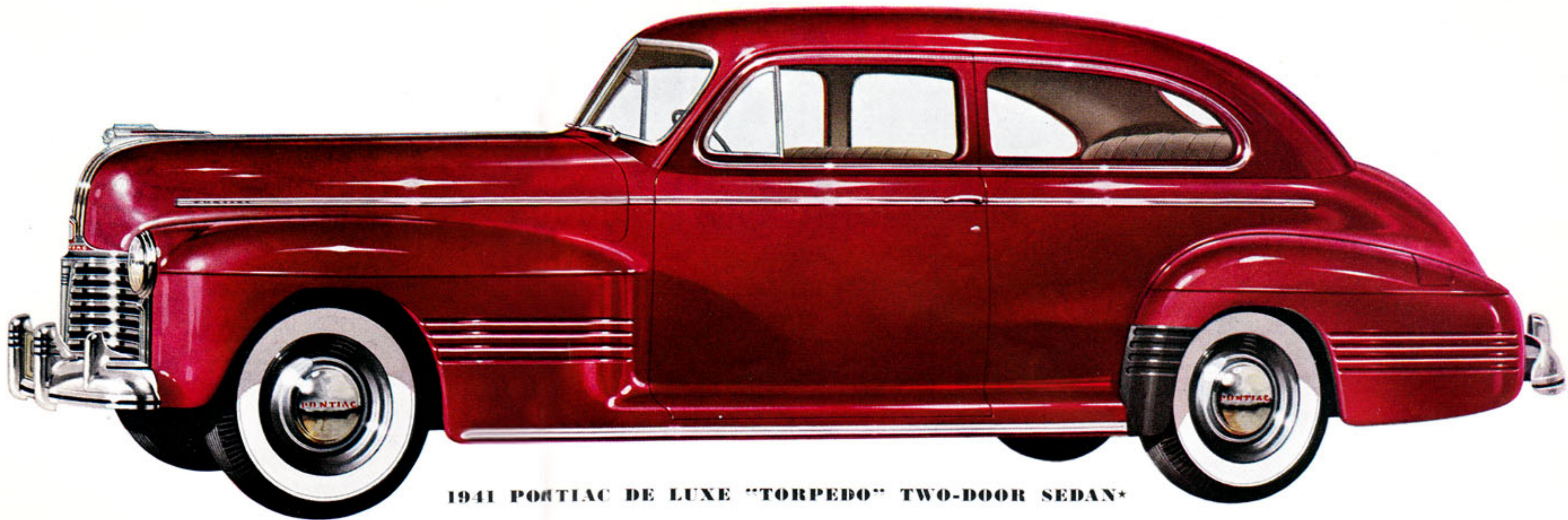


1941 PONTIAC DE LUXE "TORPEDO" FOUR-DOOR SEDAN*

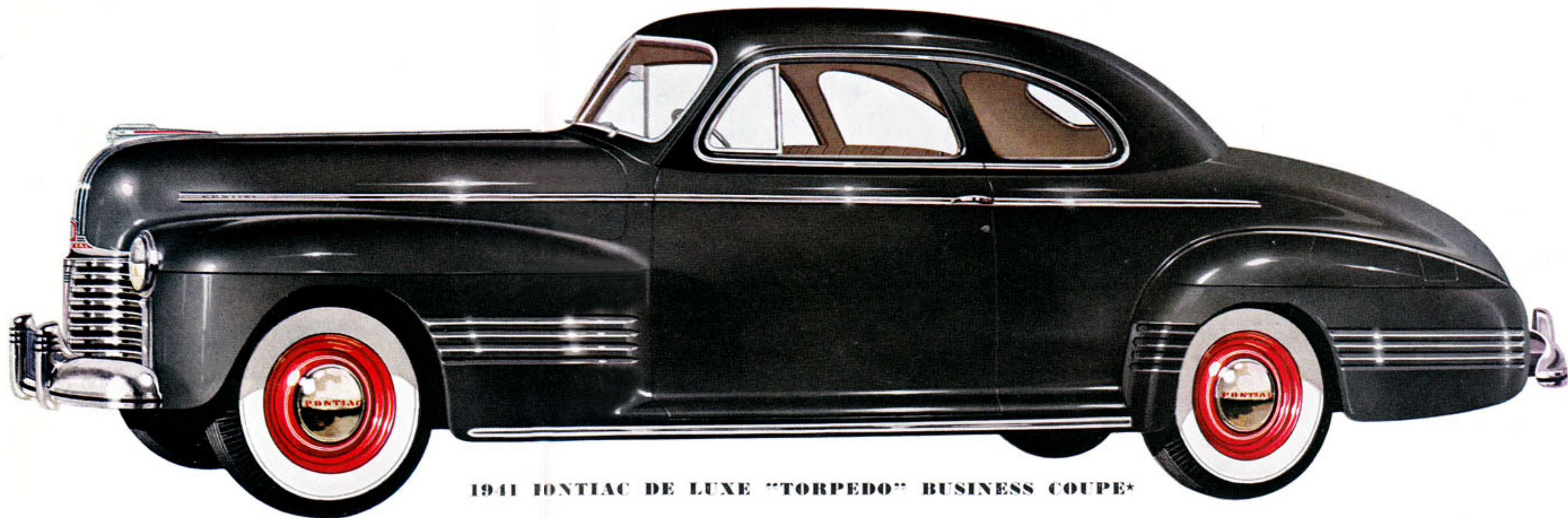


1941 PONTIAC DE LUXE "TORPEDO" SEDAN COUPE*

**Front bumper wing guards, white sidewall tires and two-tone color combination optional at slight extra cost.*

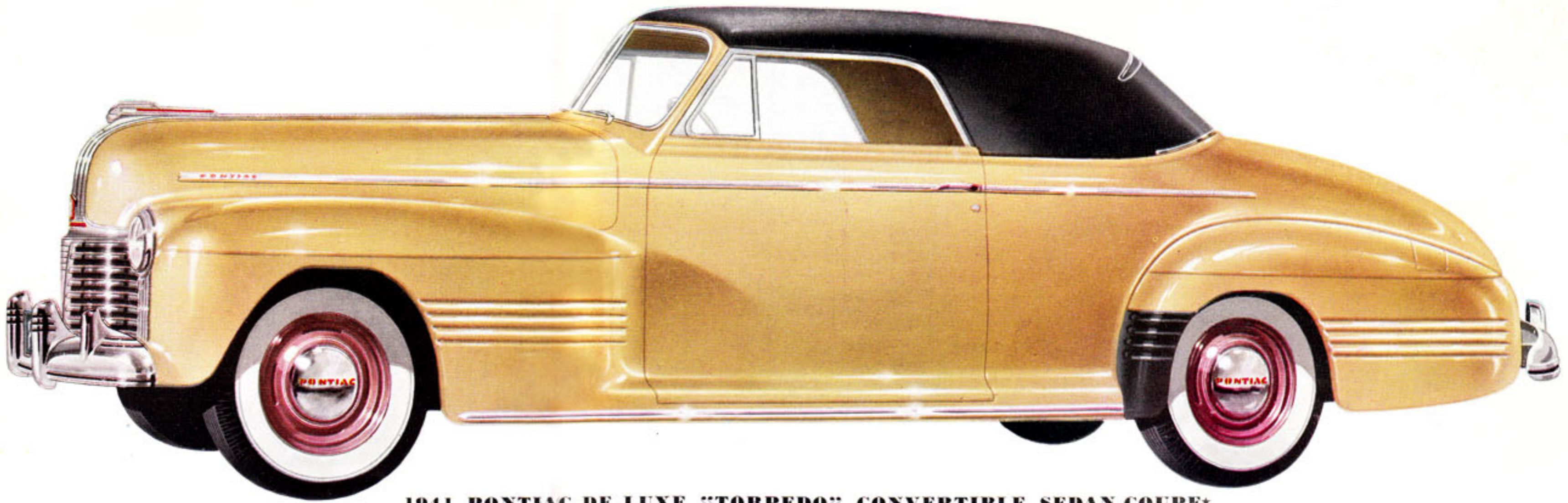


1941 PONTIAC DE LUXE "TORPEDO" TWO-DOOR SEDAN*



