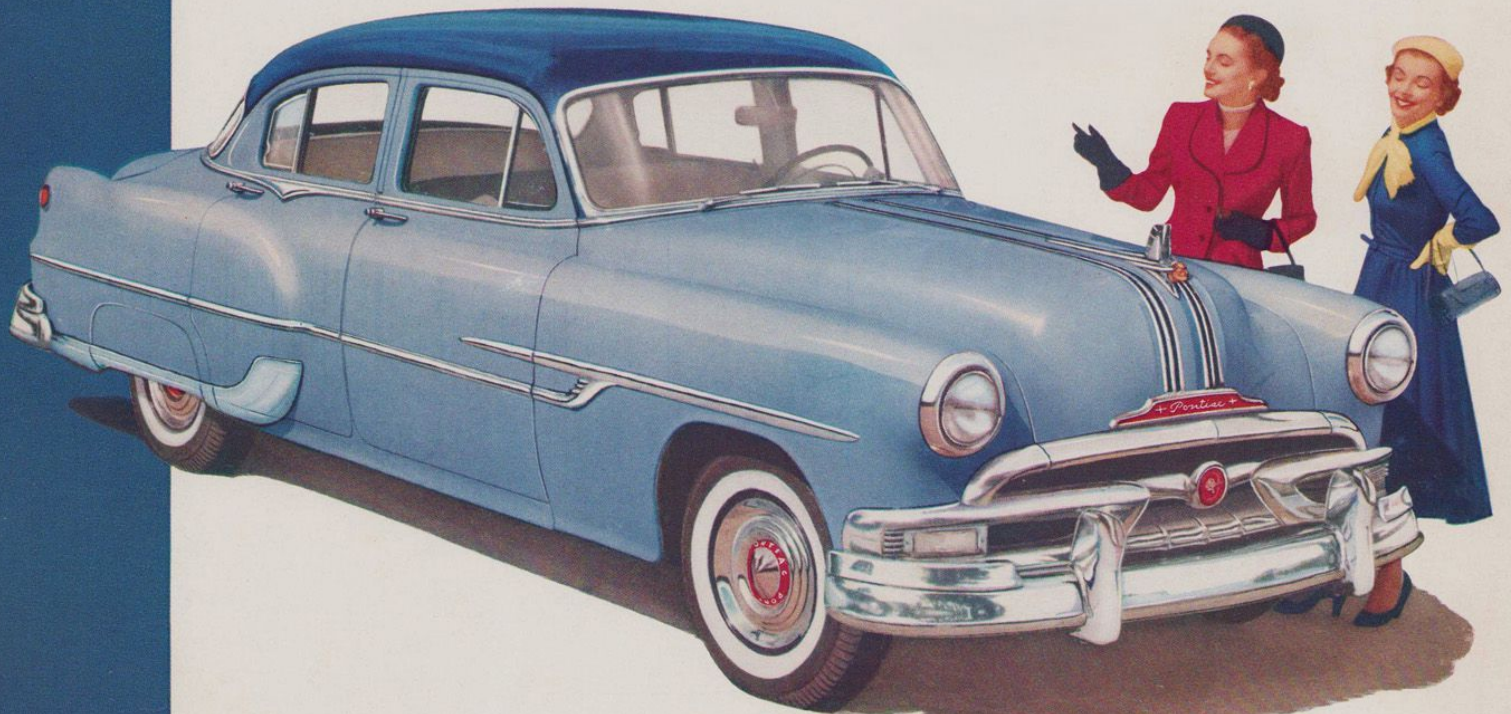


THE **MEW** 1953

DUAL-STREAK *Pontiac*



IT'S

mew!



A GENERAL MOTORS MASTERPIECE!



mew!

