

Body Models Less Numerous, but Colour Schemes No Less Glamorous

Pontiac Appeals to the Discriminating

Low-Priced Six and Improved Straight Eight Featured for 1935 by the Pontiac

The Pontiac Motor Company presents two lines of sixes as a companion to its improved Straight Eight. Improvements have been made in the Eight and in almost every instance the same features of design and construction are included in the lower cost Six.

The application of advanced ideas of tear-drop streamlining to the ensemble has been aided by the development of the Fisher no-draft ventilation solid steel "turret-top" body. Another departure from previous Pontiac construction is the adoption of improved hydraulic brakes, with water and dust-tight drums.

There is more room in all models. Seats are wider. Headroom is greater. There is a departure in the style of the divided front seat of the Eight two-door model.

A treatment totally different than that of any other car has been given to the hoods and radiators, in the shape of a pleasing arrangement of horizontal and vertical grilles based upon the grilles of the 1934 Pontiacs. Fenders and head lamps are tear-dropped. The "V" windstream windshield, always a custom body feature, is used for the first time on low and moderate priced cars.

Mechanically, there are many improvements. The knee-action units now are mounted on a 3 1/2 inch torsional tube extending under the front of the chassis. It adds to the rigidity. Steering is made still easier, the steering gear ratio being increased to 17.5 to 1.

The entire electrical system has greater capacity and is an aid to easy starting. Improvements in the carburetor manifold also cut down on the warm-up period required when starting. The metered system of lubrication and the gusher type of cooling are retained.

Of interest mechanically are the

silver alloy connecting rod bearings an alloy of silver and cadmium said to provide greater resistance to heat that is generated in high speed driving, than any ball-bearing metal used heretofore.

One of the outstanding features of any of the motor shows this year is the new low-priced Six which Pontiac has introduced to join the improved straight Eight to form the Pontiac presentation for 1935. A complete range of models in both the Six and the Eight are available for public inspection.

The new car is a six-cylinder edition of the Straight Eight, available in both Standard and De Luxe models, six of the former and four of the latter. Its wheelbase is 112 inches compared with 117 inches for the Eight, which is presented in four De Luxe models. In appearance the Six closely duplicates the Eight in its new interpretation of modern streamlining.

Bodies of all models in both the Six and Eight lines are more commodious an improvement made possible by moving engines and bodies forward. Redistribution of weight has improved the ride.

Many improvements and refinements have been made in the Eight over last year, most of which are incorporated in the new Six. They include a marked change in appearance, newly-designed solid-steel Turret-Top bodies by Fisher, built-in luggage space, concealed spare tire, "V" type windshields, greater width in front and rear seats, new instrument panel, package shell on all models, new lamps, hydraulic brakes with double and triple sealed drums, new smooth action clutch, automatic choke on the Eight, air-cooled generator with voltage regulator, interchangeable main and connecting rod bearing, steel-spoked wheels, increased bearing, steel spoked wheels, increased steering gear ratio, Knee-Action units mounted on rigid tubular cross member, and new radiator and hood grilles carried out in distinctive and daring manner. On the Standard Six models Knee-Action is replaced with new

standardized semi-elliptic front springs. Owners of 1935 Pontiac Sixes and Eights will have the choice of nine basic colours in which the models will be finished, with mouldings, striping and wheels in colours to harmonize. All Eight models except the convertible coupe will be available in jet black which will make the attractive chrome-plated grille work stand out by contrast.

In addition, the De Luxe Coach with trunk and the De Luxe Sedan with trunk will come in Berkeley Green and Boulevard Maroon. The De Luxe Convertible Coupe will sport a finish called Diana Cream, and the De Luxe Coupe a finish called Hanson Brown. Black is available also on practically all the Sixes. Oshawa Maroon, Beaver Tan and Cannon Green are colours appearing on the De Luxe Six closed models while brilliant Fern Green is reserved for the De Luxe Convertible Coupe.

Interiors are handsome and roomy. There has been an all-round increase in inside body dimensions for which the all-steel Turret-Top roof is largely responsible.

CANADA'S MOTOR EXPORTS INCREASED 125 P.C. LAST YEAR

Exports of Canadian made motor vehicles increased 125 per cent. last year, with a total of 45,000 cars and trucks as compared to a total of 22,674 units in 1933. Motor vehicle exports last year were between three and four times those of 1932.