1941 PONTIAC DE LUXE "TORPEDO" BUSINESS COUPE*

**Front bumper wing guards and white sidewall tires optional at slight extra cost.*



1941 PONTIAC DE LUXE "TORPEDO" CONVERTIBLE SEDAN COUPE*

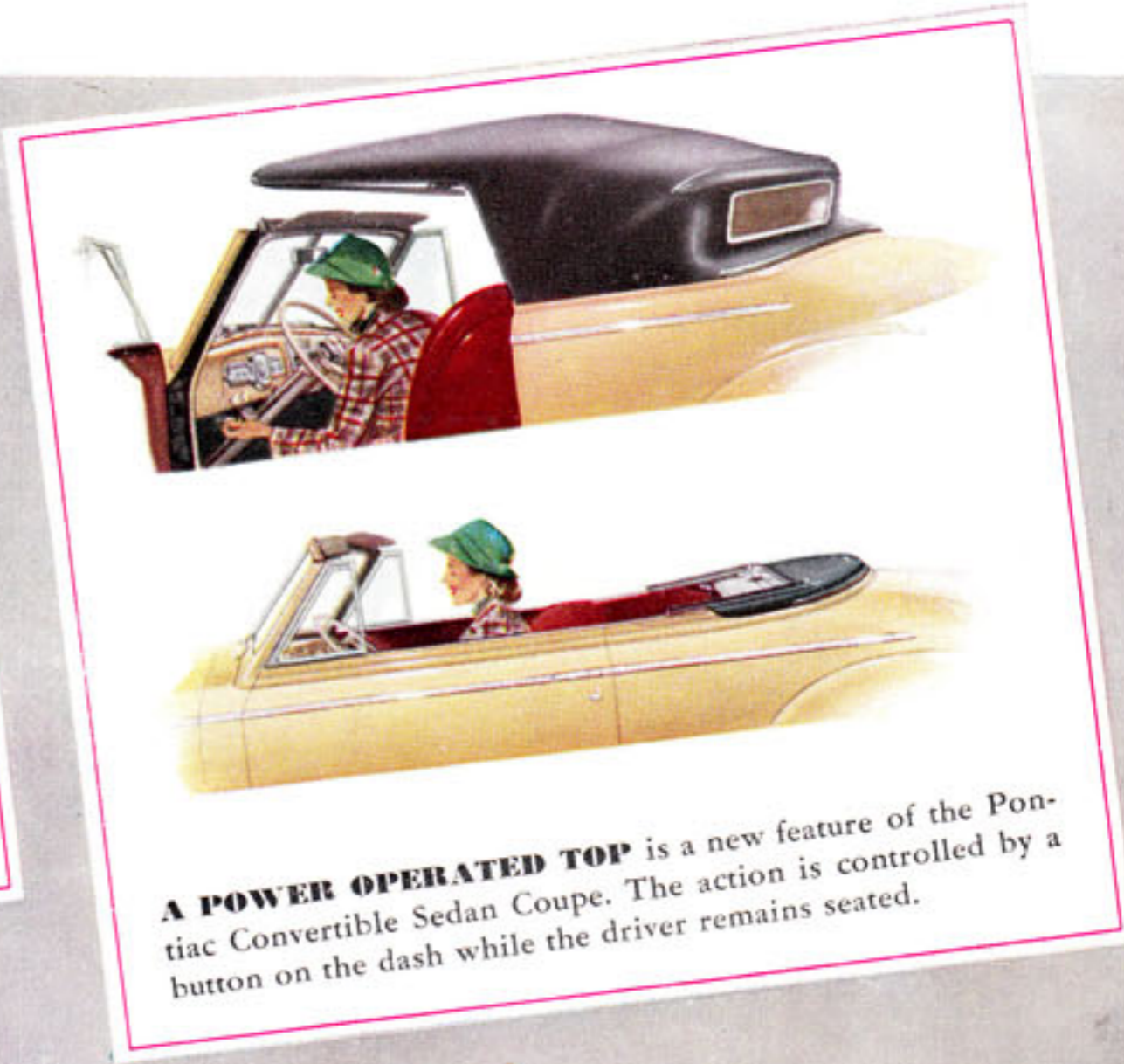
**Front bumper wing guards and white sidewall tires optional at slight extra cost.*



A MORE CONVENIENT JACK is part of the equipment of the 1941 Pontiacs. It simplifies tire changes.



