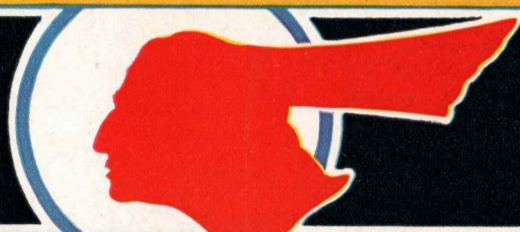
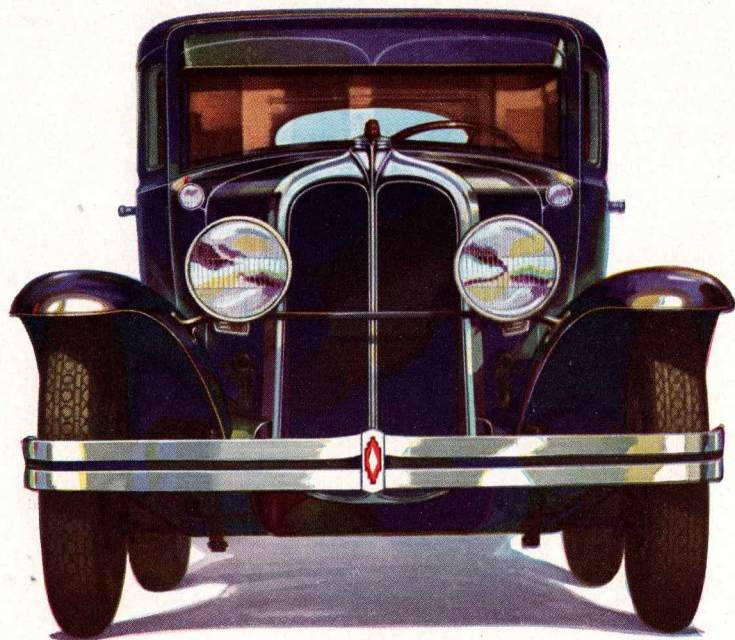


**THE NEW**



**PONTIAC BIG SIX**





## *The New* **PONTIAC BIG SIX**



**T**HE New Pontiac Big Six is built for that great army of up-and-coming Americans who want to step up into a car which offers more than the lowest priced transportation. With new features in every part of the car—new in power, in speed, in richness, in comfort—it presents for the first time, that ideal combination of big car value at small car cost.

There is about the New Pontiac Big Six a bigness that is expressed, not in inches or pounds, but in luxury. When you sit in its roomy interior, you sense that feeling of solid ease which only big cars have given you before. When you drive it you get an impression of stability that makes you serene



at sixty miles an hour, surpassingly comfortable at any speed. Its strikingly new body lines, its slightly arched window design, its new paneling effect between windows, its distinctive concave moulding, its attractive sun visor, its deeper radiator with chrome-plated shell and bar extending from top to bottom—all combine to provide an entirely new style that sets the New Pontiac Big Six apart from all other cars.

Other features characteristic of the entire line include: Larger headlamps of modified bullet type with chrome-plated door and narrow rims; wider, deeper crowned fenders, the rear tips extending below the center of the wheel; bead rolled into the outer edge of fenders and carried along the running board moulding; running boards bound with polished aluminum moulding and covered with distinctive rubber mats; new hood with horizontal louvres and polished chrome upper hinge; cowl band of polished chrome and hood catches cadmium-plated; new tire carrier supported on drop-forged brackets; gasoline tank covered by a shield of ribbed design; distinctive oval shaped rear window; body wider at front, increasing width of front seat one inch and windshield one and one-half inch; new and larger wheel

