

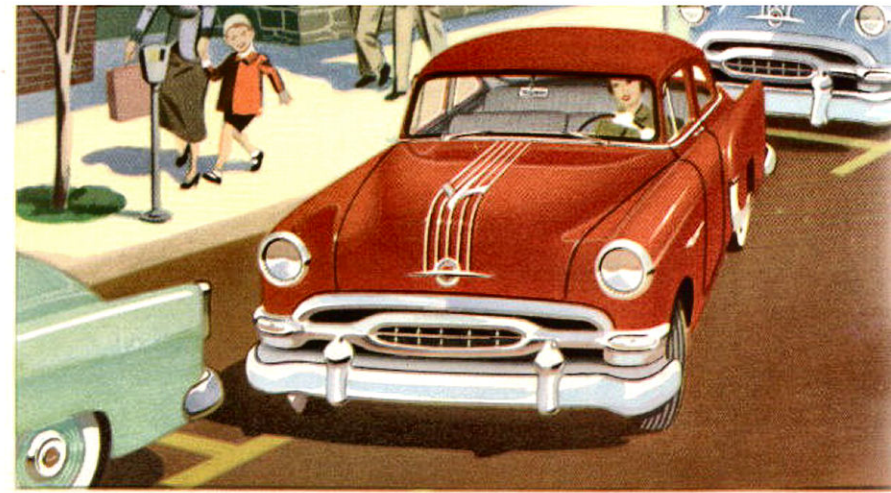


Presenting the
1954 *PONTIAC*

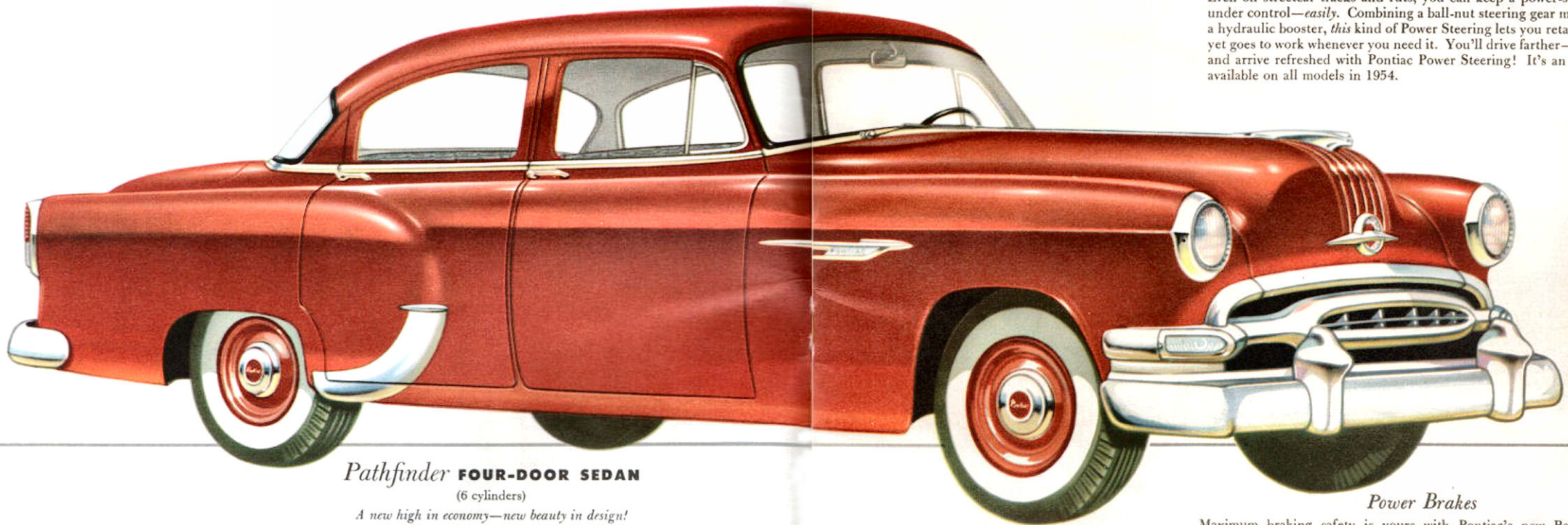
A GENERAL MOTORS MASTERPIECE



Leading Pontiac's 1954 parade of great car values is the Pathfinder Series. Here are cars for the man who demands the utmost in economy, yet the luxurious styling and supreme riding comfort that have always distinguished Pontiac cars. This year you will agree that Pontiac's own distinctive Silver Streak styling was never more beautifully executed. You'll savor luxury you never thought possible in an automobile *any* new-car buyer can afford. When you know all the value and see all that's new in the 1954 Pontiac Pathfinder, you will come to realize the very real wisdom in the words . . . "Dollar for Dollar you can't beat a Pontiac."



PATHFINDER SERIES



Pathfinder **FOUR-DOOR SEDAN**

(6 cylinders)

A new high in economy—new beauty in design!

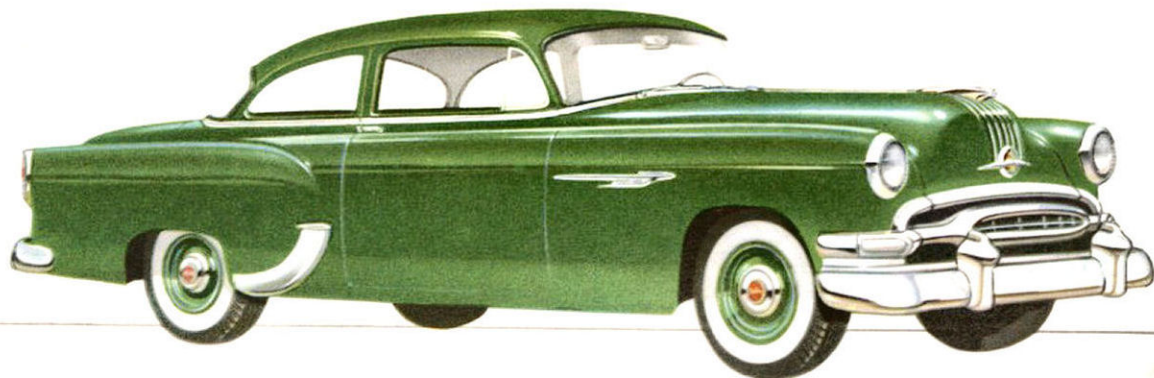
Power Steering

Try Pontiac's Power Steering. The way it relieves you of up to 80% of all steering effort will seem like magic. You can ease into tight parking spaces you'd never even attempt before. Turning requires but a gesture. Even on streetcar tracks and ruts, you can keep a power-steered Pontiac under control—*easily*. Combining a ball-nut steering gear mechanism with a hydraulic booster, *this* kind of Power Steering lets you retain "road feel," yet goes to work whenever you need it. You'll drive farther—more safely—and arrive refreshed with Pontiac Power Steering! It's an optional extra available on all models in 1954.

Power Brakes

Maximum braking safety is yours with Pontiac's new Power Braking system, available at extra cost on all models. Whether for quick stops or normal slow braking, Pontiac Power Brakes bring you to safe, sure stops with less effort.

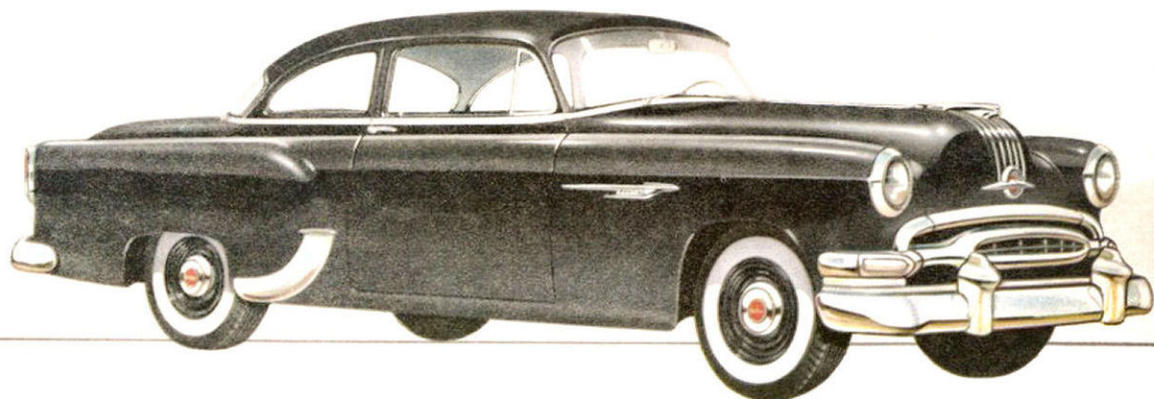
Pontiac gives you
Dependability • Safety
Economy • Comfort



Pathfinder **TWO-DOOR SEDAN**

(6 cylinders)

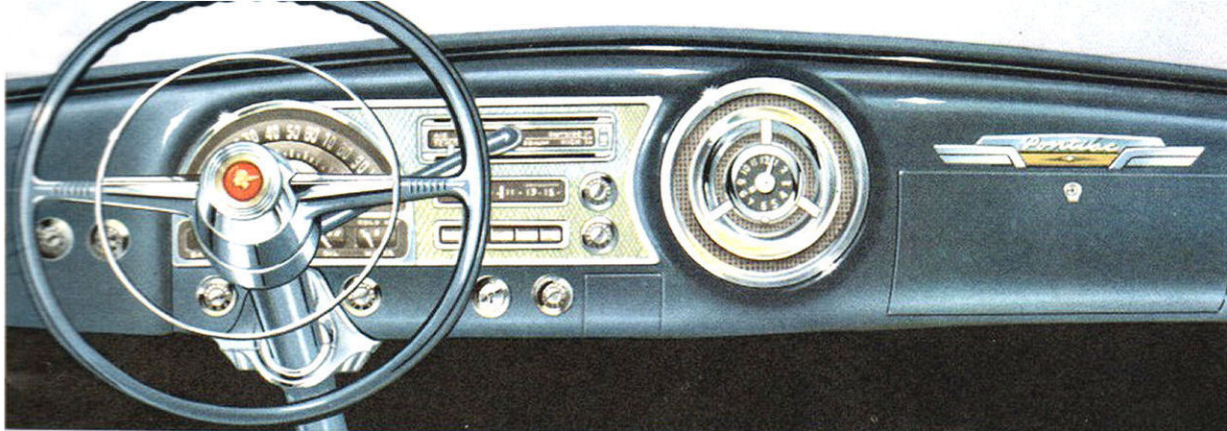
A Pontiac value that challenges comparison