A SHELF FOR SMALL PARCELS, behind rear seat, is one of many conveniences provided in the new Pontiac coupes. Shoppers, especially, like this feature.



A POWER OPERATED TOP is a new feature of the Pontiac Convertible Sedan Coupe. The action is controlled by a button on the dash while the driver remains seated.

IF YOU CAN AFFORD TO OWN AND OPERATE ANY NEW CAR YOU CAN AFFORD A PONTIAC

The Streamliner "Torpedo" Series 122" WHEELBASE WITH SIX OR EIGHT-CYLINDER ENGINE

"Torpedo" styling has been given a totally new interpretation in the Streamliner "Torpedo" series which consists of a Four-Door Sedan and a Sedan Coupe, both illustrated on the opposite page. In creating the Streamliners, Pontiac engineers made full use of aerodynamic principles of design. They shaped top and back panel in one sweeping curve with no break to impede the flow of air over and away from the car. Front fenders were streamlined into the body and both front and rear fenders were decorated with speed lines of flashing chrome. Conventional running boards were eliminated, to be replaced by the enclosed type. Door hinges were concealed. In fact everything possible was done to give these cars the smooth, unbroken lines and surfaces which aircraft designers seek in the skyliners which they create. The style of the Streamliner bodies forms a happy combination with the new Pontiac front end—one apt to cause

considerable excitement wherever this car appears. The over-all effect is modern to the minute and expressive of swift, agile performance. Needless to say, with either the six or eight-cylinder engine, the Streamliner lives up fully to the promise its appearance gives. Interiors of the cars in this series are surprisingly spacious. Their floors are curb height and there is ample head and leg room to accommodate six-footers or better. Seats are wide and deep and conducive to complete relaxation. Both Streamliner models are upholstered in a fine quality of fabrics, and appointments follow an attractive design. In addition to the two models described thus far, there are two Super-Streamliners, built to the same exterior design. The Super-Streamliners are fitted with extra-fine quality upholstery and carpets, Foam Sponge Rubber seat cushions, an electric clock, a flexible steering wheel and a folding center arm rest in the rear seat of the sedan.

SPARE TIRES are carried upright at the side of luggage compartments in the sedans as illustrated below. An idea of the amount of luggage space can also be gained from this view.

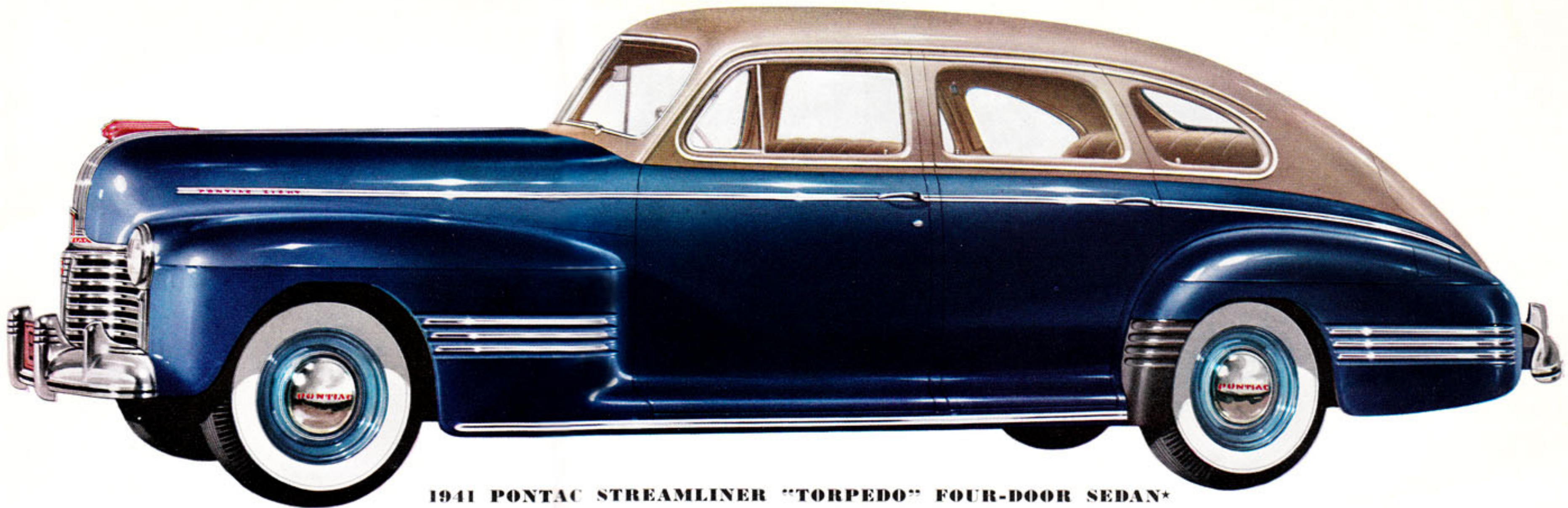


REAR WINDOWS in the Streamliner and Super-Streamliner Sedans and Sedan Coupes are attractively shaped to conform to the curved line of the tops. Note the chrome moulding which encircles windows.