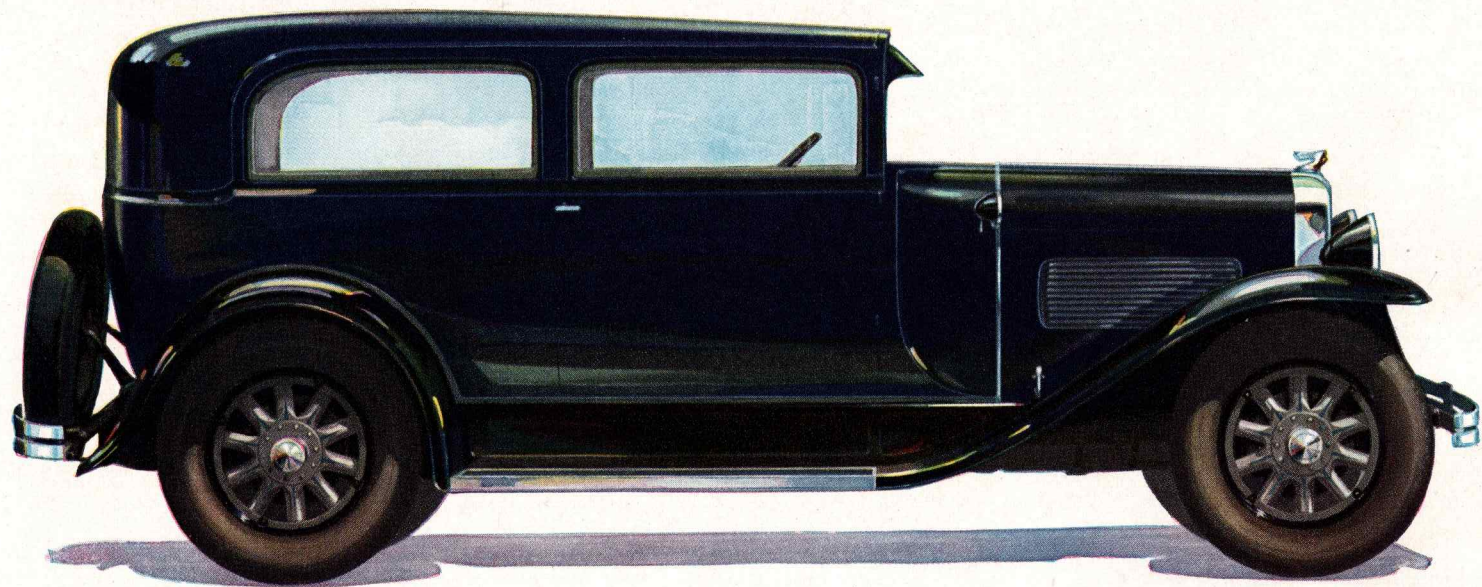
hubs with polished aluminum hub caps; adjustable driver's seat and VV windshield on closed body types, except Cabriolet; rear view mirror; crank type window regulators and convenient door lock controls on closed body doors, and specially designed body hardware.

Attractive two-bar chrome-plated bumpers, specially designed and integrally mounted to the frame; Lovejoy shock absorbers and spring covers are regular equipment at slight extra cost.

Perhaps you wonder how it is possible to build a car of such character for a price so low. But do not forget that the New Pontiac Big Six is built in the world's most modern automobile plant; that Oakland-Pontiac is one of the largest units of General Motors; that its Bodies by Fisher are built in the world's greatest body shops; that the full benefits of the General Motors Research Laboratories are at its command.

So do not think of the New Pontiac Big Six in terms of other cars of its price. Reserve your judgment until you have seen it and driven it. If you are one of those people who demand something more than small car qualities, the New Pontiac Big Six was designed and built for you.





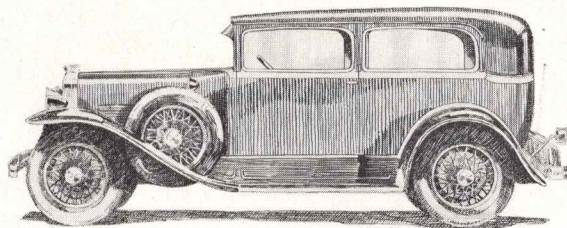
## *The* TWO-DOOR SEDAN

LET your critical eye run over the original lines, the smart new body, the long hood of this Sedan and you will appreciate that here is something new in the popular two-door type.

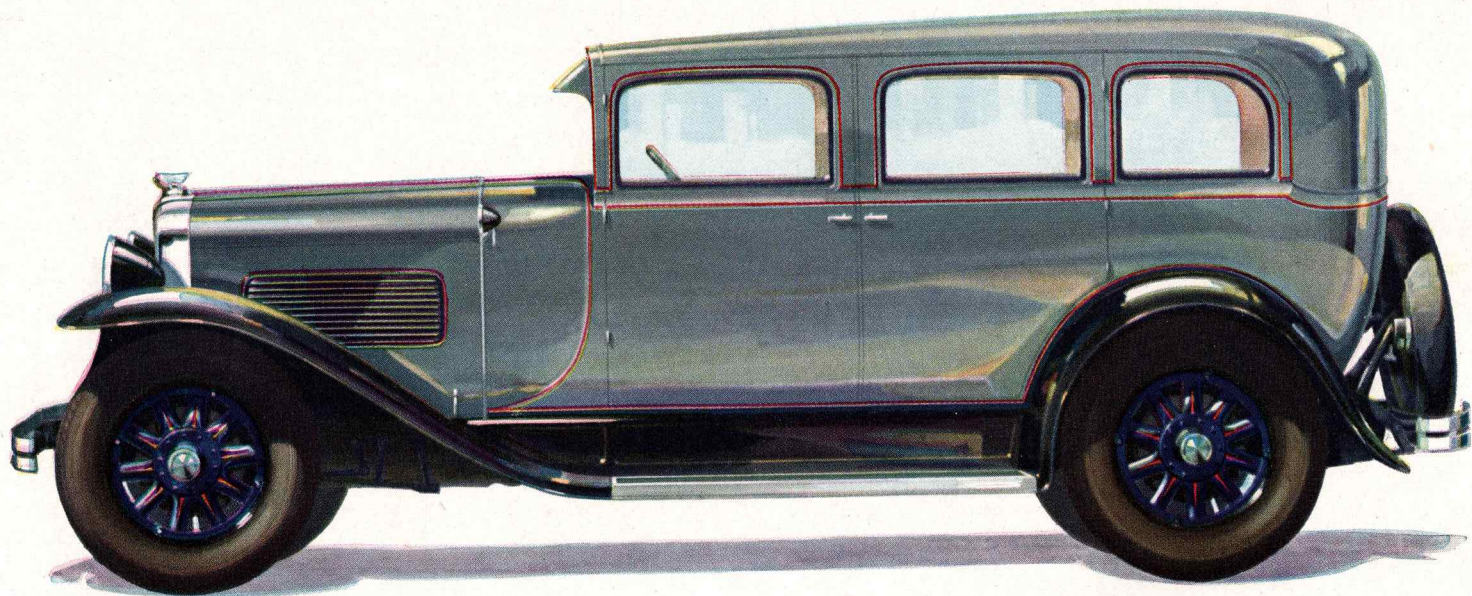
Finished in a new shade of Duco, with attractive striping and concave belt moulding completely encircling the body, the color scheme is attractive and harmonious. Fenders and sheet metal parts are enameled black. The seating capacity is five persons. Upholstery is done in fine corduroy, carefully selected to harmonize with the exterior colors. Front seats are