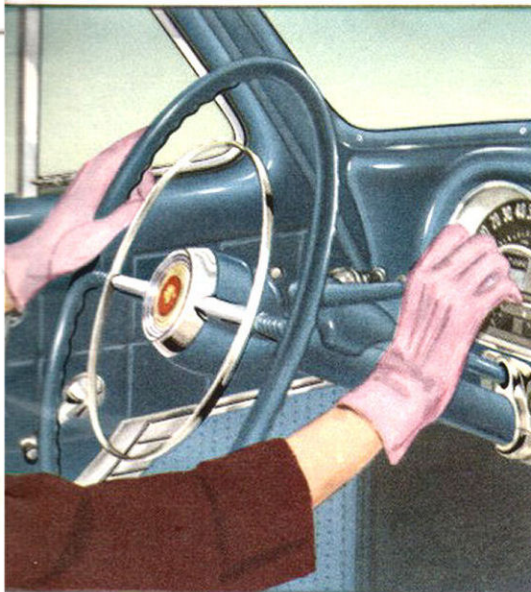
Pathfinder **TWO-DOOR UTILITY SEDAN**

(6 cylinders)

Comfortable seating for three people plus extra luggage space behind the front seat make this a most practical business car



Beautiful as it is, the Pontiac instrument panel was designed with your comfort and convenience foremost in mind. Headlamp and windshield wiper buttons are at your left, close at hand. A simple twist of the ignition key starts the engine and the key returns to normal driving position automatically. The ashtray is convenient to *all* front seat passengers. Heater and radio controls are easy to reach. And Green-glo illumination adjusts from darkness to maximum brightness without glare.



GM Powerglide Automatic Transmission* is one of today's greatest advances in motoring ease. No clutch to press, no gears to change—only *two* driving operations instead of fourteen! Just step on the gas and go—your left foot takes a rest, and both hands are free to drive and signal. smoothly, silently, automatically the power from your mighty Pontiac engine is transmitted to the rear wheels. You get instant response, from zero to top speed. Safer, easier driving under *all* conditions.

*Available on Pathfinder, Pathfinder Deluxe and Laurentian models. Optional at extra cost.

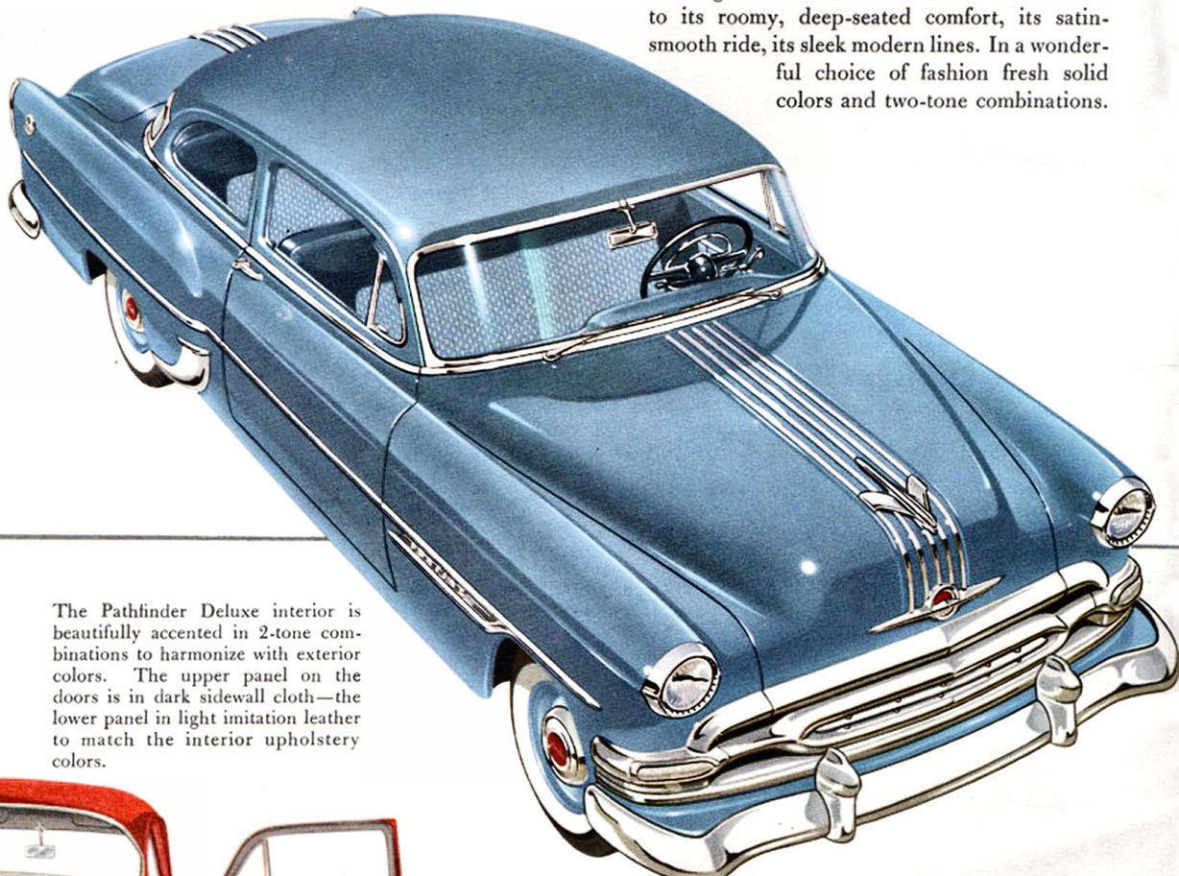


Newly designed, bright-metal trimmed, oval shaped tail lamps add a distinctive note to the sweeping rear-end styling of Laurentian, Pathfinder Deluxe and Pathfinder models.

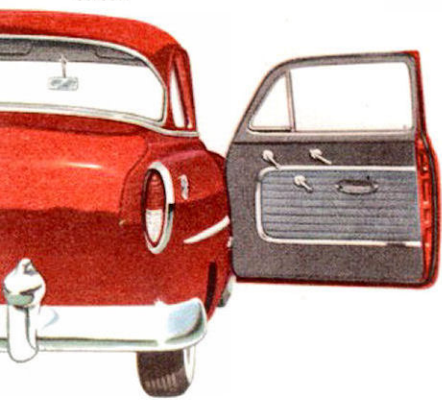


Pathfinder Deluxe **TWO-DOOR SEDAN**
(6 cylinders)

Inside and out there's newness, extra comfort and convenience in the Pontiac Pathfinder Deluxe Series in 1954. The four-door sedan offers true Pontiac beauty, Pontiac richness of styling and finish, at the very minimum of cost. A big handsome, eager-to-go family car with many exciting new refinements for 1954. You'll thrill to its roomy, deep-seated comfort, its satin-smooth ride, its sleek modern lines. In a wonderful choice of fashion fresh solid colors and two-tone combinations.

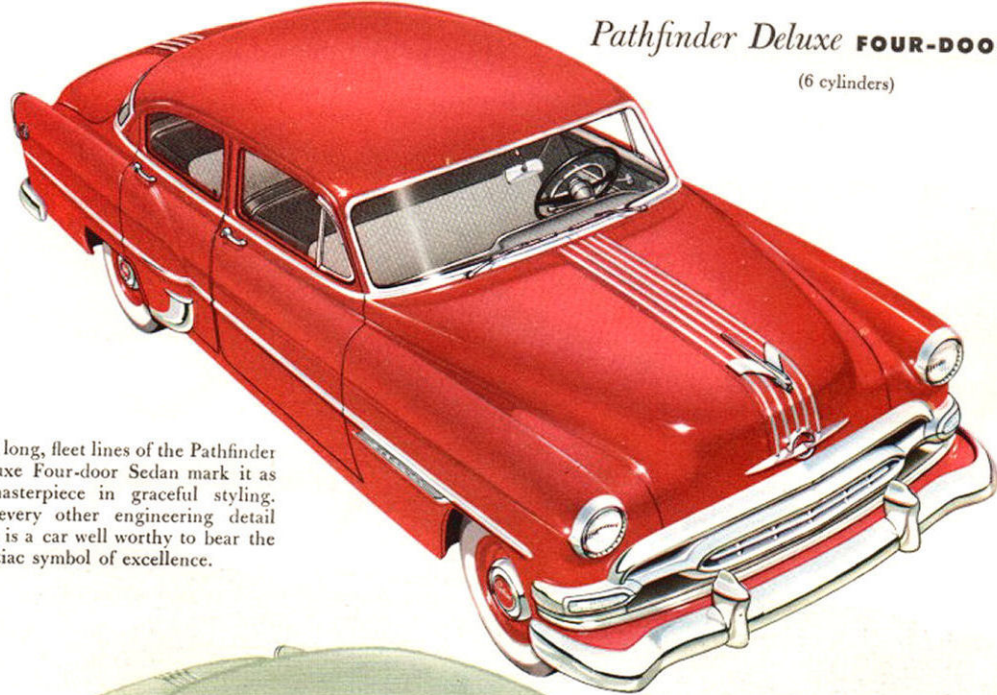


The Pathfinder Deluxe interior is beautifully accented in 2-tone combinations to harmonize with exterior colors. The upper panel on the doors is in dark sidewall cloth—the lower panel in light imitation leather to match the interior upholstery colors.