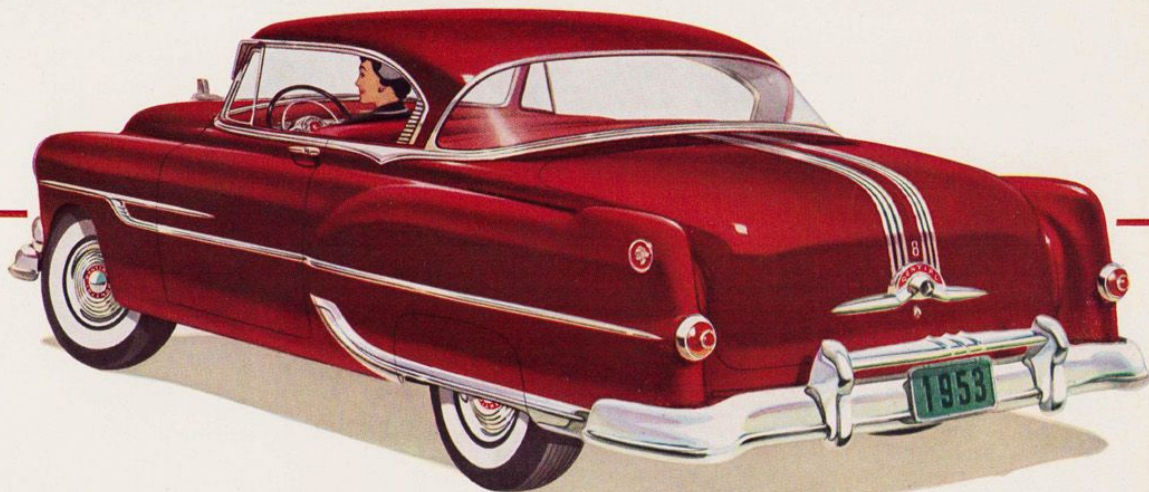
**LONGER WHEELBASE** The 1953 Pontiac is longer, roomier, heavier, to give you an even better ride. Its new Curve-Control Steering Action gives you improved control on curves. The new over-all steering ratio reduces the steering effort in parking as much as 20%. Pontiac's new Comfortmaster Ride smooths out rough roads, leaves you relaxed at the end of a long, long day of driving!

**mew!**

**PONTIAC POWER STEERING**

With Pontiac Power Steering\* one of the hard parts of driving is accomplished mechanically. A hydraulic booster relieves the driver of up to 75% of steering effort—yet goes to work *only when it's needed*, and leaves the driver in *complete control at all times*.

\*Optional at extra cost.



