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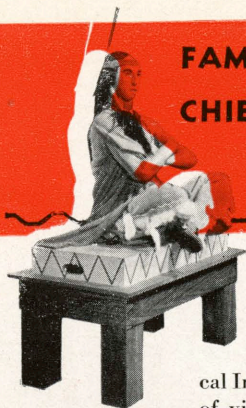
**CHIEF**



**ONTIAC** 

THE MYSTERIOUS MECHANICAL  
INDIAN WHO MOVES, BREATHES, SEES  
HEARS and TALKS

## FAMOUS WORLD'S FAIR CHIEFTAIN TELLS ALL



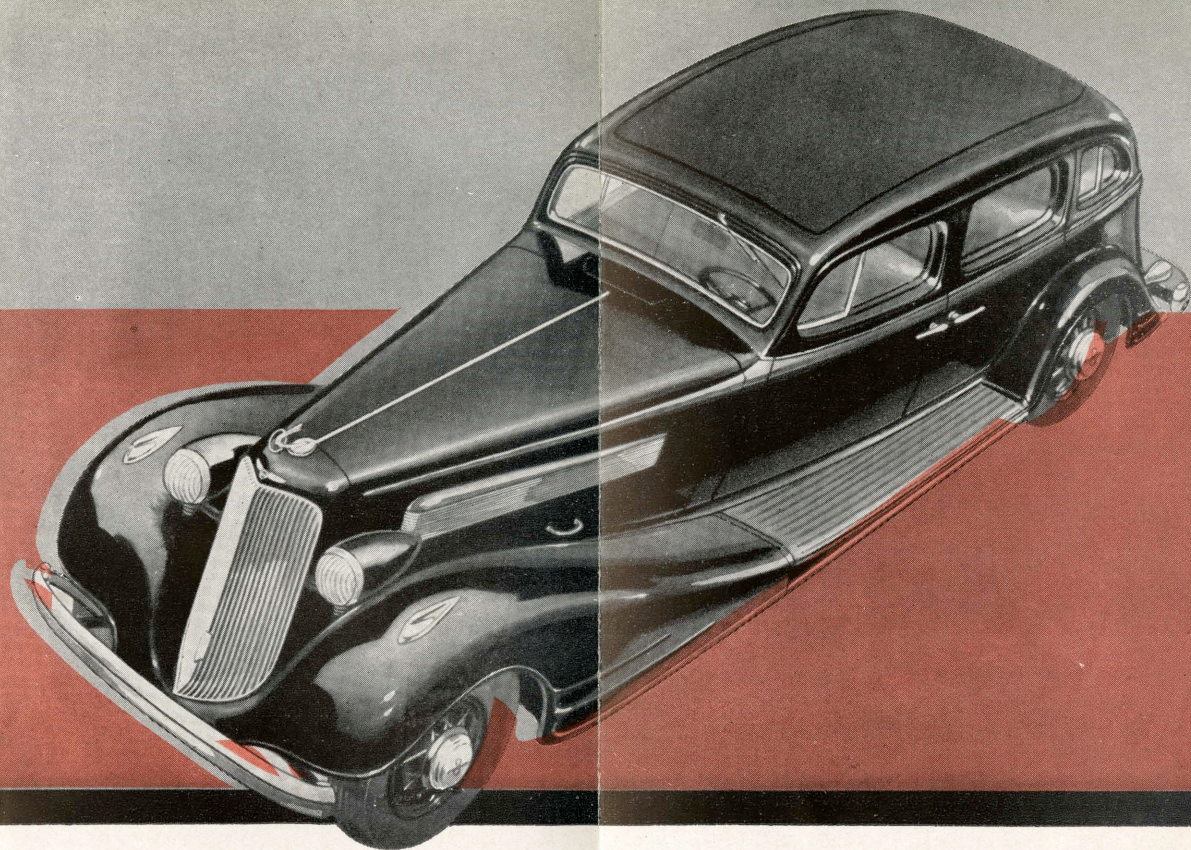
Small boys and girls are supposed to be the world's greatest question askers but, according to Chief Pontiac, the mechanical Indian who astounded thousands of visitors at the Century of Progress Exposition, and still other thousands at subsequent "appearances" all over the country, the Question Asking Championship of the world belongs to none other than Mr. and Mrs. Grown-up America!