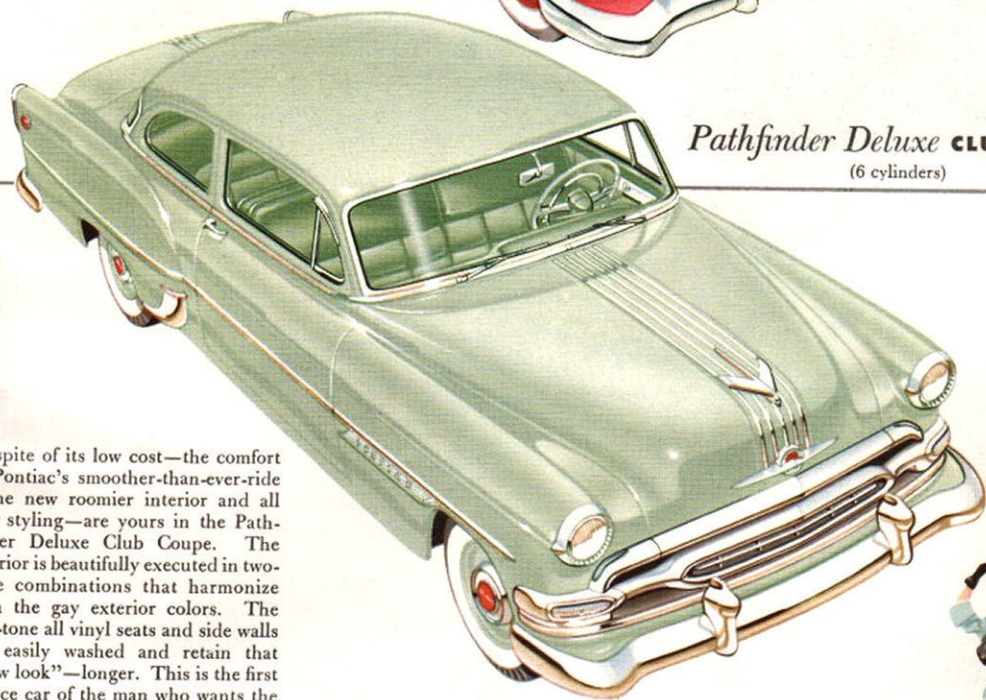
*PATHFINDER
DELUXE SERIES*

Pathfinder Deluxe **FOUR-DOOR SEDAN**
(6 cylinders)



The long, fleet lines of the Pathfinder Deluxe Four-door Sedan mark it as a masterpiece in graceful styling. In every other engineering detail here is a car well worthy to bear the Pontiac symbol of excellence.

Pathfinder Deluxe **CLUB COUPE**
(6 cylinders)

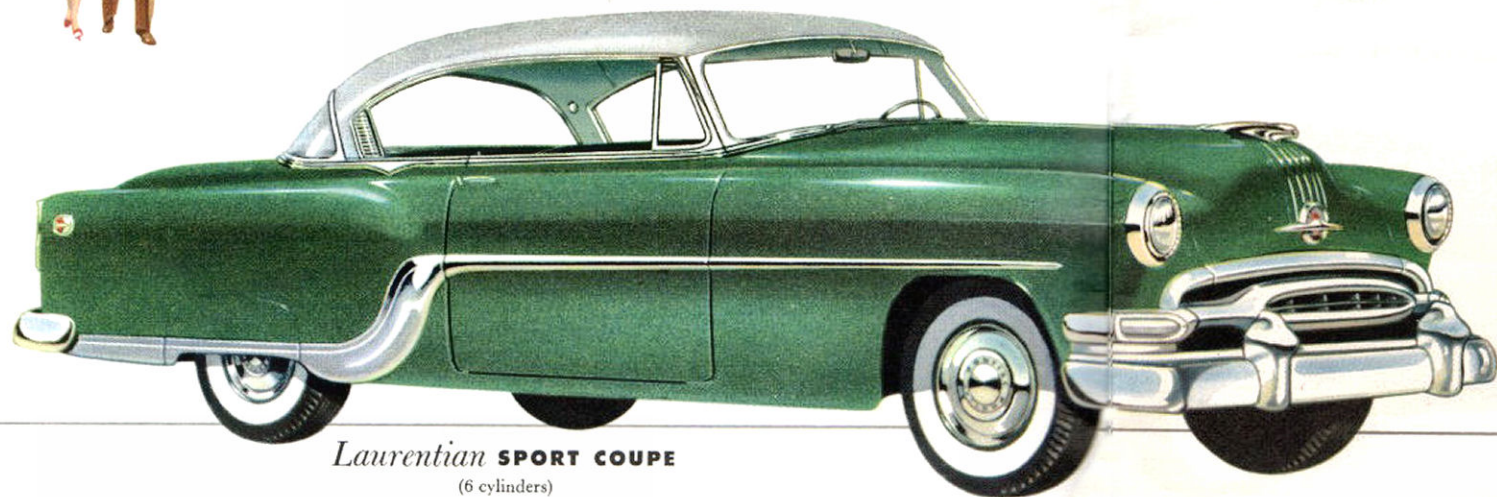


In spite of its low cost—the comfort of Pontiac's smoother-than-ever-ride—the new roomier interior and all new styling—are yours in the Pathfinder Deluxe Club Coupe. The interior is beautifully executed in two-tone combinations that harmonize with the gay exterior colors. The two-tone all vinyl seats and side walls are easily washed and retain that "new look"—longer. This is the first choice car of the man who wants the utmost in convenient, comfortable, luxurious transportation.



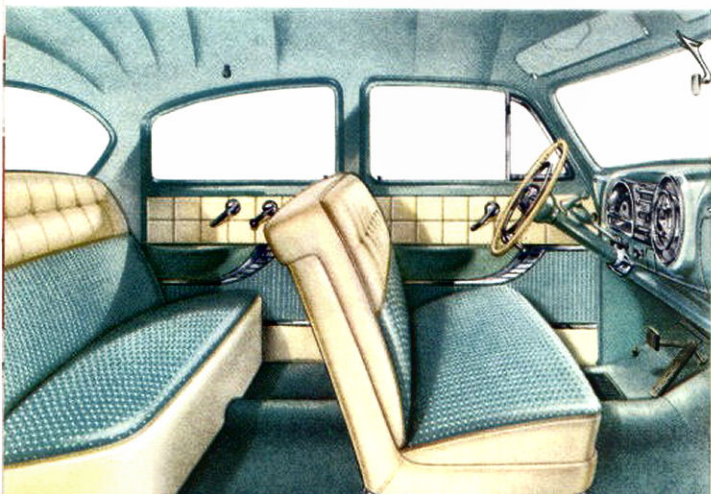


LAURENTIAN SERIES



Laurentian **SPORT COUPE**
(6 cylinders)

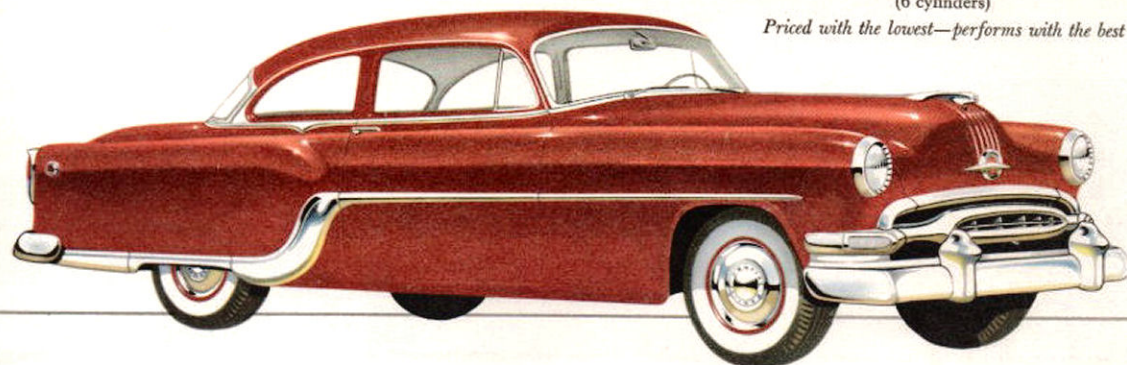
Dashing lines give it a youthful eager air



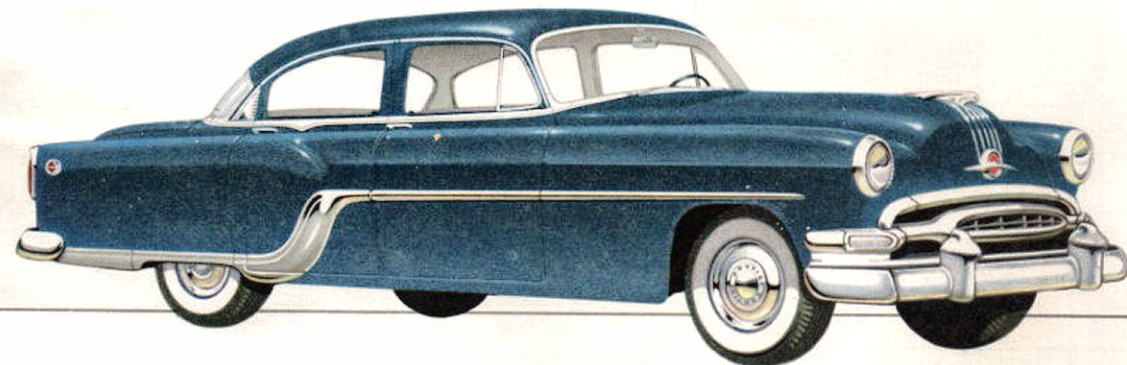
Mark of a truly handsome car is the interior of the Laurentian Series. Your choice of "decorator" two-tone color combinations in fabrics specially designed for their rich appearance, their long, long wear, and easy cleanability. Throughout the whole interior you'll find many touches of fine workmanship and finish that mark these as leaders in Pontiac quality.