**THE DUAL-STREAK 1953**

**Pontiac!**

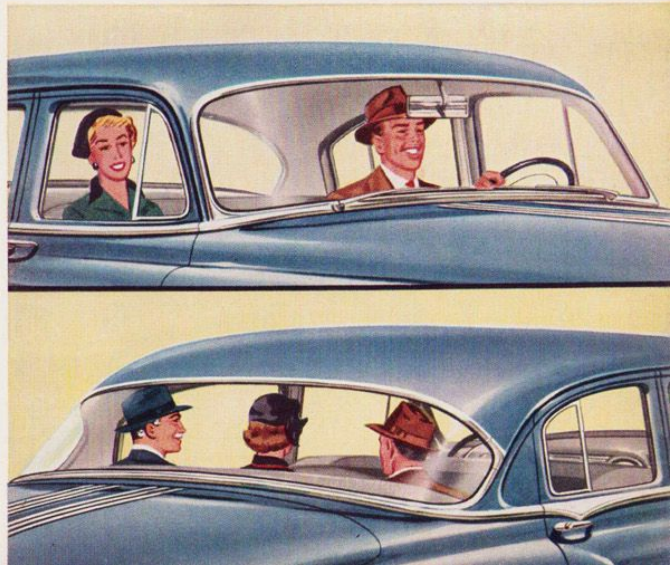
**THE MOST BEAUTIFUL THING ON WHEELS!**

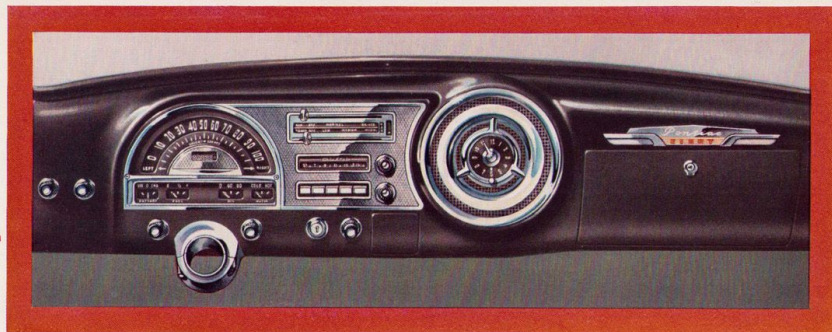
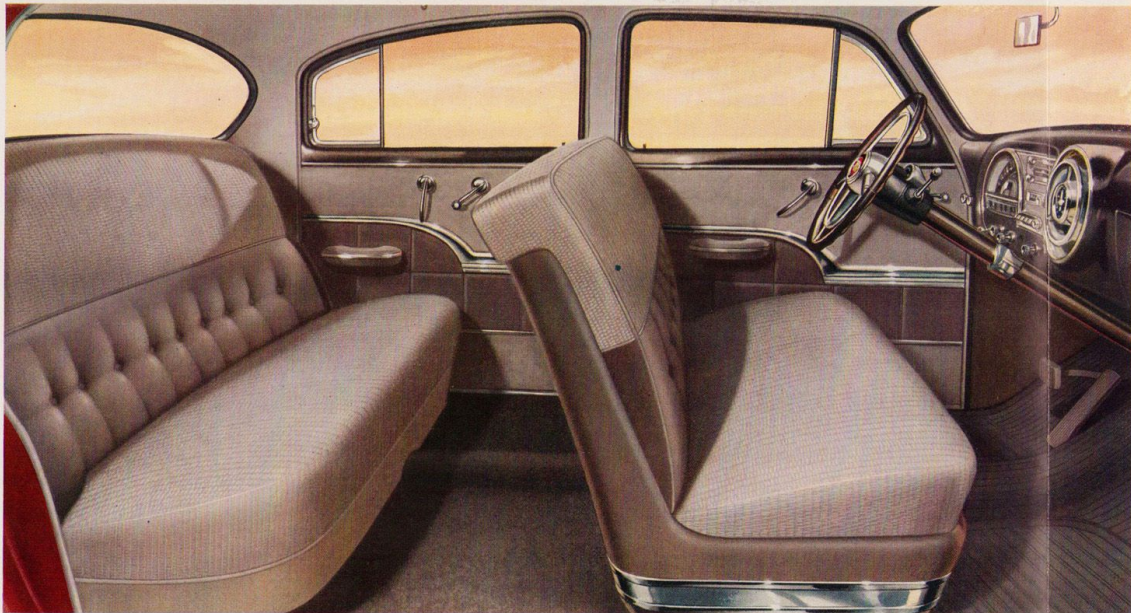
**mew!**

**WIDE-HORIZON VISION**

Pontiac's new one-piece curved windshield provides a wide, unobstructed angle of vision and the wrap-around rear window increases vision through the rear-view mirror by 39% for greater safety and driving pleasure.

**PLUS** *New Cross-Country Luggage Compartment . . . New Step-Up Rear Fenders and Dual-Streak Side Moldings . . . New Concentric Gearshift Lever and Steering Column . . . New Recessed Headlamps . . . New Easy-Pull Hand Brake . . . New Parking and Steering Ease . . . New Crank-Operated Venti-Pane . . . Choice of Two Great Power Plants!*