divided, the driver's seat being fully adjustable. The front compartment floor is covered with a rubber mat, the rear with a carpet. The foot rest has nickel-plated brackets. There is a ceiling dome light and a roller shade on the rear window. Extraordinary pains have been taken to make the whole interior of the Body by Fisher luxurious and harmonious. All of the above features are in addition to the unusually complete equipment

and accessories which are furnished with all New Pontiac Big Sixes. No item of convenience or comfort has been omitted.







## *The* **FOUR-DOOR SEDAN**

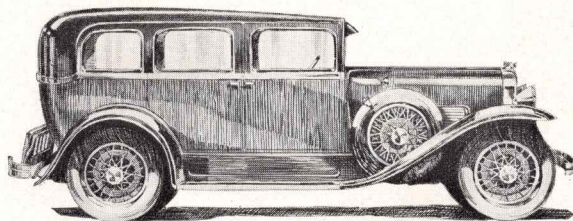
**I**F it's smart, new style you want, just look at the fine design and rich colorings of the Four-door Sedan. Or if your first concern is big car performance and comfort, take the wheel for an hour, and drive. In either respect, you will find the Four-door Sedan far in excess of your expectations.

The new concave belt moulding entirely around the body, and decorative reveals around side and rear windows, give that Body by Fisher smartness which is so highly prized. New colors in Duco, and all exposed hardware plated

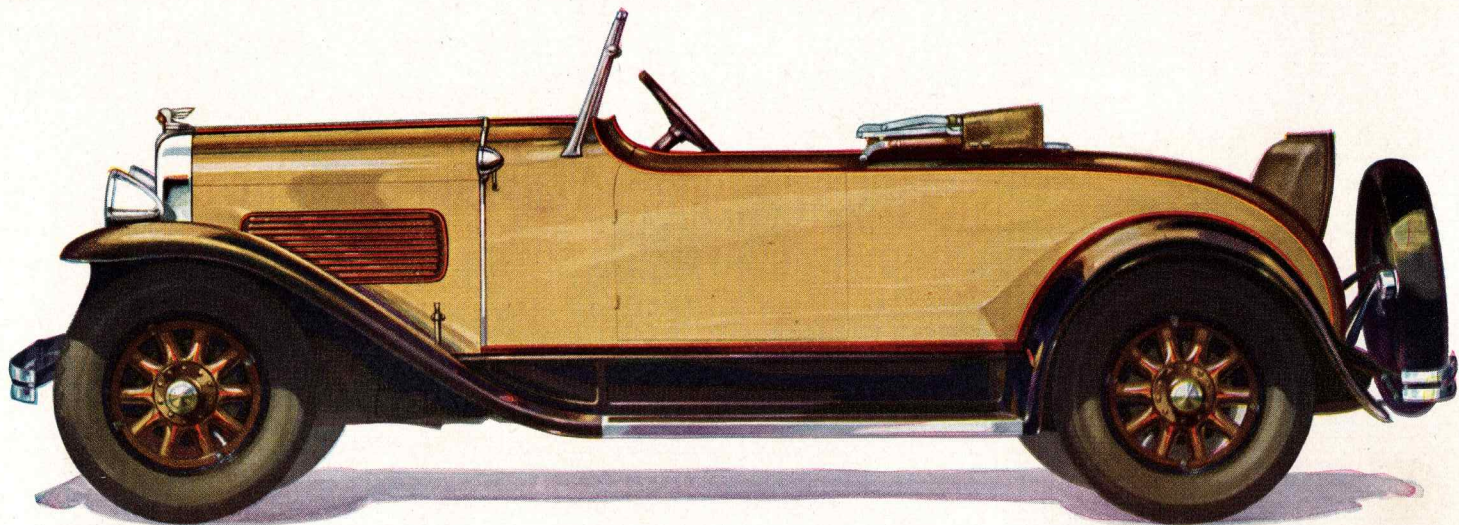
in chromium, insure permanence to the shining exterior beauty.