To those who have been entertained and instructed by this all-seeing, all-knowing, all-revealing, and all-mysterious Indian Chieftain, his sponsors, the manufacturers of the big, beautiful Pontiac Straight Eight, are pleased to present this souvenir. It contains samples of the many interesting questions and answers that Chief Pontiac has dealt with during his interesting lifetime.

### *Some of the Questions that Chief Pontiac Has Answered*

**Q.** You say in your advertising that Pontiac is one of the two most beautiful cars in America. What is the other one?

**A.** The other one is a car of expensive make. But after you have seen and ridden in the new Pontiac Straight Eight, you won't even care to know what the other one is.



**Q.** You say that Pontiac brakes are safer. Why is that?

**A.** The Bendix Mechanical braking system used on the Pontiac Straight Eight is considered the simplest in the automobile industry. If a mishap should occur to one cable it would not put the entire system out of commission. You would still have three good brakes at your command. And Pontiac brakes are powerful enough to stop a truck.

**Q.** I have read that the Pontiac engine is the smoothest

eight-cylinder engine in the world. What makes it so smooth?

**A.** The Pontiac Straight Eight power plant is the most perfectly balanced of all eight-cylinder engines. All pistons and connecting rods, for example, are matched in weight to within the weight of a copper penny. And Pontiac has the finest engine lubrication system of any car, regardless of price.

**Q.** How fast will the new Pontiac go?

**A.** By actual stop watch timing, the new Pontiac Straight Eight will do 85 miles an hour. Its 84 horsepower engine delivers more speed than you will probably want to use, but it's nice to have something in reserve.

**Q.** What can I do to keep my girl friend's hair from getting all mussed up when I take her for a ride? Her mother has noticed it.

**A.** I can see that you haven't a Pontiac Straight Eight, because the Fisher No Draft Ventilation in the Pontiac would keep her spick and span.

**Q.** How does the Pontiac Cross-Flow Radiator work?

**A.** It admits the heated water from the engine at a point about half way down on the side of the radiator and causes it to flow across the core before reaching the top tank. This increases cooling efficiency. It saves frequent filling with water in summer and anti-freeze in winter. You see the vapors are condensed before they can reach the top and escape.

**Q.** Please explain your fountain-cooling of valves.

**A.** Cool water is played directly on each exhaust valve seat through a tube running the length of the block between the cylinders and the valve ports. This reduces overheating, warping, loss of power, and the need for frequent valve grinding or valve inserts. Pontiac does not have to offer a substitute for proper valve cooling.

**Q.** How do those Knee-Action wheels make the Pontiac ride easier?

**A.** In the Pontiac Straight Eight, the coil springs do not have to hold the front axle in position and withstand braking forces. Instead they only have to cushion the front wheels, and so they can be made softer and more yielding, to match the leaf springs at the rear. Pontiac Knee-Action ease of riding is more appreciated in the back seat than it is in the front. Back seat riders, in the Pontiac, do not have to pay for the bumps that the driver failed to see.

**Q.** What is this true-course steering that you talk about?

**A.** This is one of the benefits obtained through Knee-Action front wheels. A Pontiac Straight Eight will hold

its course on the roughest road, almost as if it were running on rails. No road shocks can jerk the steering wheel in the driver's hands because the Knee-Action springs absorb the jolts before they can reach the wheel. This is because the springs themselves are located between the wheels and the steering connections.

**Q.** How heavy is the Pontiac?

**A.** The 4-door Sedan weighs 3474 pounds, and every pound is evenly and correctly distributed for proper balance. Pontiac dependability begins with its extra weight.

**Q.** How long is the Pontiac?

**A.** It has a 117¼-inch wheelbase—one of the longest in the low-price field.

**Q.** I hear you have changed the Pontiac frame. In what way?

**A.** Pontiac now uses a K-Y frame, which is far more rigid than conventional X-type frames. This new frame gets its name from its unusual bracing—a K-shaped girder being combined with a Y-shaped girder to reinforce the side members of heavy channel steel. There are also five cross members.

**Q.** Who makes Pontiac bodies?

**A.** Pontiac's Bodies are built by Fisher—the finest, safest and most comfortable in the industry on all counts.

**Q.** Aren't you prejudiced in favor of Pontiac?

**A.** Only because I have studied cars, and consider my judgment good.



**PONTIAC**  
*Economy Straight Eight*

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