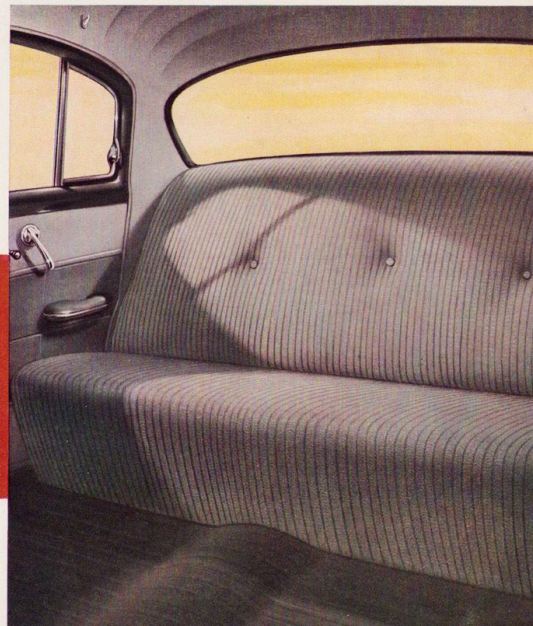


**Panorama-view instrument panel**—Pontiac's handsome instrument panel is as practical as it is beautiful and it's scientifically designed to eliminate glare, day and night. All controls are centered around the steering column. With new Key-Quick starting, one turn of the ignition key starts the car and the key returns to normal driving position automatically.

**mew!**

**mew!**

**Interior luxury at its lowest cost**—The beautiful Pontiac Special gives you interior comfort far beyond its modest cost. Arm rests, automatic door-controlled lighting, ash trays and many other conveniences are standard equipment on all Special models. Nowhere can you buy a car so completely equipped at a price so very, very low.



**mew!**

**BEAUTIFUL, LUXURIOUS  
COLOR-KEYED INTERIORS... ROOMIER IN EVERY WAY!**



Pontiac's handsome two-tone interiors are expertly harmonized to body color, and are upholstered in a combination of rich wool broadcloth and beaded nylon fabric. There's more leg room, hat room and hip room. Rear seats provide two inches more leg room and rear cushions are one inch deeper. New accelerator positioning provides, in effect, an increase of one inch in driver leg room.

**mew!**

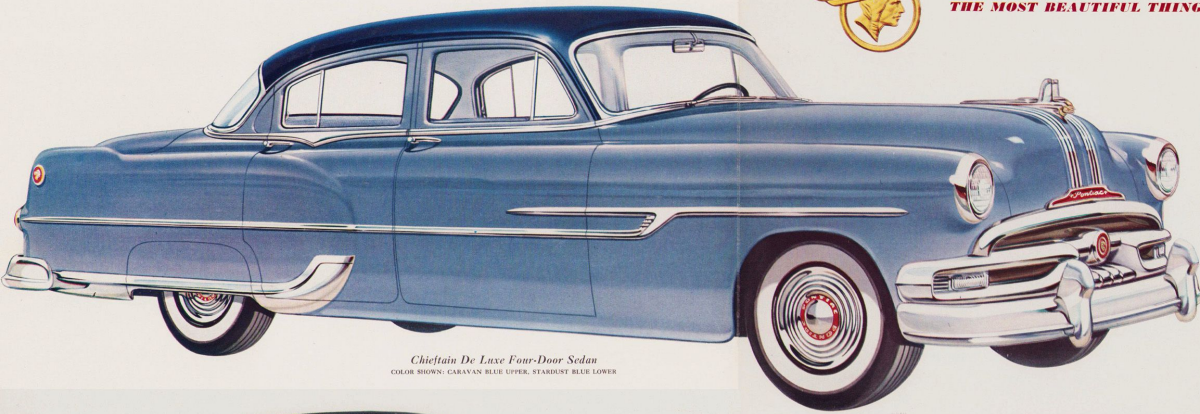
**NYLON AND BROADCLOTH COMBINATIONS:**

Pontiac De Luxe interiors combine rich wool broadcloth with nylon fabric in two-tone harmonies of blue, green or grey. No matter which body color you choose, there's an interior color to harmonize.