The seating plan provides ample room and comfort for five passengers. Interior trim is in beautiful velours, in colors to harmonize with the outer body finish.

Complete interior refinements include dome light, robe rail with nickel-plated brackets, flush type smoking case, roller shades on side and rear windows, rubber mat in front compartment, carpet in the rear—all in addition to equipment characterizing all body types.







## *The* SPORT ROADSTER

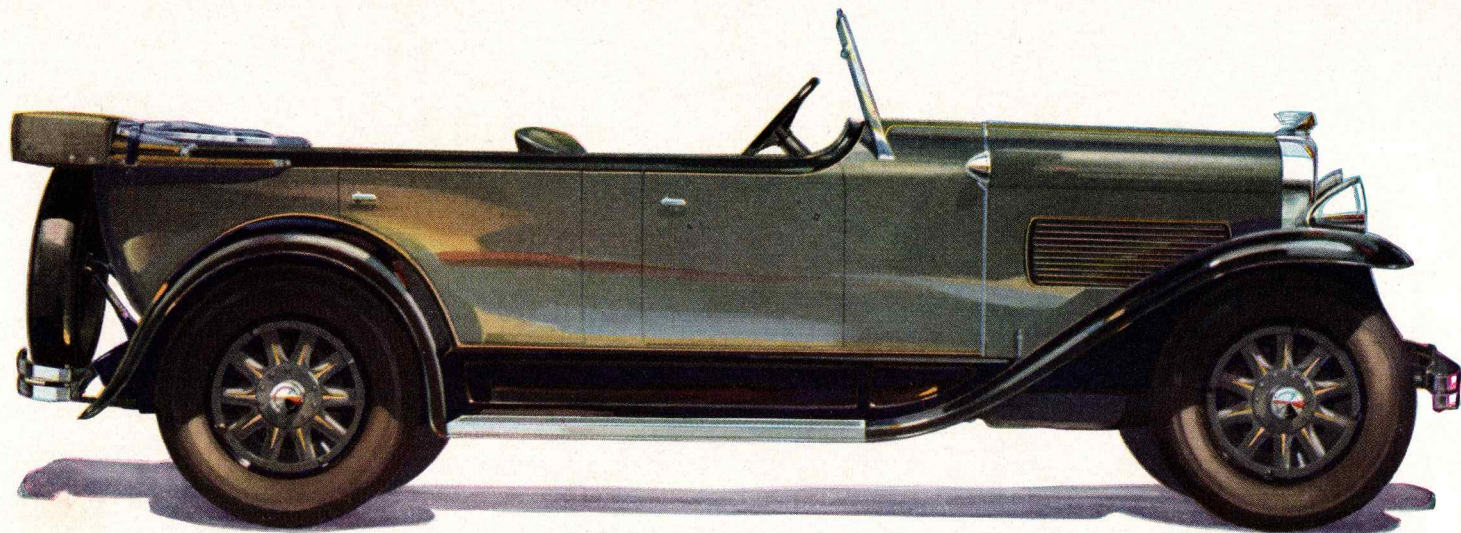
A COONSKIN coat in winter or a blazer jacket in summer is suggested by every line and fitting of the New Pontiac Big Six Sport Roadster. It is every inch a car for the outdoor enthusiast—in appearance and in spirited performance. The stylish folding gray cloth top has a chrome-plated slat iron frame, with natural finished wooden bows and half-length top boot. In the rear deck is a rumble seat for two extra passengers.

Starting at the windshield on either side and blending into the

rear deck is a new concave belt moulding effect. Doors are flush type, and the finish is in Duco, with chrome-plated head, side and tail lamps and hardware. Upholstery is in Spanish leather, with Fabrikoid on rumble seat.

The windshield is a one-piece, clear vision type, with side arms beautifully plated in chromium. The glass is adjustable for ventilation. The door curtains are single pyralin panels, opening with the doors. If desired, they may be left in position when the top is down.