Laurentian **TWO-DOOR SEDAN**
(6 cylinders)

Priced with the lowest—performs with the best

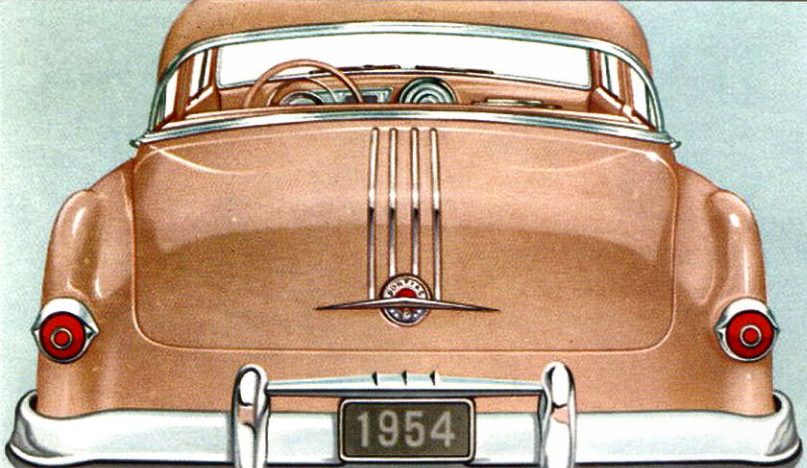


In the Laurentian series for 1954, Pontiac proudly presents luxurious styling and comfort details—plus youthful spirited lines accented with tasteful elegance. The four-door sedan offers the ultimate in its class—it's the "top-bracket" car in the low-bracket price class.



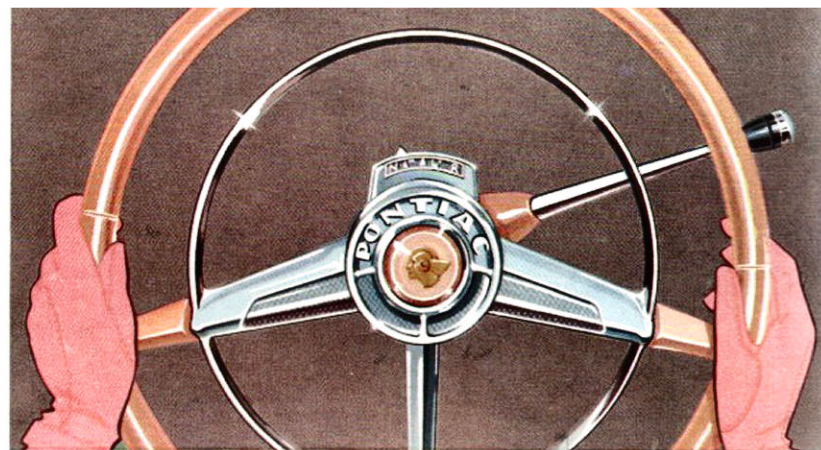
Laurentian **FOUR-DOOR SEDAN**
(6 cylinders)

Big, impressive—truly a masterpiece



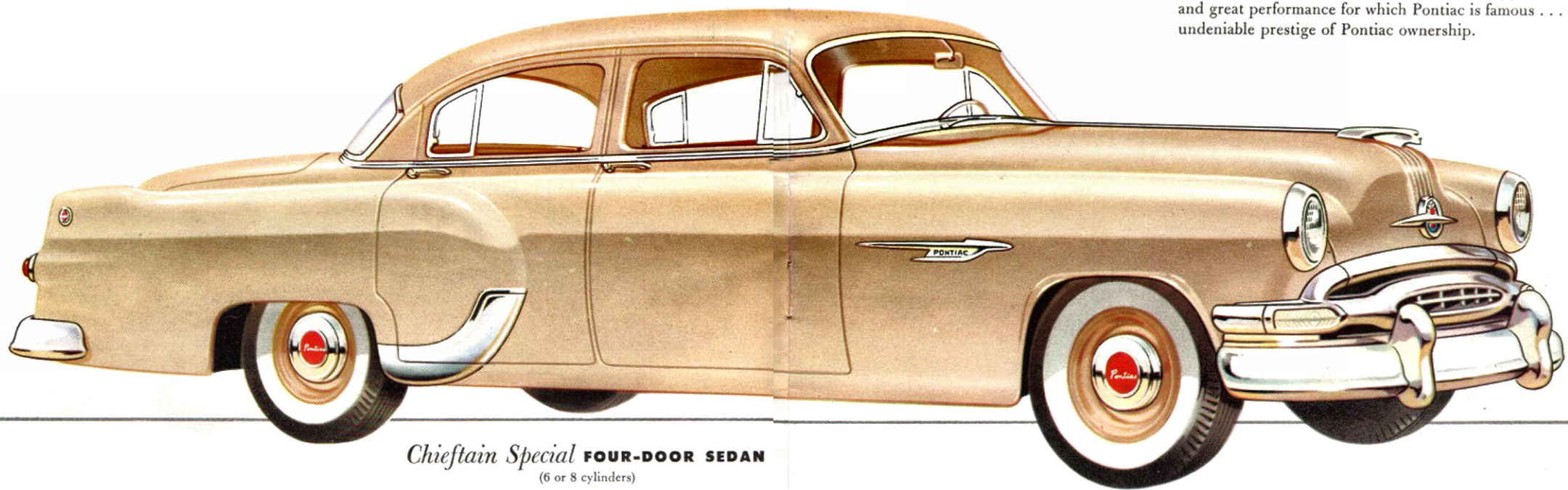
The sweeping rear deck—with distinctive silver streak—is the final note of Pontiac's superb styling. The self-locking, counterbalanced trunk lid raises to disclose space, and space to spare for all the luggage you'll ever want to carry, and the rear deck guard, an integral part of the bumper, is another Pontiac feature for 1954.

The world's *best-proved* automatic transmission, Dual-Range Hydra-Matic takes you to legal speed in a matter of seconds. Dual-Range Hydra-Matic lets you choose the extra-alert power of Traffic Range for city driving . . . or the gas-saving economy of Cruising Range when on the highway . . . smoothly, quietly, efficiently and all at the touch of the accelerator! Dual-Range Hydra-Matic is optional at extra cost on Chieftain Series, and is an automatic option on the Star Chief Series.



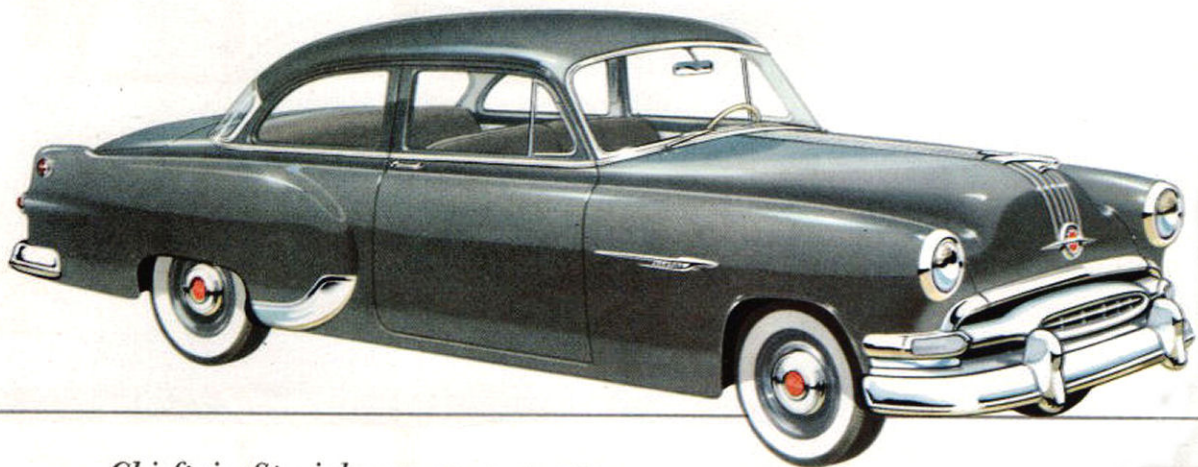
CHIEFTAIN SPECIAL SERIES

Nowhere else in the automotive world can you find the quality inherent in the Pontiac Chieftain Special at so low a price. Only a few dollars separate it, model for model, from the "very lowest price field" . . . yet these sparkling clean-lined cars provide all of the impressive size, rugged stamina and great performance for which Pontiac is famous . . . the undeniable prestige of Pontiac ownership.



Chieftain Special **FOUR-DOOR SEDAN**
(6 or 8 cylinders)

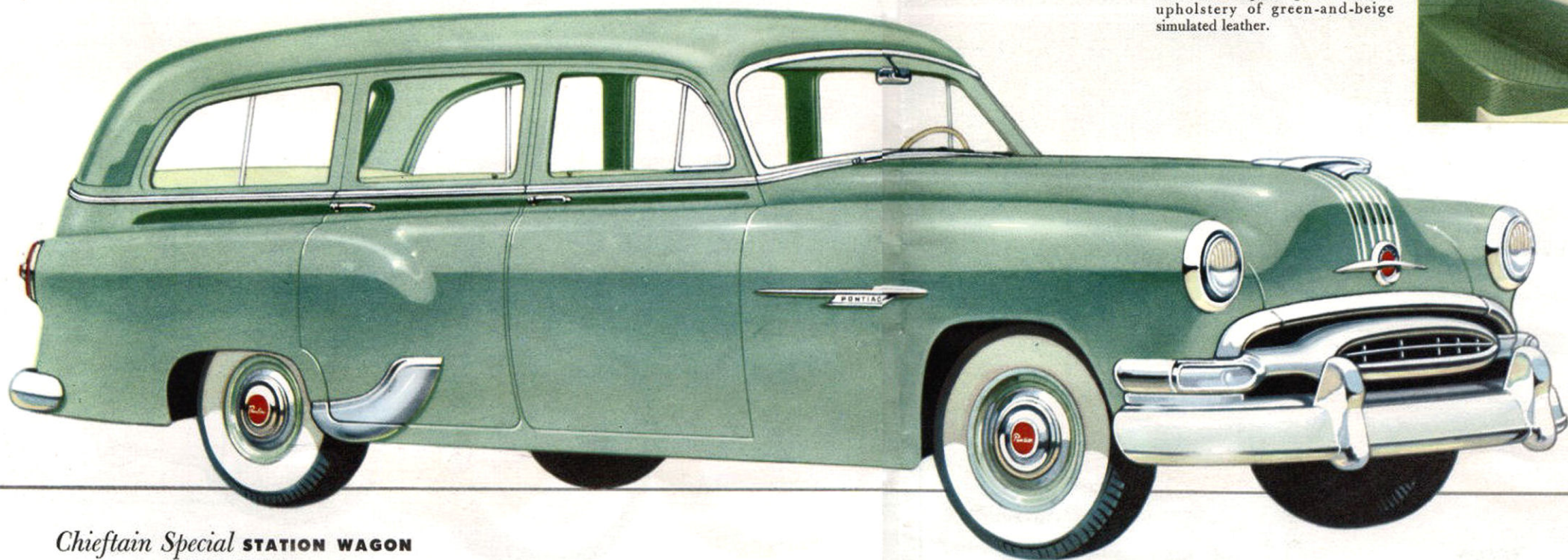
A big 122" wheelbase Pontiac at its lowest cost