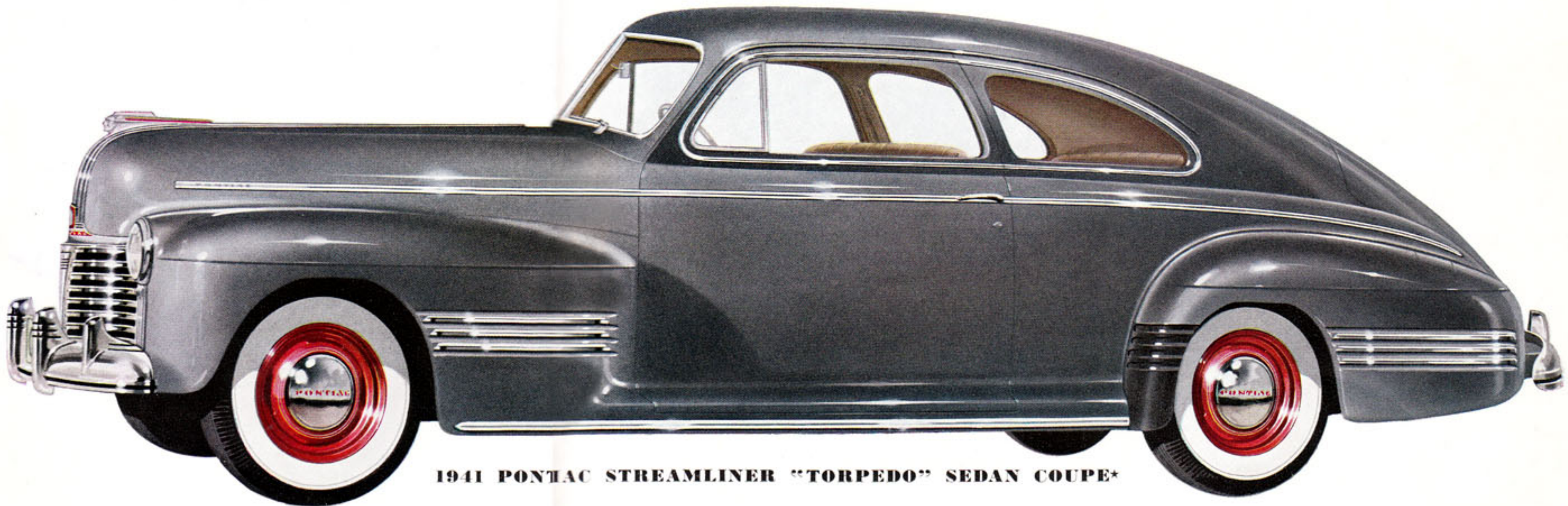


EXCEPTIONAL ROOMINESS for six passengers is provided in the Streamliner and Super-Streamliner Sedan Coupes. The back of the front seat is recessed for extra knee room.

IF YOU CAN AFFORD TO OWN AND OPERATE ANY NEW CAR YOU CAN AFFORD A PONTIAC



1941 PONTAC STREAMLINER "TORPEDO" FOUR-DOOR SEDAN*



1941 PONTAC STREAMLINER "TORPEDO" SEDAN COUPE*

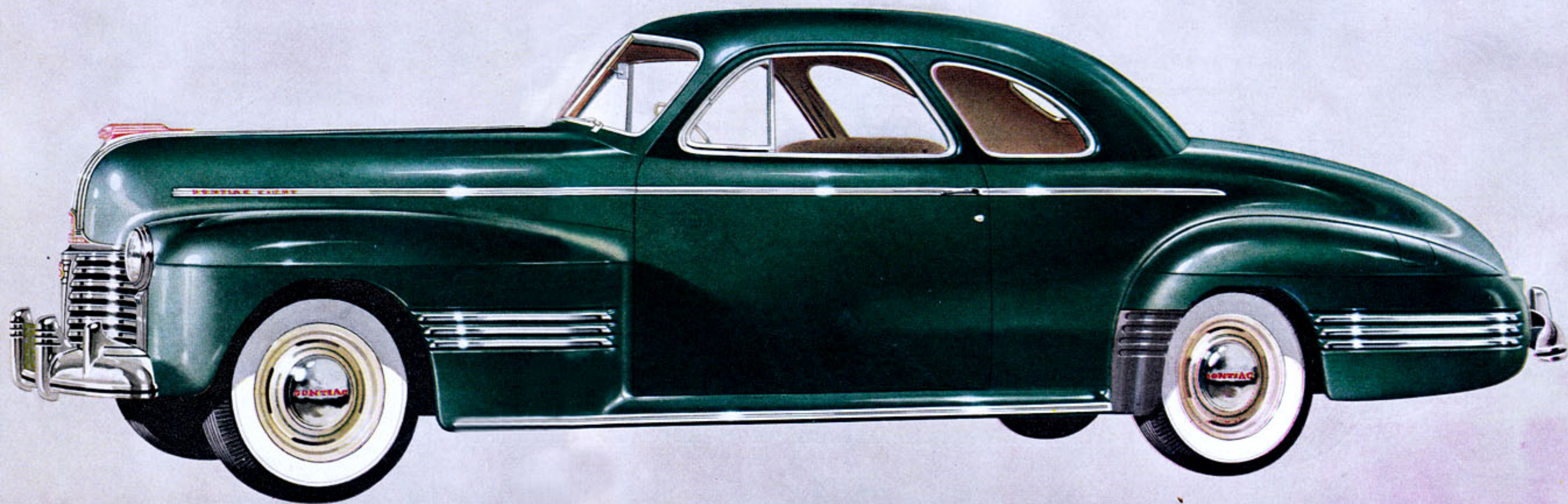
**White sidewall tires and two-tone color combination optional at slight extra cost.*

The *Custom* "Torpedo" Series

122" WHEELBASE WITH SIX
OR EIGHT-CYLINDER ENGINE

Here, in three stunning body types, are the aristocrats of the Pontiac line for 1941. These are the successors to the original Pontiac "Torpedoes," re-styled and re-fined to new heights of sparkling beauty and lavish luxury. Both the Four-Door Sedan and the Sedan Coupe have been increased four inches in length and one and a half inches in width and the rear seat of the sedan has been widened a full inch. Already comfortably roomy, these bodies are now more spacious than ever. In the Custom "Torpedoes," as in other Pontiacs for 1941, floors are at curb height. However, this is the only series which offers you an option of full running boards at slight extra cost. Combined as they are with the handsome new radiator grille, hood and fenders, the Custom "Torpedoes" present a completely new appearance and one calculated to cause heads to turn in sincere admiration. An artistic use of chrome mouldings and trimmings gives them snap and sparkle and emphasizes

their graceful lines and contours. The interiors of these cars match the exteriors in beauty and good taste. Upholstery, head and side lining all employ new high-quality fabrics. Carpets are deep, soft and harmonious in color with the upholstery and trim. Seat cushions are of Foam Sponge Rubber and the rear seat of the sedan is equipped with a folding center arm rest. A flexible steering wheel and an electric clock are provided. A popular member of the Custom "Torpedo" series is the new, larger Station Wagon, accommodating eight passengers in three seats. Two of the seats are removable. The Station Wagon is offered with either standard or luxury type interior trim. The latter, at extra cost, includes Marshall springs and Foam Sponge Rubber cushions for the front seat, genuine leather and cloth upholstery for the front seat, genuine leather upholstery for the other seats and chrome finished tubular seat frames throughout.