## *The* PHAETON

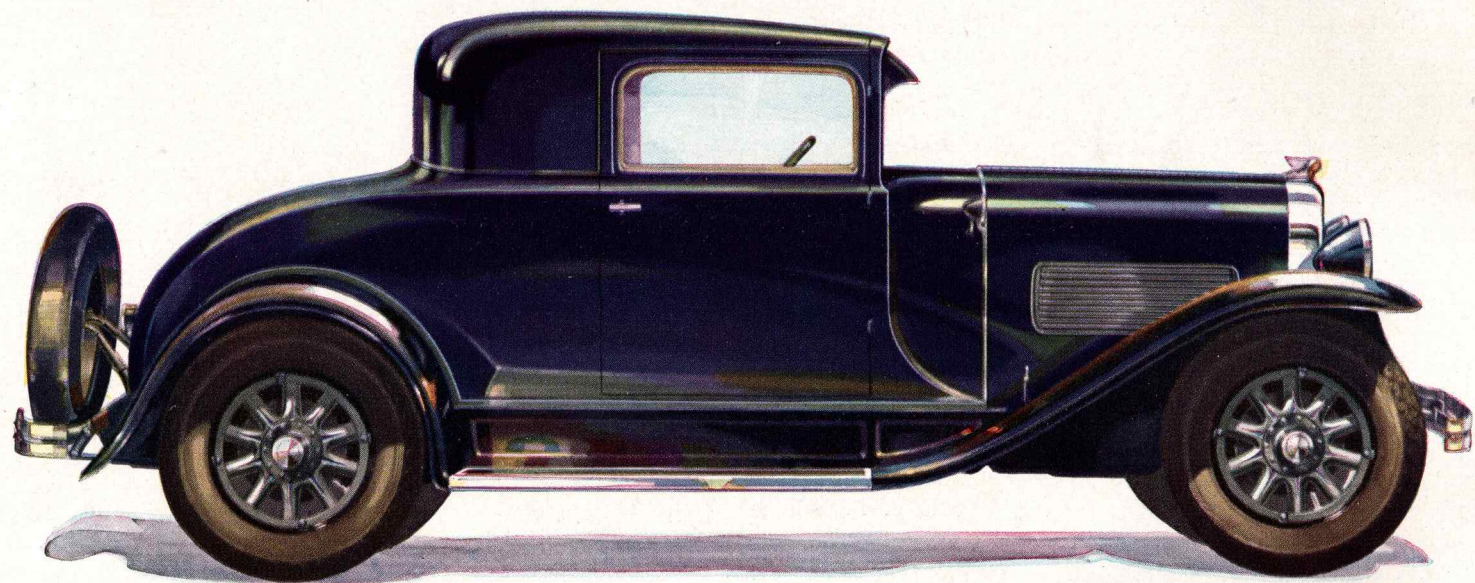
FROM Havana to Maine, from Atlantic City to Hollywood, the Phaeton fills a definite demand of a clientele attuned to smartness. A five-passenger, open type in the very latest mode. The handsome top of gray clothteal has a chromium-plated slat iron frame, with bows done in natural wood finish.

This top folds into a very narrow space, and is fitted with a half-length top boot. The body is finished in bright Duco, with all exposed hardware chromium-plated. This includes door handles, windshield

side arms, head, side and tail lamps. Both front and rear cushions and backs are done in Spanish leather. The one-piece windshield is adjustable for ventilation. Door curtains open with doors and may be left in position when top is folded. Behind the rear seat is a pocket for storing curtains.

Other features include: Rubber floor mat; tonneau carpet; foot rail with nickel-plated brackets, and all of the unusually complete standard features characterizing all body types.







## *The* COUPE

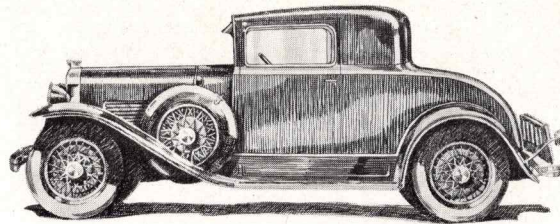
**P**ROFESSIONAL dignity and smart, new beauty are skillfully united in the New Pontiac Big Six Coupe. It is, therefore, well fitted for professional or social use.

The Body by Fisher has reveals around side and back windows and a new concave belt moulding effect which extends backward from the windshield until it blends into the rear deck.

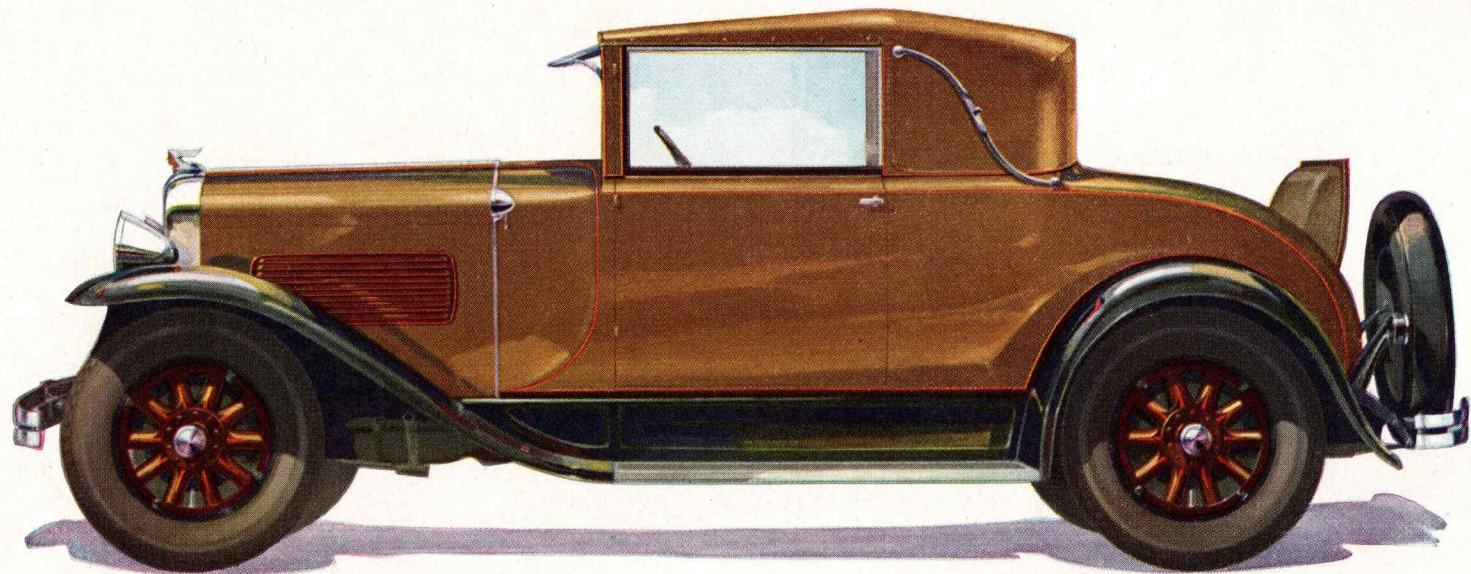
Inside, the upholstery is in selected corduroy of special weave, in color to harmonize with the outer body finish. There is a roller shade on the rear window