Chieftain Special **TWO-DOOR SEDAN**

(6 or 8 cylinders)

Dollar for Dollar an outstanding value



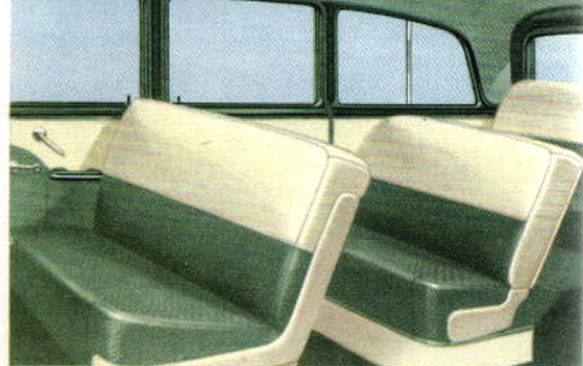
Chieftain Special **STATION WAGON**

(6 or 8 cylinders)

Solid colors, two-tones, or with simulated "wood grain" trim



You can have your Pontiac Special Station Wagon *like this* with seating for six and an especially convenient arrangement for converting to maximum utility. The rear seat folds down level with the floor in seconds.



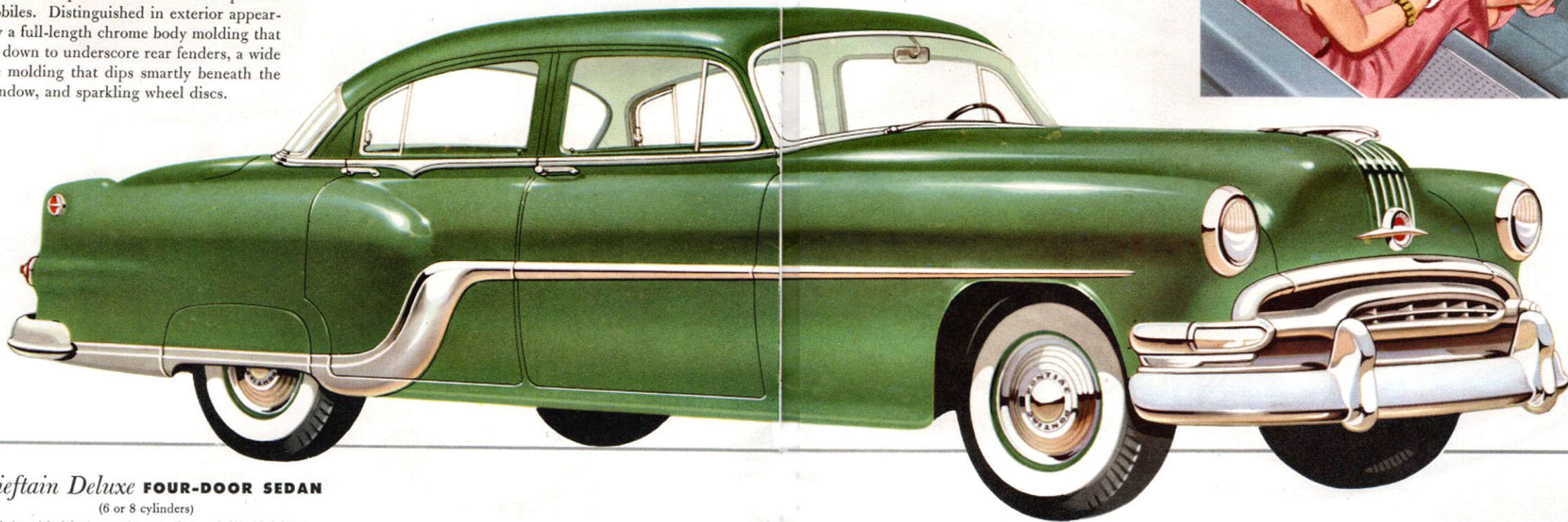
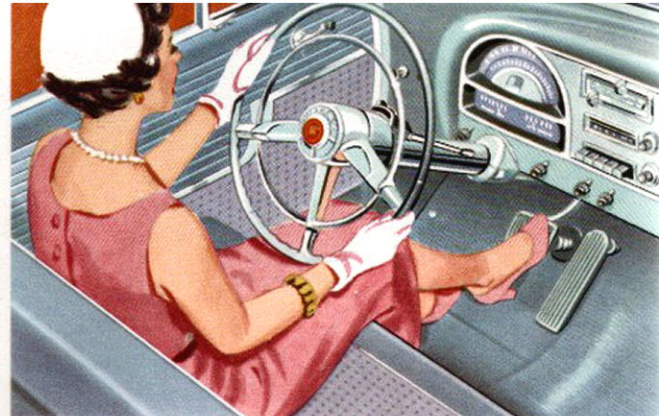
Or *like this*—with comfortable room for eight adults. Both rear seats are easily removed to give you 9½ feet of cargo space with the tail gate down. With either option goes handsome upholstery of green-and-beige simulated leather.



CHIEFTAIN DELUXE SERIES

A very popular Pontiac series and with good reason too! Luxurious quality and fine-car details that compare with far more expensive automobiles. Distinguished in exterior appearance by a full-length chrome body molding that sweeps down to underscore rear fenders, a wide chrome molding that dips smartly beneath the rear window, and sparkling wheel discs.

Now—with Pontiac's new Power-Brakes—you can stop your Pontiac smoothly with about as much pedal pressure as you exert on the *accelerator* in normal driving. Atmospheric pressure and engine vacuum do the work, yet you retain the safe "brake feel." Foot and leg movement is reduced, fatigue erased to a minimum. Optional at extra cost on all series.



Chieftain Deluxe **FOUR-DOOR SEDAN**

(6 or 8 cylinders)

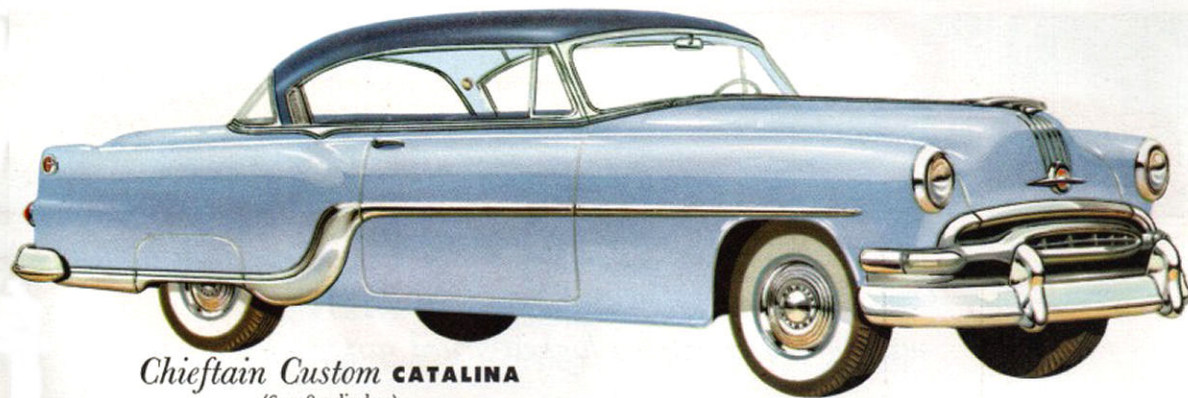
Distinguished by its spacious comfort and dignified lines



Chieftain Deluxe **CATALINA**

(6 or 8 cylinders)

Never more beautiful, more luxurious—a sleek, dashing "Hardtop"



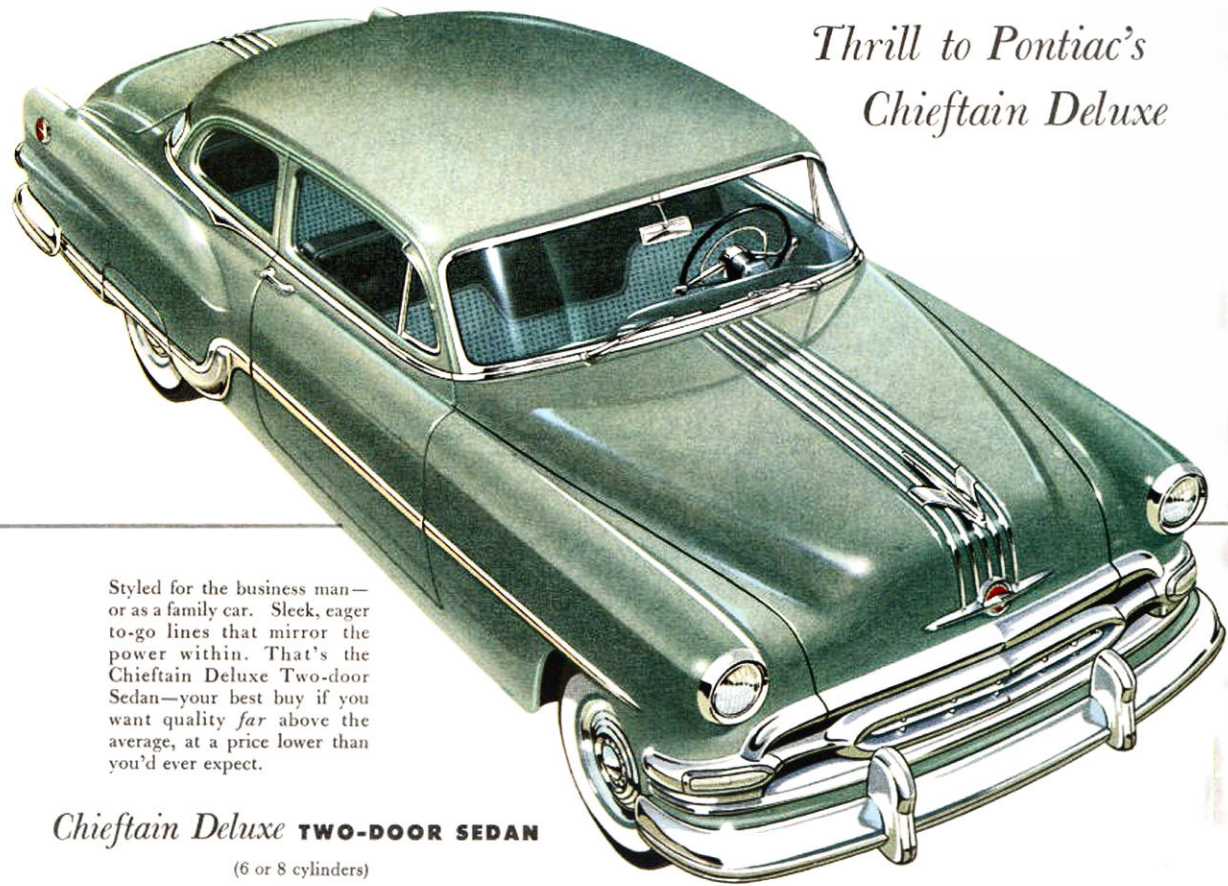
Chieftain Custom **CATALINA**

(6 or 8 cylinders)