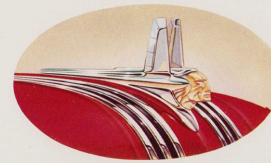
CHOOSE YOUR 1953 **Pontiac** WITH BEAUTIFUL NEW DUAL STREAK STYLING... FROM THIS WONDERFUL SELECTION OF MODELS



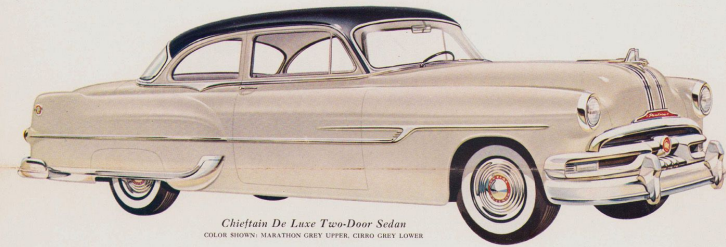
THE MOST BEAUTIFUL THING ON WHEELS



Chieftain De Luxe Four-Door Sedan  
COLOR SHOWN: CARAVAN BLUE UPPER, STARDUST BLUE LOWER



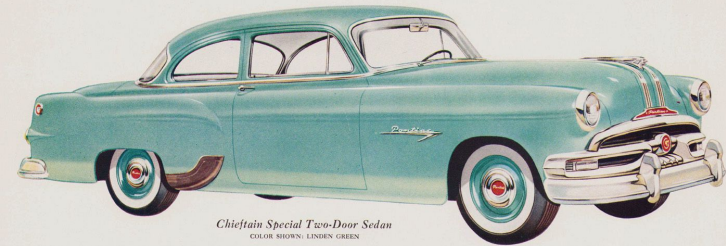
Whatever you want in an automobile, you'll find you get it in magnificent measure in the 1953 Pontiac. Pontiac alone gives you so wide a choice of models and colors, six- or eight-cylinder engines, Dual-Range Hydra-Matic or Synchro-Mesh transmissions and Special or De Luxe appointments. Choose your favorite from the beautiful models on this page—and be secure in the knowledge that whichever one you prefer, you're making the perfect choice because they're all Pontiacs—and they're all wonderful!



Chieftain De Luxe Two-Door Sedan  
COLOR SHOWN: MARATHON GREY UPPER, CIRRO GREY LOWER



Chieftain Special Four-Door Sedan  
COLOR SHOWN: SPRUCE GREEN

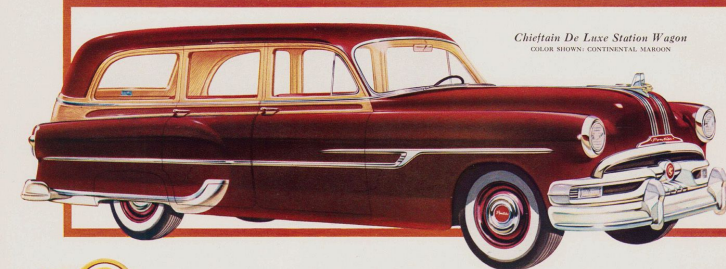


Chieftain Special Two-Door Sedan  
COLOR SHOWN: LINDEN GREEN



Chieftain De Luxe Convertible  
COLOR SHOWN: SANTA FE RED

White sidewall tires and accessories shown, optional at extra cost.