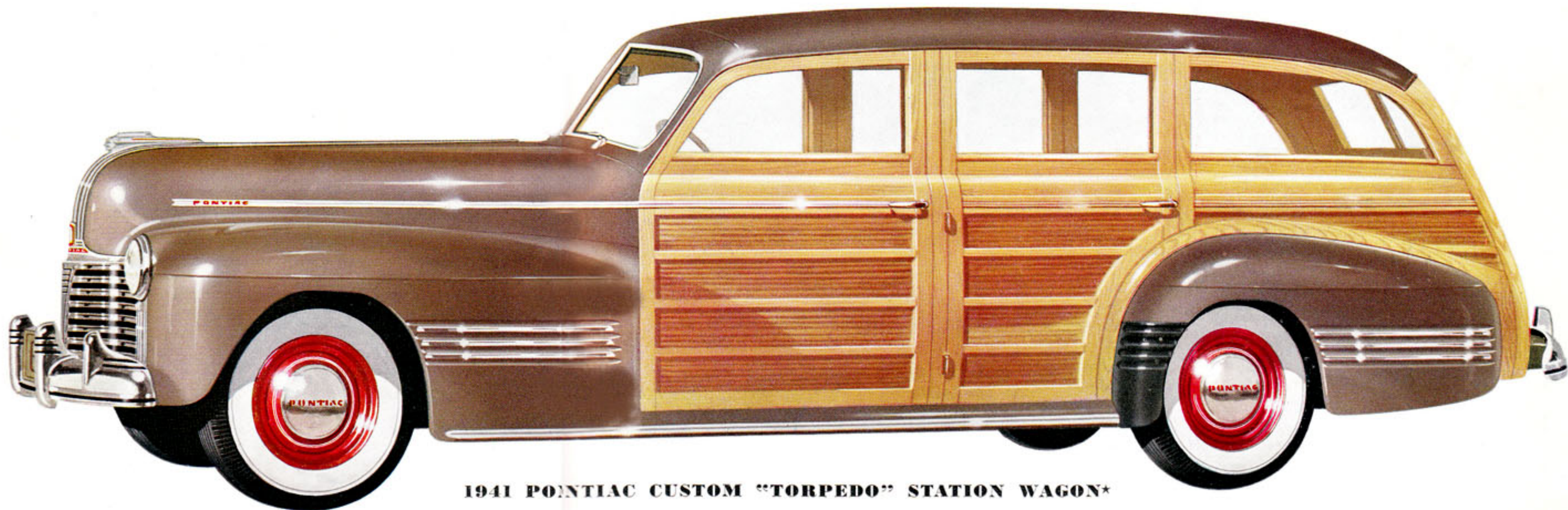


1941 PONTIAC CUSTOM "TORPEDO" SEDAN COUPE*

*White sidewall tires optional at slight extra cost.



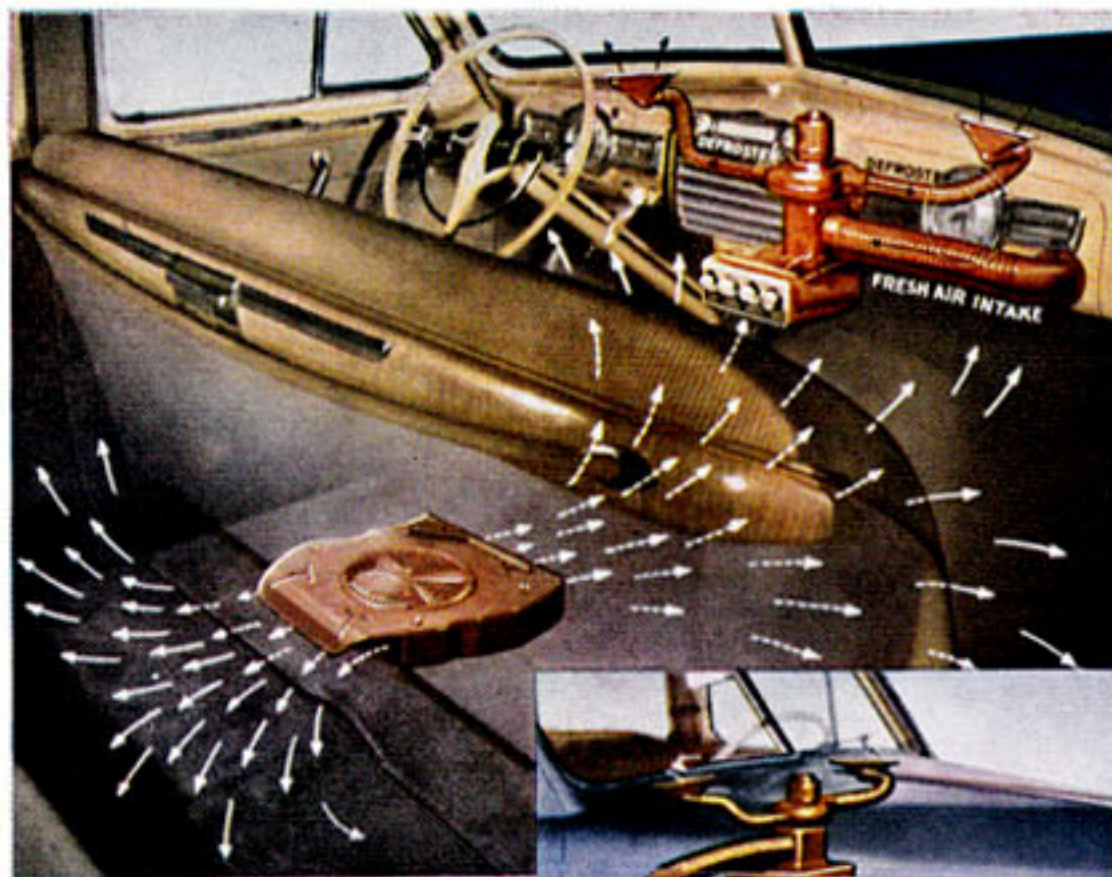
1941 PONTIAC CUSTOM "TORPEDO" FOUR-DOOR SEDAN*