Side windows "disappear" without evidence of posts or pillars

*Thrill to Pontiac's
Chieftain Deluxe*

*Make your motoring
miles more fun!*



Styled for the business man—or as a family car. Sleek, eager-to-go lines that mirror the power within. That's the Chieftain Deluxe Two-door Sedan—your best buy if you want quality *far* above the average, at a price lower than you'd ever expect.

Chieftain Deluxe **TWO-DOOR SEDAN**

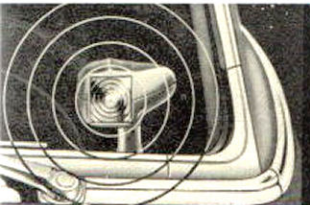
(6 or 8 cylinders)



Here's the most versatile car you can own. The all-steel four-door Pontiac Station Wagon helps you make light work of so many tasks, yet you can convert it to sedan-luxury in a matter of seconds. Rear seat folds *up*—providing comfortable seating for six; folds *down* for cargo room.

Chieftain Deluxe **STATION WAGON**

(6 or 8 cylinders)



You can forget about dimming your headlights at night with a Pontiac *Autronic Eye Automatic headlight control*. This amazing accessory mounts on the left side of your windshield and automatically dims your headlights when another vehicle approaches—returns them to bright when the Vehicle has passed. A valuable safety accessory available at extra cost on all models.



No more eye strain—cooler, more comfortable driving—are yours when you have a *Shade-Lite safety glass windshield* installed in the Pontiac of your choice. Scientifically tinted in a deepening tone—bottom to top—this optional extra will add materially to your driving pleasure. Optional at extra cost on all Pontiac models for 1954.



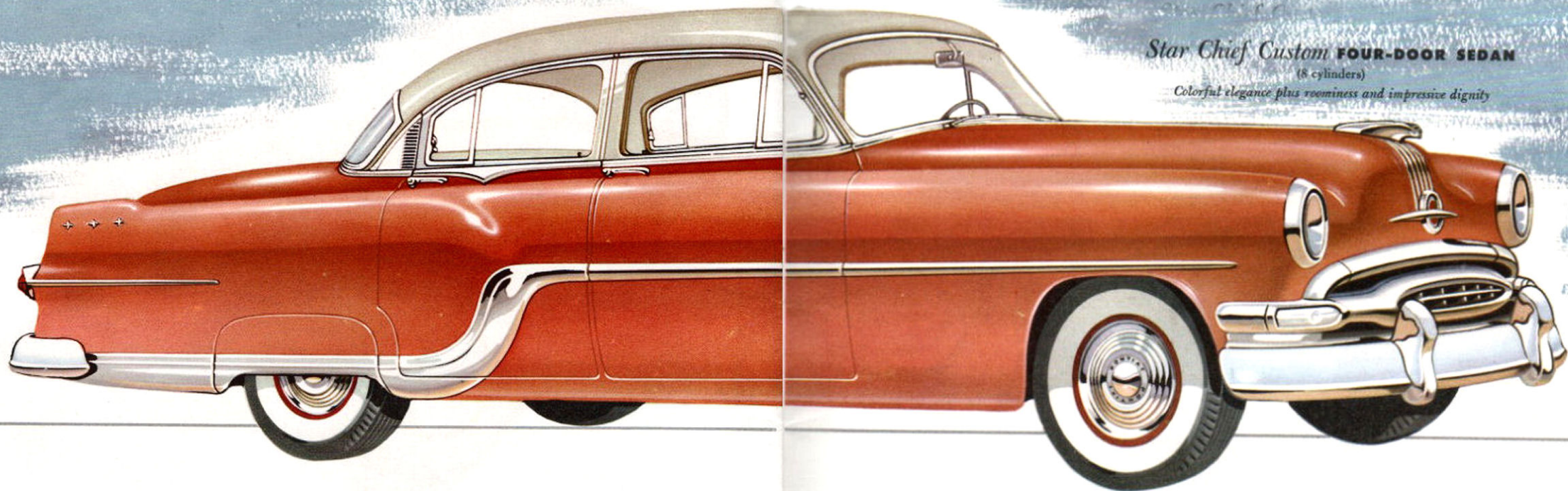
Pontiac takes another step toward the ultimate in automatic driving in 1954, by providing *electric front window lifts* as optional equipment on all except Pathfinder Series, at extra cost. With the pressure of one finger on a handsomely built-in control switch, the driver or right-front passenger can command front windows up or down—smoothly and effortlessly.



"Custom tailor" your driving comfort with the new Pontiac *comfort-control seat*. Mechanical finger-tip adjustment provides adjustment forward, backward, up or down. Optional extra on all Chieftain and Star Chief models. *Electrically operated front seat control* is offered in conjunction with electric front window lifts on Pathfinder Deluxe and Laurentian models, at extra cost.

Only Pontiac offers you all these extra features usually found only on highest-priced cars.

Pontiac is engineered to give you years more trouble-free driving at its comfortable best!



Star Chief Custom **FOUR-DOOR SEDAN**
(8 cylinders)
Colorful elegance plus roominess and impressive dignity



STAR CHIEF **SERIES**

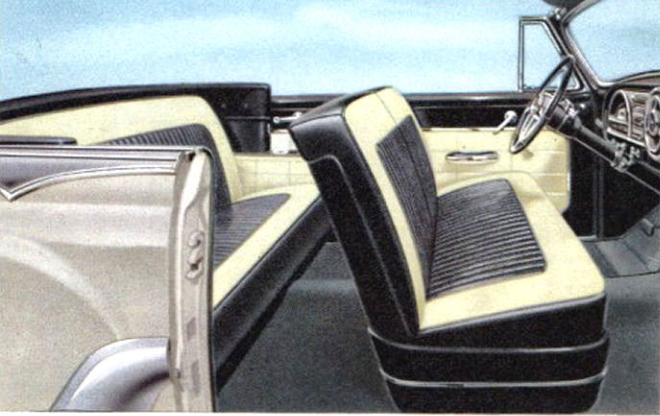


Pontiac in 1954 proudly presents the STAR CHIEF—a completely new series of automobiles which introduces new heights of size and beauty and luxury that have never been rivaled in the Pontiac price class. With a wheelbase of 124 inches and dramatic overall length of almost eighteen feet, the STAR CHIEF puts the long, sweeping lines and luxurious elegance of Canada's finest automobiles within the reach of almost every new-car buyer. The all-new model in this wonderful all-new series—the STAR CHIEF Custom Sedan is a four-door counterpart of the exciting Pontiac Catalina—it is a car that is pre-destined to be a highway aristocrat.



From the lavish use of butter-smooth, hand-buffed leathers to richness of deep-pile carpeting, the color scheming of the Pontiac STAR CHIEF interior appointments continues to the smallest detail. The new 1954 Pontiac STAR CHIEF offers the most perfectly color-keyed interiors in the automobile industry—at any price!



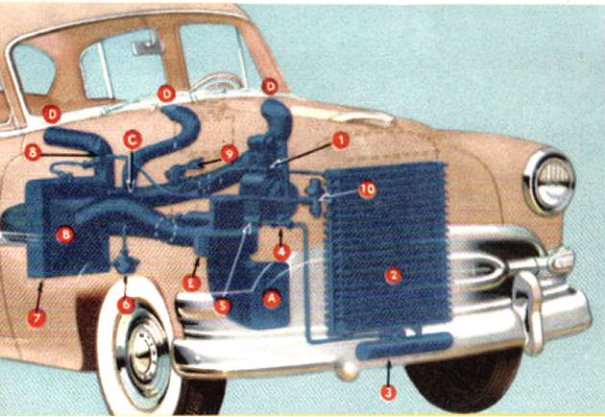
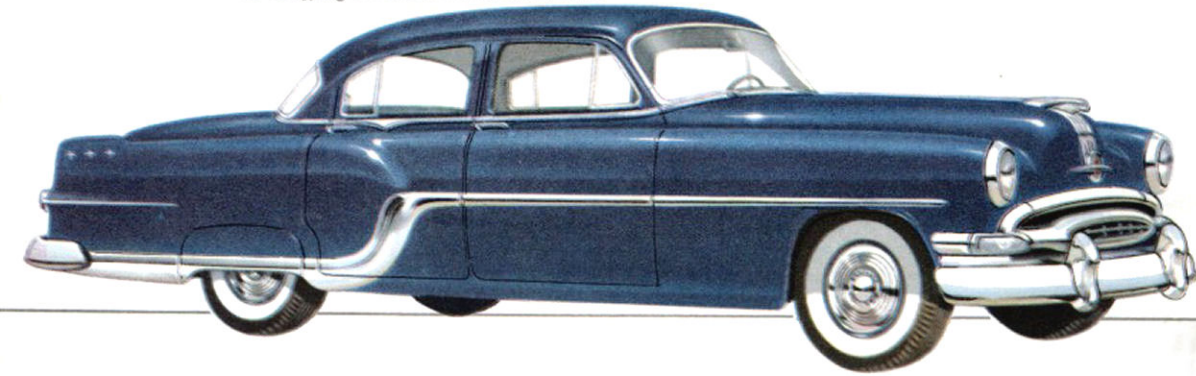


To join an active, sun-filled, fun-filled life, there's no more perfect car than a sleek long-lined Star Chief Convertible. At ease with all weather, it opens up to warm blue sky at the touch of a button or closes snug and trim in a matter of seconds. For its eye-turning lines, you can specify any one of the many new resplendent Pontiac colors—brilliant Picador Red, spicy Seneca Brown, delicate Mayfair Blue, suave, glistening Raven Black . . . to mention but a few.