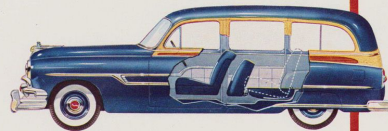


Chieftain De Luxe Station Wagon  
COLOR SHOWN: CONTINENTAL MAROON

AMERICA'S FINEST STEEL STATION WAGON

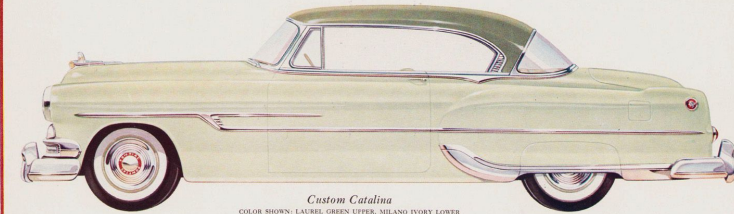
No car is more versatile—no car is smarter—than the Pontiac Steel Station Wagon. Big, sleek and roomy, the Pontiac Station Wagon is offered in three body types. There's the De Luxe two-seater, one of America's most luxurious station wagons—plus two Special Station Wagons, one model with two seats, the other with three. The Pontiac Station Wagon is a car you're bound to see headed for the open spaces or a favorite fishing or hunting spot—wherever people enjoy living. And it's just as much at home on shopping tours as it is at the school gate. For fun, for work, for everything you've ever wanted a car to do—the answer is a Pontiac Station Wagon. Both De Luxe and Special Station Wagons give you the silence, sturdiness and durability of a steel body.

The De Luxe Station Wagon shown at the left can carry the people in luxurious comfort, and you can almost double its load-carrying space in a 1953. The Special model Station Wagon is available in your choice of three- and two-seater models.



In the De Luxe Station Wagon shown above, and two-seater Special models, the rear seat folds down and is protected by chrome strips. In the Special three-seater the third seat is removable. Whichever your Station Wagon needs, Pontiac offers you the most distinctive, most practical Station Wagon you can buy at a price as low as you probably think!

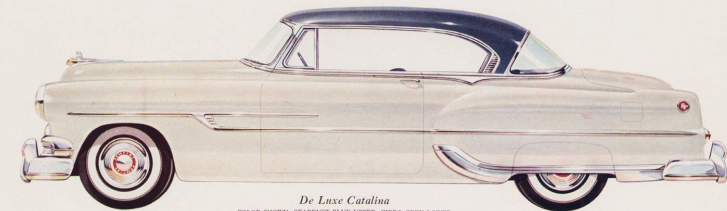
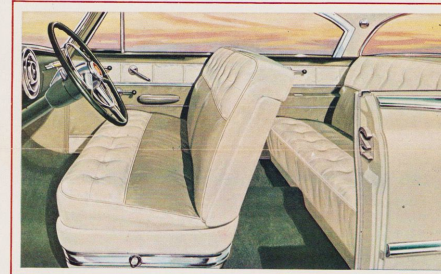
America's most distinctive car...THE **Catalina!**



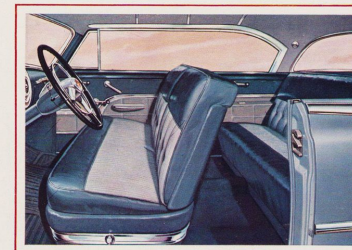
Custom Catalina  
COLOR SHOWN: LAUREL GREEN UPPER, MILANO IVORY LOWER



The Pontiac Custom Catalina, since it was introduced three years ago, has held its place as the most distinctive car on the road. Completely restyled for 1953, the Pontiac Custom Catalina is more elegant than ever. Its exclusive colors of Laurel Green and Milano Ivory are expertly matched inside and out. Interiors are available in either genuine hand-buffed leather or leather and nylon, with the instrument panel, steering wheel and all interior trim in the same gorgeous hues.



De Luxe Catalina  
COLOR SHOWN: STARDUST BLUE UPPER, CIRRO GREY LOWER



The De Luxe Catalina is the easiest step you can make into the world of luxury motor cars—for this great Pontiac model, although it is very modestly priced, offers a complete choice of exterior colors beautifully matched to genuine leather and nylon interiors. You can choose any one of four shades of leather, carefully combined with nylon trim and harmonizing with any one of twelve solid or two-tone exterior colors. No other car offers you the distinction of Pontiac's Dual-Streak styling, plus the luxurious smartness and appointments of a Catalina interior at such a surprisingly low cost. In addition to its surpassing good looks, this Catalina is a magnificent performer and a very economical car to drive. Here is a car you will be proud to drive for a long, long time and your satisfaction will grow by the mile!