1941 PONTIAC CUSTOM "TORPEDO" STATION WAGON*

**White sidewall tires and two-tone color combination optional at slight extra cost.*

PONTIAC APPROVED ACCESSORIES



UNDERSEAT HEATER which provides equal warmth to front and rear seats, has been redesigned to increase its capacity. The heater is of the hot water type.



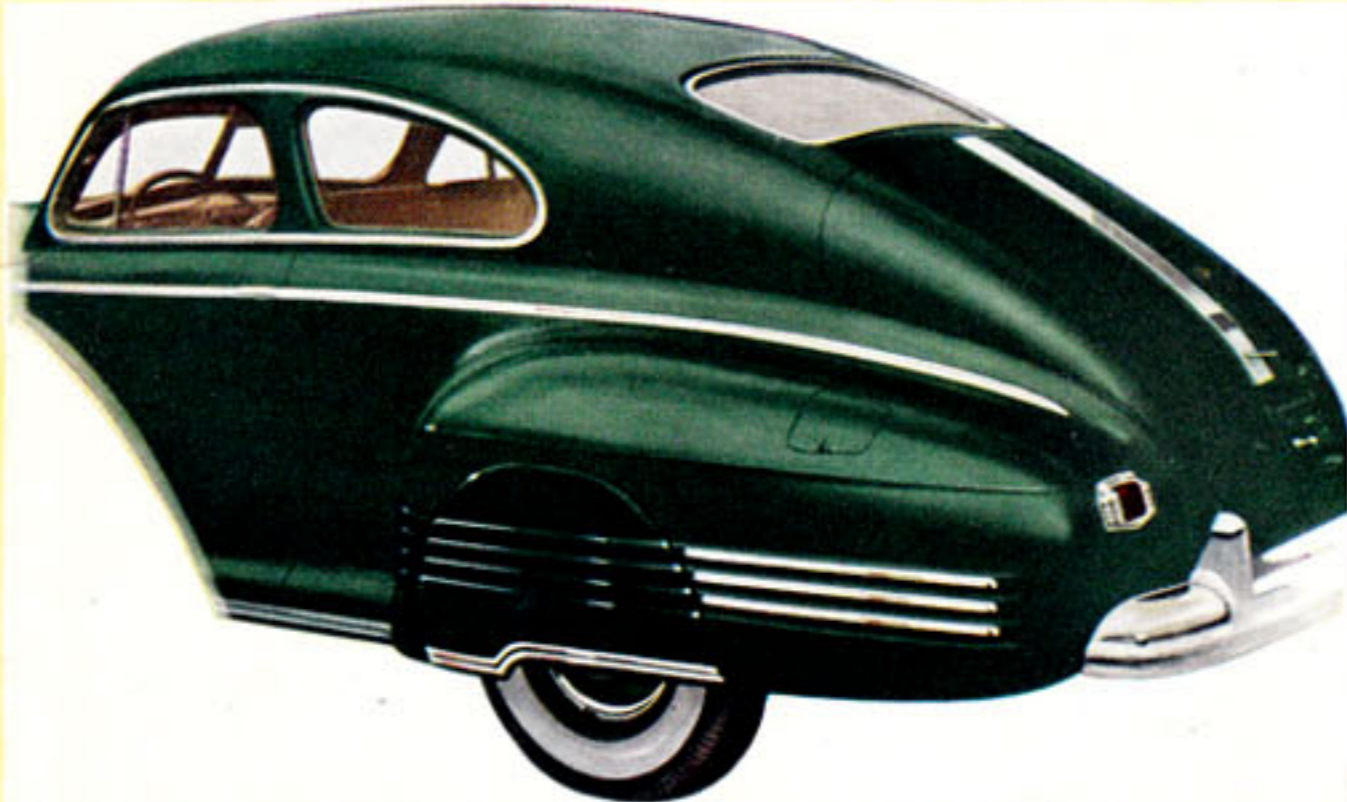
THE DEFROSTER illustrated, furnished with Underseat Heater, provides a large volume of hot or fresh air which may be tempered to suit the passengers.



WEATHER CHIEF HOT WATER HEATER AND DEFROSTER has an especially high capacity. Recommended for coupes or for climates where moderate temperature conditions prevail.



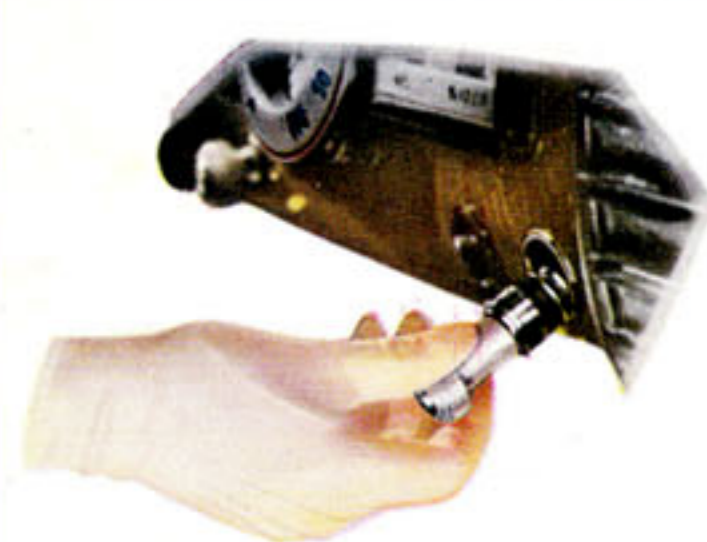
THREE PONTIAC RADIOS (Master, De Luxe and Super De Luxe) are available, all improved in sensitivity, tone and control. Illustrated is the seven-tube Super De Luxe radio with electric tuning. At the left is the Vacuumatic Antenna which is raised or lowered by a push button on the dash.