Britain Proves that Tax Reduction Boosts Demand

Since Great Britain removed the tax of two cents a pint on beer, consumption has increased by eight per cent., and, in the opinion of motorists' organizations, this gives more support to the opinion that a reduction in gasoline tax would inevitably lead to higher consumption of gasoline and increased revenue to provincial treasuries.

Advance returns of Customs and Excise authorities in England show 590,000,000 gallons of beer sold last year—forty million gallons more than in the previous year when the "penny a pint" tax was in force.

In Canada official statistics show that as gasoline tax has increased, sales of gasoline have decreased.

Says Public Demand Makes Auto Design

Address on the Motor Car of the Future. Tribute Paid to Inventor of Dunlop Tire.

Motor car manufacturers will never be content with their product regardless of the degree of their public acceptance, declared Charles F. Kettering, vice-president in charge of engineering and research of General Motors Inc., in a recent address at the Advertising Club in New York City.

"I have been asked to speak to you for a few moments on the general subject of 'The Motor Car of the Future.'" "People are wondering after seeing the new models, whether there is anything new we can add to the motor car of today. They have wondered the same thing every year in the past, and each year has brought a crop of improvements.

"But for me, or any other man in the automobile business, to tell you specifically what the motor car of the future will be like, what kind of an engine we will use, what kind of transmission, rear axles, etc., the future cars will have all are obviously impossibilities. I doubt whether any manager of any motor car company would be willing to write down specifically what he expects to exhibit at next year's motor show.

"I can tell you, however, that the car of the future will be better than the cars you see today, because it is impossible for an industry as great as the automobile industry to stand still. I can tell you that if committee experts selected the most advanced model and put it in a glass case to protect it from wear, that car would be just as much out of date five years from now, as a five-year-old car is today.

"The automobile isn't simply the product of a single industry—it is the product of many industries. It moves ahead as a result of new discoveries and developments in the rubber industry, in the steel industry, in the petroleum industry, and it moves ahead as the roads you drive on improve, or as the way the public wants to use this piece of transportation machinery changes from year to year.

"Basically, the automobile of the future will be whatever you, the public that uses it, wants it to be, limited only by the ability of hard-working scientists and manufacturers to give you what you want.

"You hear a lot of people talking about such questions as where the engine will be on cars in the future. That isn't a basic issue. It isn't something on which the automobile business can become divided as people become divided in a political campaign. We do not want to get ourselves split up into a front-engine party and a rear-engine party. We simply want to put the engine where it will do the best job of propelling the vehicle, with a due regard to the way that you, the owner, want to use the vehicle, and even such questions as how much luggage you want to carry and how many people you want to take with you.

"I might turn the question around and ask you, what will the motor car of the future be like—what do you want it to be?

"But you can not answer that question either. You can not express an opinion or a desire about something you have never seen. All you can do, is to look at this year's models, try them, and by your experience with them give us some clue as to what the next major move should be.

"The problem of automobile design has undergone quite a change in the past 20 years. In the early days we had great difficulty in getting a mechanism that would run—a car that had satisfactory durability, etc. But with the continual scientific advance in research and engineering perfection, we are able today to give you mechanisms that are quite satisfactory.

"It is in view of this that a new phase in motor car engineering presents itself, and that is the problem of designing the car for what it was originally intended to do—provide transportation for people and do it more satisfactorily than we have done it up to this time.

"Progress in motor car design is a job of balancing one factor against another. It is a matter of compromise. We have to reckon with variable factors in climate and weather. The average car owner operates his car at a range of temperatures almost as great as the difference between the thermometer reading at the equator and at the north pole. Some people drive their cars almost entirely in level country. Other people use their cars on hills and mountains. Some people use their cars primarily on open highways and others use their cars almost entirely in congested traffic and we do not know when the car leaves the factory, under which of these conditions it will be used. This comes back to the fact that the way you want to use your car determines how it will develop in the future, and what combinations or compromises of all these various factors will need to be worked out to produce the transportation that is most satisfactory to you.

"I have mentioned the influence that progress in other industries has on the progress of the automobile. I do not believe many of us recognize that the pneumatic tire is the one and all-important thing that has made the motor car industry. I have always wondered just exactly how Dunlop's neighbours listed him when he proposed to fill a cube full of air and roll it on the ground when nobody up to that time had ever seen anything but a solid tire in contact with the earth. And yet that very simple notion is that thing that makes

On Your Next Automobile

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Expecting Further Improvement in 1935

Automobile Industry Plays Important Part in the Betterment of General Business

By P. J. Duggan, General Sales Manager, Reo Motor Co. of Canada, Limited.