DOLLAR FOR DOLLAR you can't beat a **Pontiac**... BUILT TO LAST 100,000 MILES

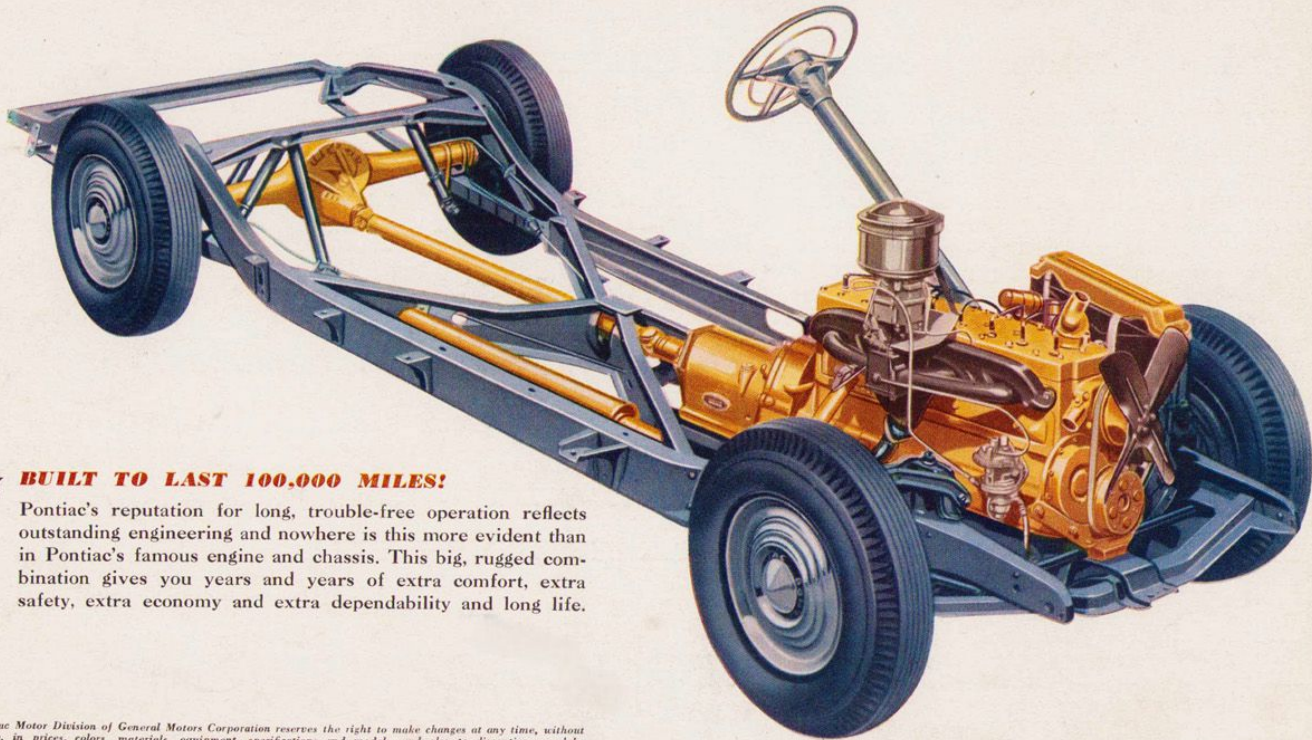


★ **DUAL-RANGE PERFORMANCE**

Whenever road or traffic conditions call for a change, Pontiac's spectacular Dual-Range Hydra-Matic Drive\* lets you take every situation in stride—without hesitation and smooth as silk. In Traffic Range you get amazing get-up-and-go. In Cruising Range you roll along mile after mile with almost unbelievable quiet and with engine revolutions cut up to 30 per cent to save you gas.

*\*Optional at extra cost.*

**A MASTERPIECE OF ENGINEERING LEADERSHIP**



★ **BUILT TO LAST 100,000 MILES!**

Pontiac's reputation for long, trouble-free operation reflects outstanding engineering and nowhere is this more evident than in Pontiac's famous engine and chassis. This big, rugged combination gives you years and years of extra comfort, extra safety, extra economy and extra dependability and long life.