and a rubber mat of special pattern on the floor. The wide, adjustable seat provides generous room for two. Behind it is a space for packages, and the rear deck houses a large locker for luggage.

In addition are the other features and conveniences which are standard equipment on all New Pontiac Big Six cars, including the Coupe. These, with smooth, big car performance, make the Coupe ideal for town or country service, in any climate and under all road conditions.







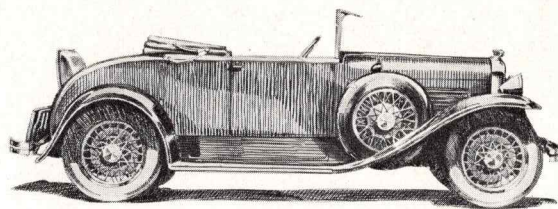


## *The* CONVERTIBLE CABRIOLET

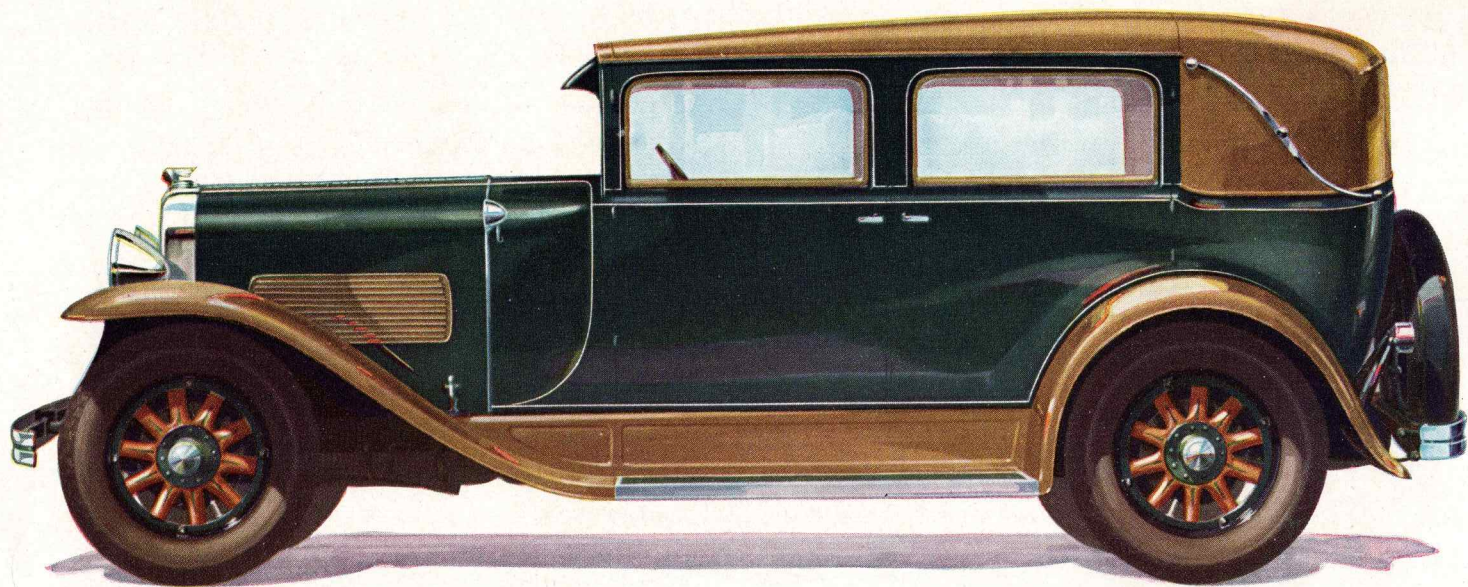
**T**HIS fashionable, convertible car has the perpetual air of being on its way to the country club and of being quite eager to get there. It has a cloth top and rear quarters which may be quickly raised or lowered at will. Extending backward from the windshield is a new concave belt moulding effect. All exterior hardware is chromium-plated, including head, side and tail lamps.