It is but putting into words, the conviction that is in the minds of all Canadian business men, for me to say that we all anticipate that 1935 will see a still further improvement in general business conditions in Canada.

The automobile industry played a very substantial part in the improvement of conditions in 1934, as this industry has so many ramifications, and directly and indirectly gives employment to so many thousands of people. I believe I am quite safe in saying that when the records of business for 1935 are compiled, the automobile industry will again show a substantial improvement over the preceding year.

GROSS WEIGHTS DECREASED AND PAY LOADS INCREASED

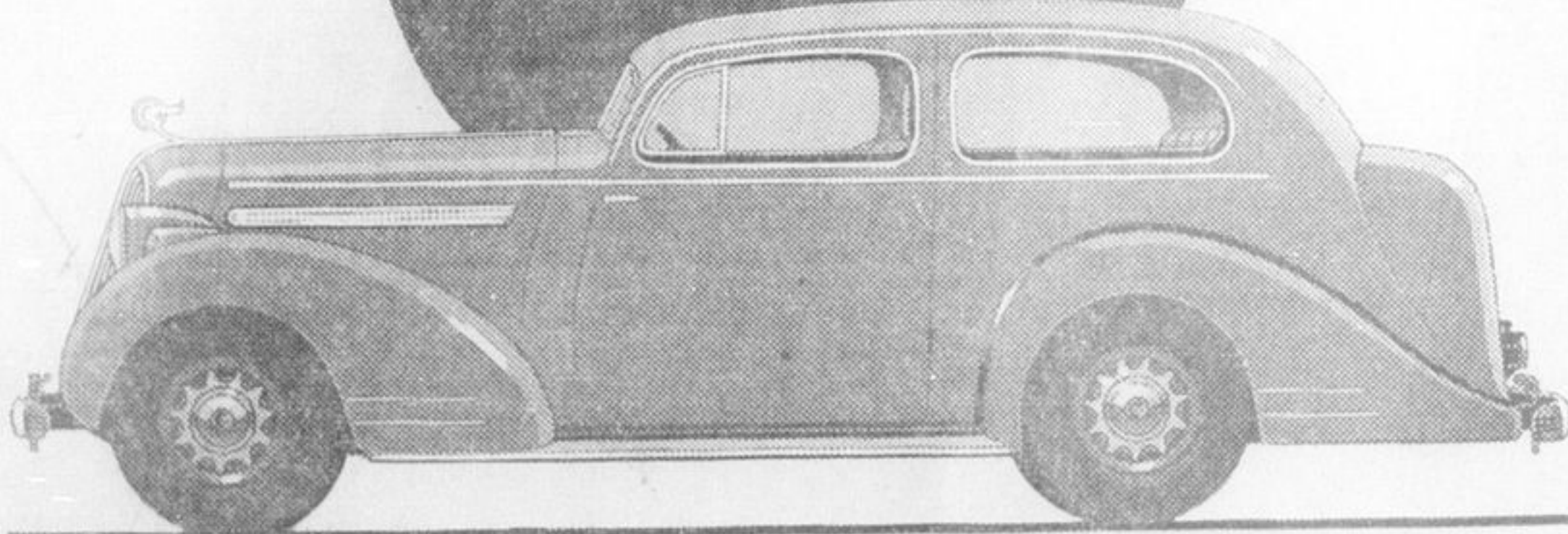
Gross weights have been decreased and pay loads increased in the 1935 trucks due to the use of lighter and more durable alloys. Engine and braking equipment has been improved. Solid tires are almost entirely obsolete and a commanding percentage of the vehicles are being equipped with low pressure pneumatic tires.

Lift the Hood...Open the Door! Value is everywhere in the New

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SIX AND STRAIGHT EIGHT

LOW PRICE
SOLID STEEL
TURRET TOP
HYDRAULIC BRAKES



PONTIAC'S new streamline almost tells the story of this car's smooth performance. But not quite! Let's take for granted that Pontiac is the smartest looking car of the year, that it is low-priced. Let's look beneath the beauty of the car... under the hood... inside the doors. There, after all, lies value!

Pontiac's engine is basically the same reliable unit that established Pontiac's reputation. In improvements only can you tell the differ-

ence! Pontiac's interiors are finished in rich upholstery; expensively fitted for satisfying comfort and convenience.

Throughout the Six and Eight you will discover extra-value features not available in competitive cars. Everywhere is evidence of an honest endeavor to give full worth for the money you invest in Pontiac. Why not prove this by seeing and driving the new models on display at our showrooms?

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