The interior of the Star Chief Convertible is truly a study in exciting contrasts. Smooth and lustrous Morrokide—an extra-durable and extra-weatherproof coated fabric—was chosen for the upholstery because of its superior wearability characteristics. Available in red, green, blue, or black with exciting white contrast.

Star Chief Deluxe **FOUR-DOOR SEDAN** (8 cylinders)

As satisfying to drive as it is handsome to see



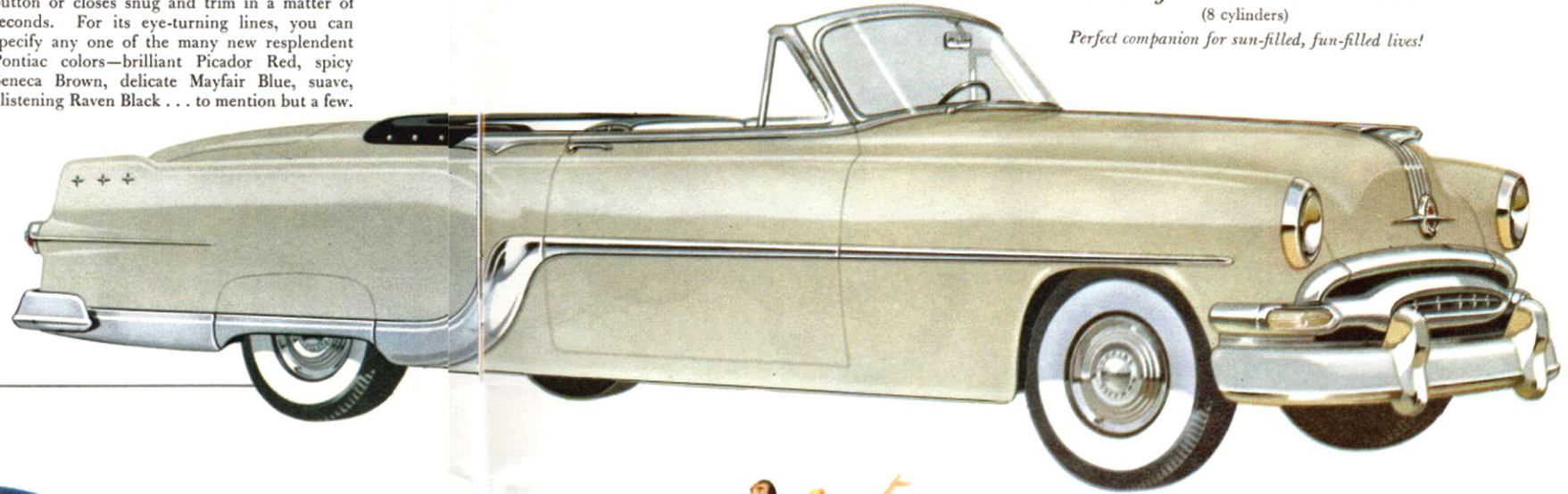
Pontiac's 1954 Air Conditioning System is a completely new type never before used in the automotive industry.

Combining the most advanced engineering principles of refrigeration and air conditioning, it provides year-round living-room comfort with finger-tip control.

Employing Freon 12, a non-toxic, nonflammable gas as the coolant, the refrigeration unit passes the gas under low pressure through a compressor (1) and then under high pressure through a condenser (2) where it becomes a liquid; through a receiver (3) and an evaporator (7) where it cools the air in the air circulation system. The Freon then reverts to a gaseous state and is recirculated through the system.

The air system is designed to scoop up outside air (A), filter it (B), pass it over the evaporator unit of the refrigeration system for cooling (C), and direct it through outlets into the car (D). A switch starts blower fan (E) for forced air flow when the car is parked or moving slowly.

Available as optional equipment at extra cost on imported



Star Chief Custom **CONVERTIBLE**

(8 cylinders)

Perfect companion for sun-filled, fun-filled lives!



Here is the dramatic size and exclusive styling of the new Pontiac Star Chief Series—at its very lowest cost! And, as your eyes can tell you, the owners of this Star Chief Deluxe model will enjoy luxury unrivalled in the Pontiac price class. The big, roomy Star Chief Deluxe Sedan is available in a wide, wonderful range of 1954 Pontiac colors or two-tones—seventeen in all! Its spacious interiors continue the glamorous story that color tells for the entire Star Chief line.

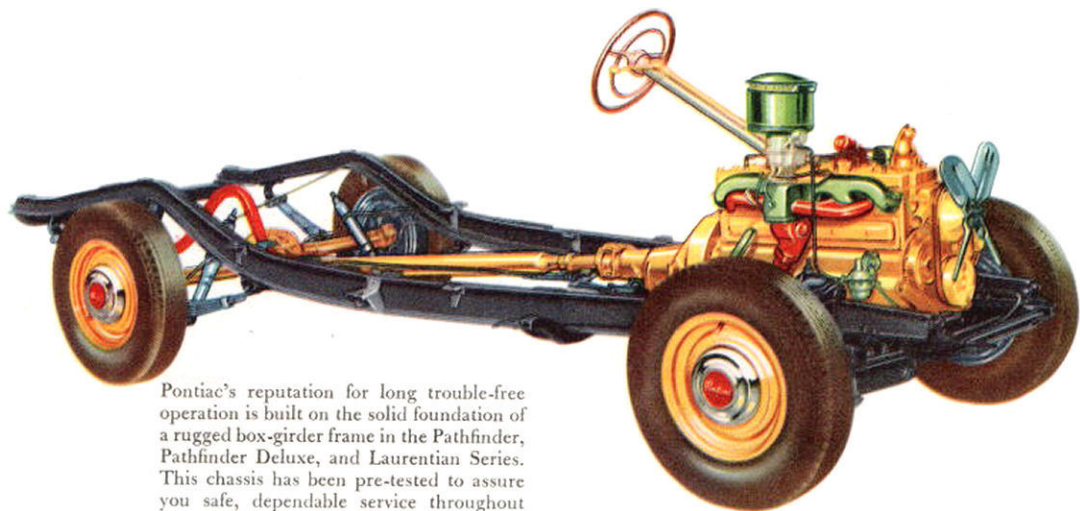


Star Chief Custom **CATALINA**

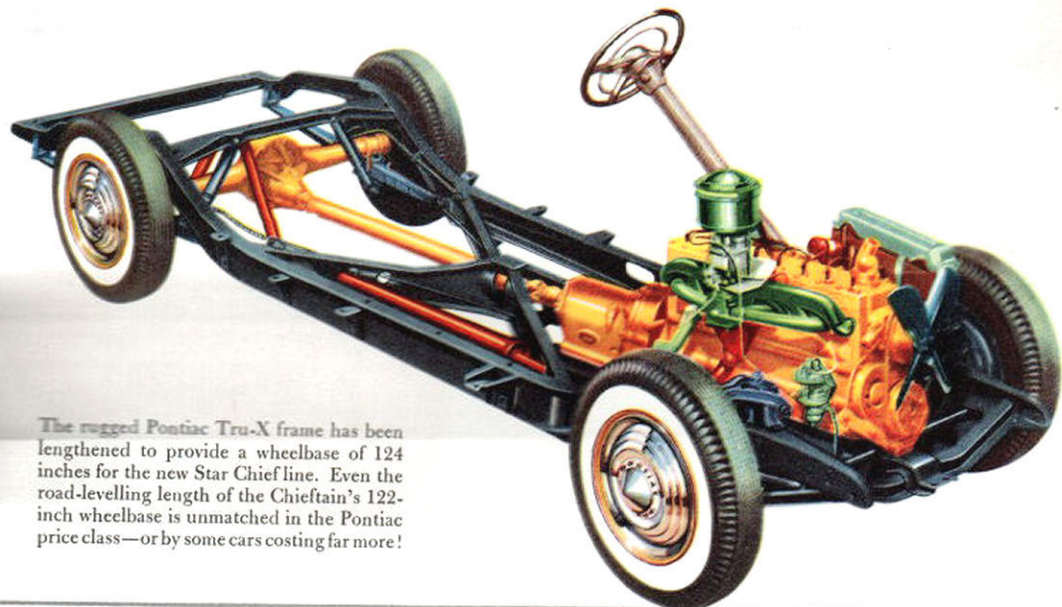
(8 cylinders)

ultimate in "Hardtop" luxury at a down-to-earth price!

Traditional pace-setter for all things beautiful and luxurious, the Star Chief Custom Catalina soars to exciting new heights of style. Its dashing lines are swept with color as beautiful as all outdoors—brilliant coral, sparkling snow-white. With sumptuous upholstery of all-leather or leather and nylon, you can have your Custom Catalina in any one of six striking color schemes.



Pontiac's reputation for long trouble-free operation is built on the solid foundation of a rugged box-girder frame in the Pathfinder, Pathfinder Deluxe, and Laurentian Series. This chassis has been pre-tested to assure you safe, dependable service throughout the whole lifetime of your car.