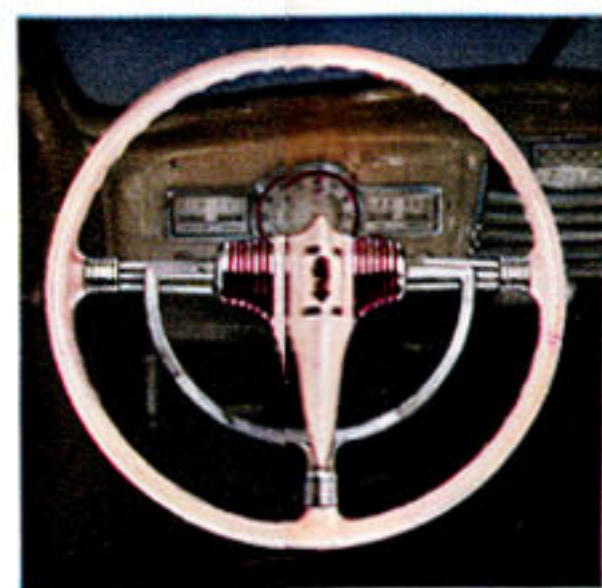
REAR FENDER PANELS protect the body from dust and dirt thrown up by the wheels and add a distinctive style note to the appearance of the car. The Fender Panels are designed to blend with fenders and body; quickly and easily removable for tire changes.



A LUGGAGE COMPARTMENT LIGHT is available for installation on the inside of the compartment door. This light turns on automatically when the door is opened and illuminates the entire compartment. A great convenience in removing luggage or spare tire at night.



AUTOMATIC CIGAR LIGHTER requires only a push to operate. When heated it snaps out ready for use. An important safety device for those who smoke as they drive. Standard equipment on all models.



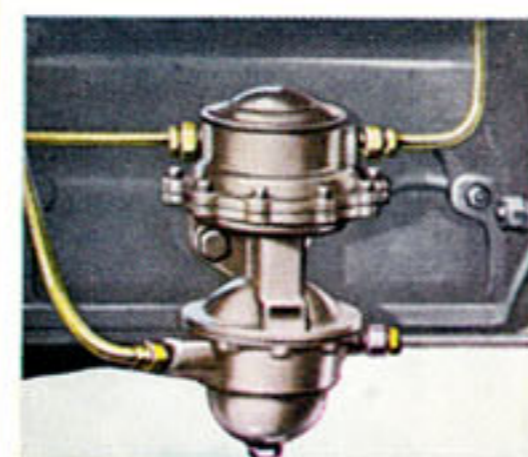
A FLEXIBLE STEERING WHEEL with Hornblowing Ring is a convenience and an asset to the interior appearance of the car.



NO-GLARE REAR VIEW MIRROR is an entirely new development. Cuts glare at night of lights approaching from behind and softens reflected sunlight.



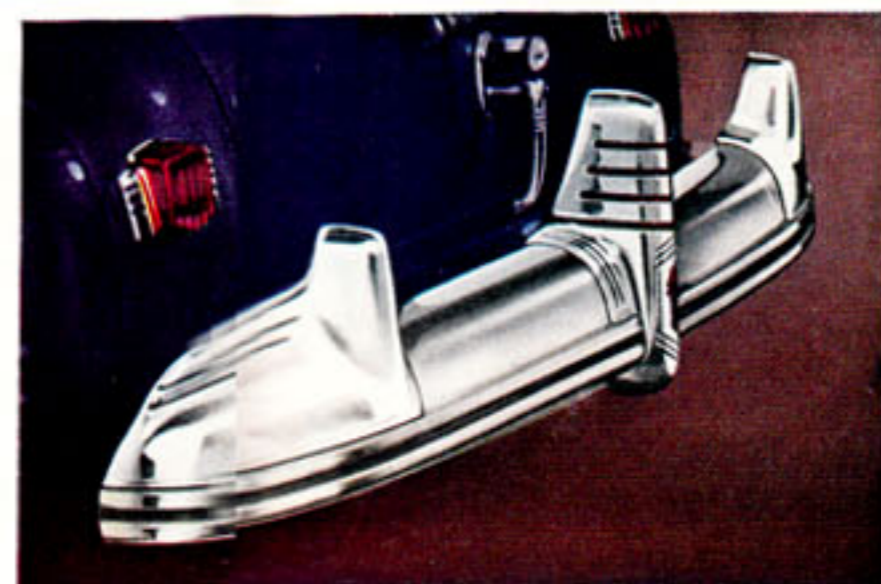
DIRECTIONAL SIGNALS enable you to indicate a right or left turn to cars coming from either front or rear by moving a lever forward or backward.



THE CONSTANT ACTION Windshield Wiper Pump provides greater vacuum for dual wipers, increasing their ability to remove sleet, snow, or rain.



CUSTOM-TAILORED SEAT COVERS are available in three fabrics —Standard, De Luxe and Skinner's Rayon Satin, the latter illustrated. All are cut and fashioned to assure a tailored appearance.



FRONT AND REAR BUMPER WING GUARDS and a rear bumper center guard afford extra protection to the car. The center guard is hinged to give access to the luggage compartment.



CHROME LICENSE PLATE FRAMES add to the trim appearance of the car. Plates are installed without screws and no tools are needed to change plates.



PONTIAC'S ELECTRIC CLOCK is designed to fit into the glove box door and harmonize with the instrument panel. Hands and figures are highly visible day or night. Clock is extremely accurate.

All accessories described on this and the preceding pages have been thoroughly tested and approved by Pontiac engineers and are recommended for use on the new Pontiac "Torpedoes." There are also a number of additional approved and recommended accessories. These include the Pontiac No-Rol, which automatically prevents the car from rolling backward when stopped on a hill. No-Rol functions as long as the clutch pedal is depressed. Others are an Outside Rear View Mirror, Wheel Trim Mouldings, Wheel Covers, Glove Box Light, Exhaust Deflector, Spot Light, Fog Lights and Rain Deflector Mirror. For most satisfactory results, use only Pontiac Approved Accessories on your new Pontiac.