Two passengers have room to spare on the adjustable seat and another couple is provided for in the rear deck rumble seat.

The interior trim is in fine mohair to match the body, the rumble seat being done in weather-proof Fabrikoid. There is a package shelf behind the driver's seat. The floor mat is of rubber, in a special design.









## *The* LANDAULET SEDAN

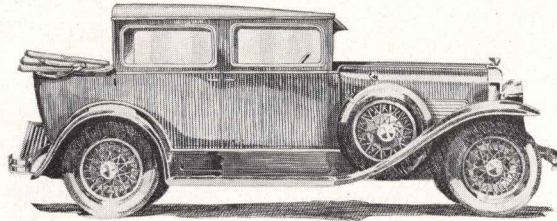
**Y**OU could wish for no smarter town car than the Landaulet Sedan. Nor have you ever seen a car more readily and simply convertible to meet varying weather conditions. Summer or winter, cold climate or warm, this beautiful car is finding greater favor as the season advances. The cloth covered rear quarter may be quickly lowered or raised, as required.

The trim Body by Fisher is done in a striking and effective color scheme. New shades of Duco are used with attractive striping and concave belt moulding. Window reveals, fenders and other sheet metal parts are

Ducoed in a contrasting shade. Crowning all is the brilliant sparkle of chromium plating on landau irons, lamps and all exposed hardware.

The interior is upholstered in fine mohair, selected for color and texture, and the cushion springs are of the luxury type.

All details for convenience and comfort are carefully worked out. There is a robe rail; a nickel-plated foot rest; a rubber mat in the front compartment; a carpet in the tonneau and two smoking cases. These are in addition to the very complete list of appointments and accessories featuring all body types.





## THE NEW PONTIAC BIG SIX MECHANICAL DETAILS

**ENGINE**—Six cylinders, I-head, honed cylinders cast en bloc with crankcase integral. Removable head in two sections. Bore  $3\frac{1}{8}$  inches, stroke  $3\frac{1}{2}$  inches; displacement 200 cubic inches. G-M-R cylinder head 4.9 to 1 compression ratio. Water cooled with pump circulation, automatic thermostat control. Interchangeable bronze-backed bearings. Silent chain drive. Semi-steel pistons with two plain rings and one oil drain ring. Alloy steel valves. Pressure feed regulated constant flow type lubrication system with crankcase ventilation. Harmonic Balancer.

**CRANKSHAFT**—Three-bearing counterweighted type, weighing 53 pounds, statically and dynamically balanced. Bearing sizes: Front,  $1\frac{1}{8}$ -inch diameter by  $1\frac{1}{2}$  inch; center, 2 inches diameter by 2 inches; rear,  $2\frac{1}{8}$  inches by 2 inches. Bronze-backed, babbitt lined interchangeable main bearings.

**CAMSHAFT**—Drop-forged steel, integral cams, casehardened and ground. Lift  $\frac{1}{16}$  inch. Bearing sizes: Front,  $1\frac{1}{8}$ -inch diameter by  $1\frac{1}{2}$  inch; center,  $1\frac{1}{8}$ -inch diameter by  $1\frac{1}{2}$  inch; rear,  $1\frac{1}{8}$ -inch diameter by  $1\frac{1}{2}$  inch. Lubrication by special oil pockets fed by spray from crankshaft. Silent drive with  $1\frac{1}{4}$ -inch chain.

**PISTONS**—Semi-steel,  $3\frac{1}{8}$  inches in diameter with three  $\frac{1}{16}$ -inch rings. Piston pin  $1\frac{1}{8}$ -inch diameter, locked in piston.

**CONNECTING RODS**—Drop-forged, heat-treated,  $7\frac{1}{8}$  inches long. Lower bearing, 2 inches diameter by  $1\frac{1}{8}$  inch; upper bearing,  $1\frac{1}{8}$ -inch diameter by  $1\frac{1}{8}$  inch, bronze; lower bearing, high grade babbitt, accurately broached to size.

**VALVES**—High temperature resisting. Intake valves  $1\frac{1}{4}$ -inch clear diameter nickel steel; exhaust valves  $1\frac{1}{8}$ -inch clear diameter silicon chromium. Accessible for grinding by removing head. Valve spring dampeners. Tappets have chilled cast-iron head with long wearing steel sleeve; self-oiling, mushroom type.

**LUBRICATION SYSTEM**—Special design known as regulated constant flow type, pressure being taken care of by adjustable pressure release valve. Pressure feed from gear driven pump to all main bearings, connecting rods, and timing chain. Submerged gear type oil pump, driven off center camshaft bearing. Valve compartment open to spray. Valve chamber provided with oil-tight coverings. Pressure gauge on instrument board. Oil filler and oil level gauge located on left side of engine. Oil capacity, 6 quarts. Pressure oil lubrication gun and fittings for chassis. Crankcase ventilator.