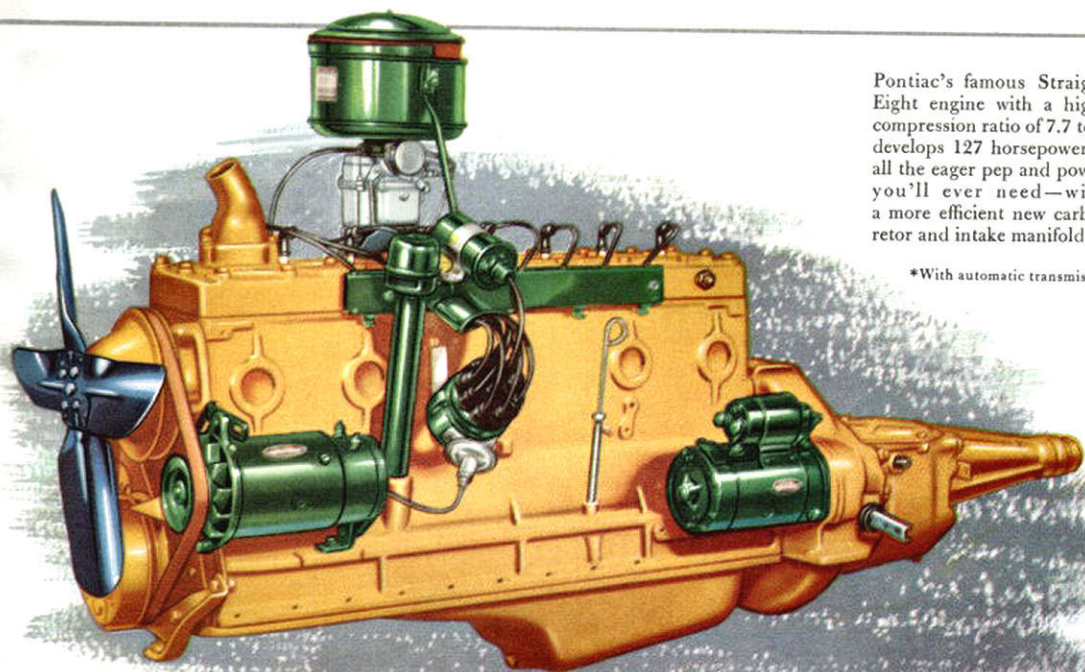
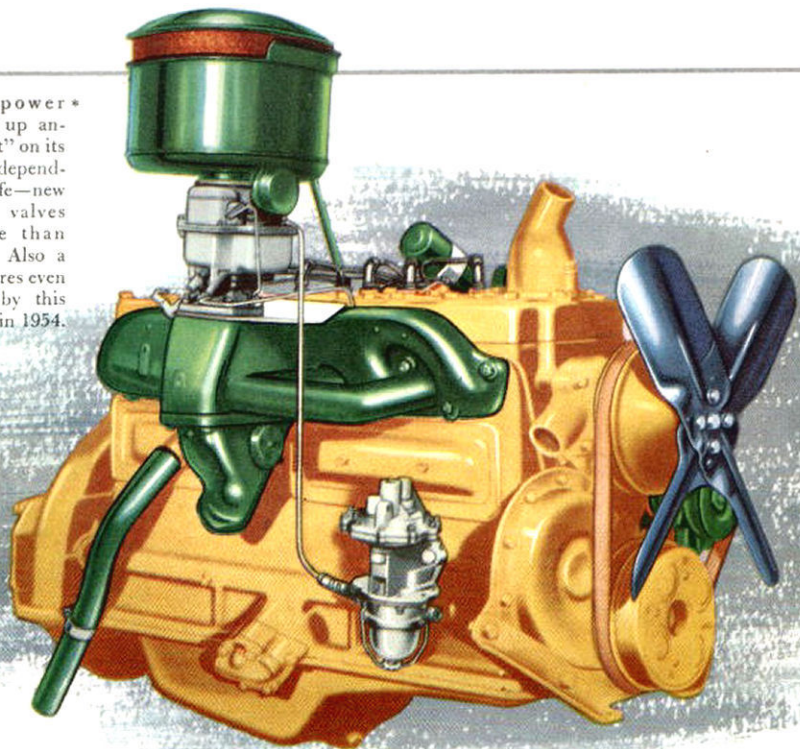


The rugged Pontiac Tru-X frame has been lengthened to provide a wheelbase of 124 inches for the new Star Chief line. Even the road-levelling length of the Chieftain's 122-inch wheelbase is unmatched in the Pontiac price class—or by some cars costing far more!

A MASTERWORK OF ENGINEERING LEADERSHIP

The 118-horsepower* Pontiac Six chalks up another exclusive "first" on its famous record for dependability and long life—new aluminum-dipped valves promise to more than double valve life. Also a new distributor assures even finer performance by this outstanding engine in 1954.

*With automatic transmission



Pontiac's famous Straight Eight engine with a high-compression ratio of 7.7 to 1* develops 127 horsepower—* all the eager pep and power you'll ever need—with a more efficient new carburetor and intake manifold.

*With automatic transmission

SPECIFICATIONS

ENGINE, General—L-head design; high compression cylinder head; steel-backed removable insert type main and connecting rod bearings.

COMPARISON of engine features:

	Standard 6 cyl.	Powerglide 6 cyl.	Standard 8 cyl.	Hydra-Matic 8 cyl.
Horsepower	115 @ 3800 rpm	118 @ 3800 rpm	122 @ 3800 rpm	127 @ 3800 rpm
Compression ratio	7.25:1	7.7:1	6.8:1	7.7:1
Bore and stroke	3 $\frac{3}{16}$ x 4	3 $\frac{3}{16}$ x 4	3 $\frac{3}{8}$ x 3 $\frac{3}{4}$	3 $\frac{3}{8}$ x 3 $\frac{3}{4}$
Piston Rings	3, all above pin	3, all above pin	2 above pin, 1 below pin	2 above pin, 1 below pin
Piston material	Aluminum alloy	Aluminum alloy	Chrome nickel alloy	Chrome nickel alloy
Projected crankshaft bearing area	13.1 sq. ins.	13.1 sq. ins.	16.2 sq. ins.	16.2 sq. ins.

GASOLINE TANK CAPACITY—*Pathfinder, Pathfinder Deluxe* and *Laurentian* series 13 $\frac{1}{4}$ Imperial gallons. *Chieftain* and *Star Chief* series 16 $\frac{1}{4}$ Imperial gallons.

COOLING SYSTEM—Copper-core radiator. Automatic all-weather engine temperature control. Pre-lubricated ball-bearing centrifugal water pump. Full-length water jackets completely surround each cylinder bore.

LUBRICATION—Full-pressure metered flow lubrication. Positive gear-type oil pump driven from crankshaft.

FUEL SYSTEM—Duplex dual downdraft carburetor with automatic choke. Thermostatic manifold heat control, quick warm-up steel tube fuel preheater and air-cooled fuel line—all contribute to Pontiac's outstanding economy.

ELECTRICAL—Six-volt, 15-plate, 100-ampere hours capacity. Automatic voltage control. Delco-Remy ignition with automatic and vacuum spark control Octane selector; 45-ampere generator. All-weather ignition system.

CLUTCH—Single dry-plate type, 9 $\frac{1}{2}$ inches in diameter on the Six, 10 inches on the Eight. Disengaging pressure approximately 25 lbs. Permanently lubricated bearings.

TRANSMISSION—All-silent, synchro-mesh. Steering column gear-shift control. POWERGLIDE optional at extra cost on *Pathfinder, Pathfinder Deluxe* and *Laurentian* series. Dual-range Hydra-Matic optional at extra cost on *Chieftain* series and is an automatic option on the *Star Chief* series.

FRAME—*Pathfinder, Pathfinder Deluxe* and *Laurentian*—box-girder frame. Flanged box-section side rails and cross members. *Chieftain* and *Star Chief* have U-channel cantilever frame with X-member crossbrace.

REAR SPRINGS—*Pathfinder, Pathfinder Deluxe* and *Laurentian*—semi-elliptic tapered leaf springs. Sealed airplane-type shock absorbers. *Chieftain* and *Star Chief*, Duflex rear springs.

BRAKES, Service—Duo-Servo hydraulic, multiseal internal expanding with molded linings. Eleven-inch drums, with alloyed iron brake surface. Power Brakes available at extra cost on all series.

BRAKES, Parking—Mechanically connected to both rear brake shoes and independent of hydraulic system.

BODY—All-steel reinforced Turret Top Body by Fisher. Doors of dual panel construction completely rubber insulated. Entire body is insulated against heat, cold and noise. Controlled ventilation system. Push-button exterior door locks. Counter-balanced trunk lid. Recessed, concealed gasoline filler. Large, curved, "wide-horizon" windshield. Rear view mirror. Safety glass throughout. Fisher No-Draft Ventilation. "Centre-poised" seating. Adjustable front seat. Automatic front window and seat controls available at extra cost on the *Pathfinder Deluxe* and *Laurentian* series. Electric front window lifts available at extra cost on *Chieftain* and *Star Chief* series. Comfort control front seat available at extra cost on *Chieftain* and *Star Chief* series. Shade-Lite glass available at extra cost on all models.

LIGHTS—Sealed-Beam headlamps. Separate parking lamps in grille. Single licence-plate lamp. Dome light with integral switch. Automatic door-pillar switches on deluxe models.

INSTRUMENT PANEL—Magna-View speedometer, gasoline, battery, oil pressure and engine temperature indicators. Instruments indirectly lighted. Variable light control. Headlamp beam indicator. Key-turn starter. Large glove compartment with lock. Glove compartment light in deluxe models. Two windshield defroster openings. Electric clock on deluxe models. Autronic Eye optional at extra cost, mounted on left-hand top side of dash panel.

TIRES—*Pathfinder, Pathfinder Deluxe* and *Laurentian*, 6.70 x 15, 4-ply. *Chieftain* and *Star Chief* series, 7.10 x 15, 4-ply. White sidewall tires optional at extra cost on all models.

WHEELBASE—*Pathfinder, Pathfinder Deluxe* and *Laurentian*, 115 inches. *Chieftain* series 122 inches. *Star Chief* series, 124 inches.

FRONT SUSPENSION—Shock-proof action with coil springs. Sealed airplane-type shock absorbers. Ride stabilizer mounted in rubber.

STEERING GEAR—Worm and roller type. *Pathfinder, Pathfinder Deluxe* and *Laurentian*, ratio 19.4 to 1. *Chieftain* and *Star Chief*, ratio 19 to 1.

POWER STEERING—Optional at extra cost on *Pathfinder, Pathfinder Deluxe, Laurentian* and *Star Chief*, but only in combination with the automatic transmission on *Chieftain* series.

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