THE OWNER SERVICE POLICY which comes to you with your new Pontiac "Torpedo" protects you for 90 days or 4,000 miles of driving against defective parts or faulty workmanship. In addition to this protection, you will receive free inspections of your car at 1,000 and 2,000 miles. Any of Pontiac's thousands of service stations throughout the United States will give you this service, using factory-trained service men and modern service equipment.



**GENERAL MOTORS
INSTALMENT
PAYMENT PLAN**

LIBERAL G.M.A.C. TIME PAYMENT TERMS are available to you to cover the cost of your new Pontiac plus any accessories which you choose. A small down payment is required, probably covered by the value of your present car. The remainder is paid in convenient monthly payments. These terms are offered by General Motors Acceptance Corporation. Included in the plan is insurance protection against fire, theft, and accidental damage to the car, including collision.

S P E C I F I C A T I O N S O F 1 9 4 1 P O N T I A C S

	DE LUXE TORPEDO					STREAMLINER TORPEDO		CUSTOM TORPEDO		
	4-DOOR TOURING SEDAN	2-DOOR TOURING SEDAN	SEDAN-COUCPE	BUSINESS COUCPE	CONVERTIBLE SEDAN-COUCPE	4-DOOR TOURING SEDAN	SEDAN-COUCPE	4-DOOR TOURING SEDAN	SEDAN-COUCPE	STATION WAGON
GENERAL INFORMATION										
Wheelbase	119"	119"	119"	119"	119"	122"	122"	122"	122"	122"
Over-all Length	201 1/4"	201 1/4"	201 1/4"	201 1/4"	201 1/4"	207 1/4"	207 1/4"	211 1/4"	211 1/4"	213 1/4"
Width (Front and Rear Seats)	Front—57 1/2" Rear—49"	Front—57 1/2" Rear—49"	Front—57 1/2" Rear—54"	Front—57 1/2" Rear—51"	Front—57 1/2" Rear—47"	Front—60 1/2" Rear—51"	Front—59 1/4" Rear—55"	Front—60" Rear—50"	Front—60" Rear—56 1/4"	Fr. 55" Ctr. 39" Rr. 51"
Weight	(6) 3390 (8) 3460	(6) 3325 (8) 3395	(6) 3305 (8) 3375	(6) 3275 (8) 3345	(6) 3460 (8) 3530	(6) 3525 (8) 3595	(6) 3425 (8) 3495	(6) 3490 (8) 3560	(6) 3390 (8) 3460	(6) 3570 (8) 3740
Turning Circle—Right or Left	38' 7"	38' 7"	38' 7"	38' 7"	38' 7"	40' 8"	40' 8"	40' 8"	40' 8"	40' 8"
ENGINE										
Number of Cylinders	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8	6 or 8
Valve Arrangement	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head	Quiet "L" Head
Valve Cooling	Gusher Type	Gusher Type	Gusher Type	Gusher Type	Gusher Type	Gusher Type	Gusher Type	Gusher Type	Gusher Type	Gusher Type
Horsepower	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP	(6)—90 HP (8)—103 HP
Compression Ratio	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5
Oil Cleaner	Full-Flow	Full-Flow	Full-Flow	Full-Flow	Full-Flow	Full-Flow	Full-Flow	Full-Flow	Full-Flow	Full-Flow
Oil Capacity	6 Qts.	6 Qts.	6 Qts.	6 Qts.	6 Qts.	6 Qts.	6 Qts.	6 Qts.	6 Qts.	6 Qts.
Bore and Stroke	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"	(6) 3 3/8" x 4" (8) 3 1/4" x 3 3/4"
Displacement	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.	(6) 239 cu. in. (8) 249 cu. in.
CHASSIS										
Type of Frame	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever	Straight "X" Cantilever
Type of Clutch	Single Disc	Single Disc	Single Disc	Single Disc	Single Disc	Single Disc	Single Disc	Single Disc	Single Disc	Single Disc
Brakes	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic	Multi-Sealed Hydraulic
Steering Column Gear Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift	Semi-Automatic Safety Shift
Steering	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc	Tru-Arc
Steering Gear Ratio	19 : 1	19 : 1	19 : 1	19 : 1	19 : 1	19 : 1	19 : 1	19 : 1	19 : 1	19 : 1
Rear Axle Ratio	4.1	4.1	4.1	4.1	4.1	4.3	4.3	4.3	4.3	4.3
Type of Front Spring	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)	Coil (Knee Action)
Type of Rear Spring	Duflex	Duflex	Duflex	Duflex	Duflex	Duflex	Duflex	Duflex	Duflex	Duflex
Hydraulic Shock Absorbers	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action	Front—Double Action Rear—Two-way Direct Action
Spring Covers	All Metal	All Metal	All Metal	All Metal	All Metal	All Metal	All Metal	All Metal	All Metal	All Metal
Size of Tires	6.00" x 16"	6.00" x 16"	6.00" x 16"	6.00" x 16"	6.00" x 16"	6.50" x 16"	6.50" x 16"	6.50" x 16"	6.50" x 16"	6.50" x 16"
Type of Wheels	Steel	Steel	Steel	Steel	Steel	Steel	Steel	Steel	Steel	Steel
FUEL SYSTEM										
Type of Carburetor	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual	(6) Single (8) Dual
Fuel Pump	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC
Tank Capacity	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.	17 Gals.
COOLING SYSTEM										
Water Circulation Control	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat	Automatic Thermostat
Radiator	Cellular	Cellular	Cellular	Cellular	Cellular	Cellular	Cellular	Cellular	Cellular	Cellular
Water Capacity	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.	(6) 18 Qts. (8) 19 1/2 Qts.
ELECTRICAL SYSTEM										
Location of Battery	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood	Under Hood
Generator	High Output	High Output	High Output	High Output	High Output	High Output	High Output	High Output	High Output	High Output

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