**GASOLINE**—Gas pump feed and filter. Thirteen-gallon elliptical tank in rear provided with gasoline gauge on dash.

**INTAKE MANIFOLD**—Special three-port design utilizing exhaust heat from all six cylinders in maintaining correct temperature of mixture. Perfect volatilization and mechanical distribution.

**CARBURETOR**—New  $1\frac{1}{4}$ -inch vertical, multiple jet type with accelerating pump and economizer, easily adjusted.

**ELECTRICAL SYSTEM**—Delco-Remy starting, lighting and ignition. Foot controlled tilting beam headlights. Starting motor with Bendix drive. Generator, third brush current regulation. Automatic distributor. Six-volt, 80 ampere hour storage battery. Side lamps for parking. Approved combination tail light and stop light. Combination ignition switch and transmission lock.

**CLUTCH**—Dry single disc cushion drive type, ventilated and self-adjusting. One driven disc faced with long wearing lining. Outside diameter,  $8\frac{3}{4}$  inches. Six pressure springs, pedal adjustable to compensate wear, release bearing operates only when clutch is disengaged.

**COOLING SYSTEM**—Water circulated by pump; cellular type, cross-flow radiator with thermostat control; chromium-plated shell. Frontal area core, 398 square inches. Capacity, 14 quarts. Four-blade fan on pump shaft, 16 inches in diameter.

**TRANSMISSION**—Unit power plant type, selective sliding; 3 speeds forward and reverse. Gears of heat-treated alloy

steel accurately cut and finished. New Departure ball bearings for ten-spline main drive shaft. Bronze bushings for countershaft gears. Greater gear tooth area.

**FRAME**—Pressed steel channel section, 5 inches deep;  $1\frac{1}{4}$  inch wide. Straight side members. Tapers from front to rear. Five cross members including rear engine support. Integral bumper mountings. New design tire carrier.

**STEERING GEAR**—Semi-reversible screw and half nut type. 17-inch thin rim wheel; 13.6 to 1 ratio to provide easy steering. Horn button in center of steering wheel.

**INSTRUMENT PANEL**—All instruments individually mounted on ebony finished instrument board and indirectly lighted. Instrument groups include 80-mile speedometer, ammeter, oil pressure gauge, gasoline gauge, throttle and choke control, automatic windshield cleaner regulator, combination ignition and transmission lock control and lighting switch controls. Instrument dials black with white figures.

**FRONT AXLE**—Heavier drop-forged, I-beam. Springs over axle. Ball bearings for wheel spindles. Ball thrust bearings for king-pins.

**REAR AXLE**—Heavier semi-floating type, pressed steel banjo housing; spiral bevel drive gears. Nickel steel pinion and ring gears. New Departure ball bearings used throughout except wheel bearings which are Hyatt.

**WHEELS**—Heavy artillery 10-spoke type, equipped with 19 x 4-inch rims. Hub flanges  $7\frac{1}{4}$  inches in diameter. Also supplied with six wire wheels and tires at slight extra cost—extra wheels mounted in special front fenders.

**TIRES**—Low pressure balloon cords, 29 x 5 inches, non-skid tread. Spare tire extra.

**BRAKES**—Four-wheel brakes of mechanical type, internal expanding with 194.4 square inches of braking surface; parking brake mounted on rear of transmission.

**SPRINGS**—Semi-elliptic, front and rear. Length of front spring 36 inches; width 2 inches. Length of rear spring 54 inches; width 2 inches. Front spring, special quality carbon steel. Rear spring, silicon-manganese steel. New spring shackles self-adjusting for wear.

**TURNING CIRCLE**—38 feet to left.

**OVERALL LENGTH**—169 inches.

**ROAD CLEARANCE**— $8\frac{1}{2}$  inches.

**BODIES**—Closed models built by Fisher, equipped with adjustable driver's seat.

**UPHOLSTERY**—Coupe and Two-door Sedan have cushions of long wearing ribbed corduroy; balance of interior in art weave upholstery cloth. Four-door Sedan upholstered in velours. Convertible Coupe and Landulet Sedan upholstered in mohair. Roadster and Phaeton upholstered in Spanish leather.

Spring covers, Lovejoy shock absorbers, bumpers and rear fender guards are regular equipment at slight extra cost.

You may buy a New Pontiac Big Six under the General Motors Acceptance Corporation Plan, as follows:

Model.....	
Equipment.....	
Delivered price, including Fire and Theft Insurance and GMAC charges.....	\$.....
Credit for your car (good until).....	Date.....
Cash down payment.....	
Total down payment.....	
Balance due.....	
Monthly payment until paid.....	\$.....

We reserve the right to make changes or improvements at any time without incurring any obligation to install same on cars previously sold

Jan. 5, 1929-Jan. 1930

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