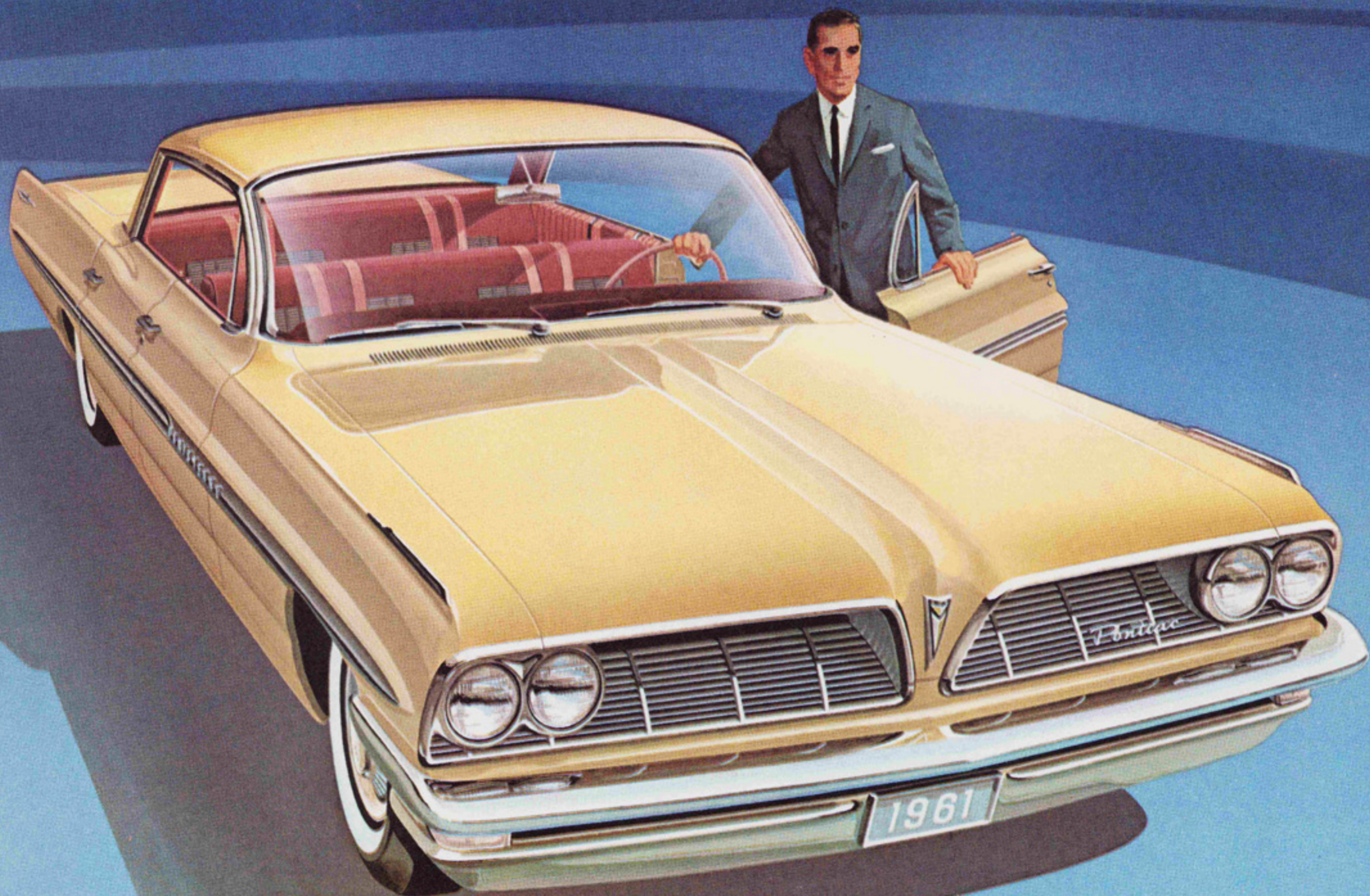


Pontiac '61



PARISIENNE SERIES

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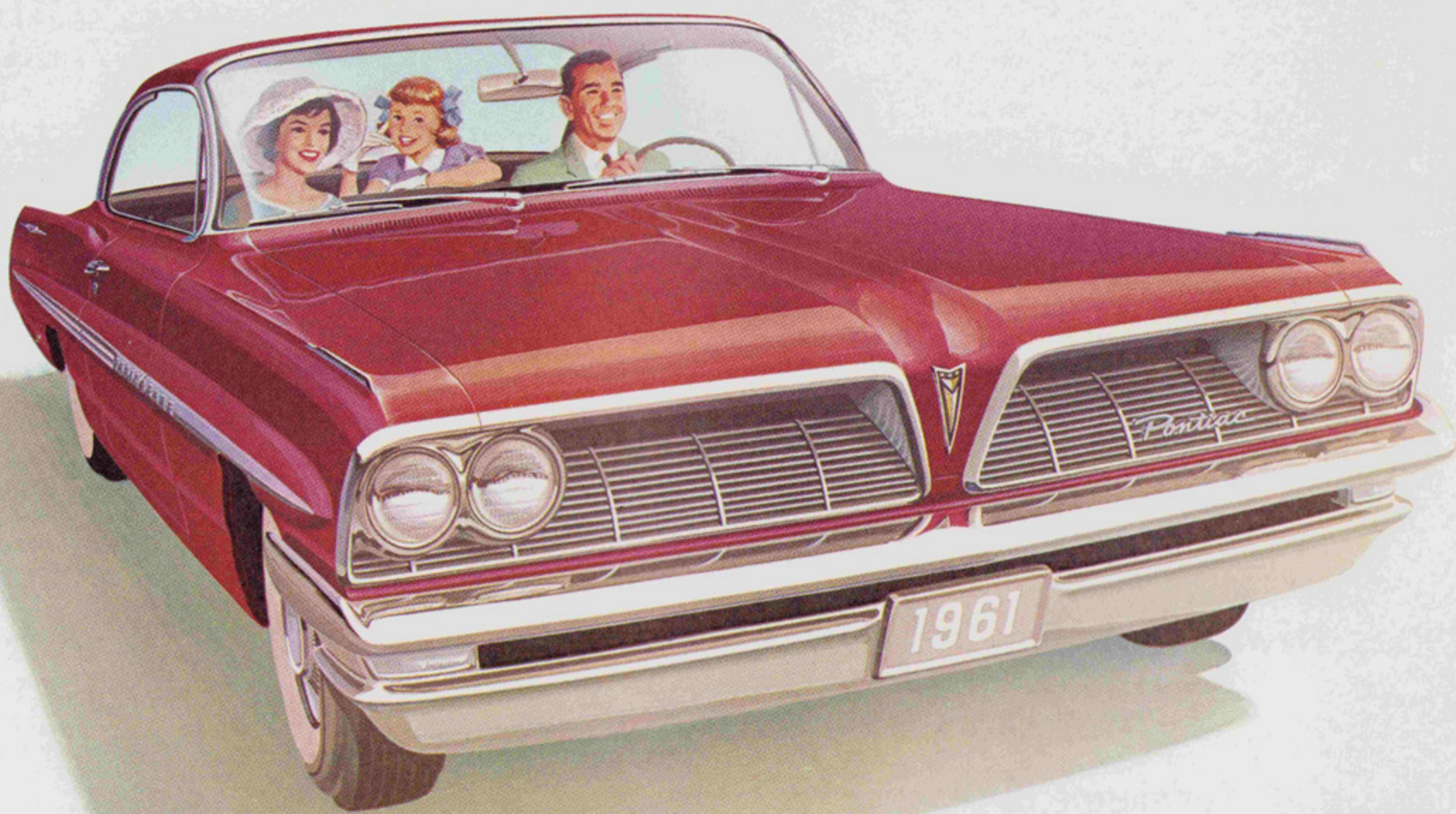
LAURENTIAN SERIES

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STRATO-CHIEF SERIES

Here comes PONTIAC'S greatest success!

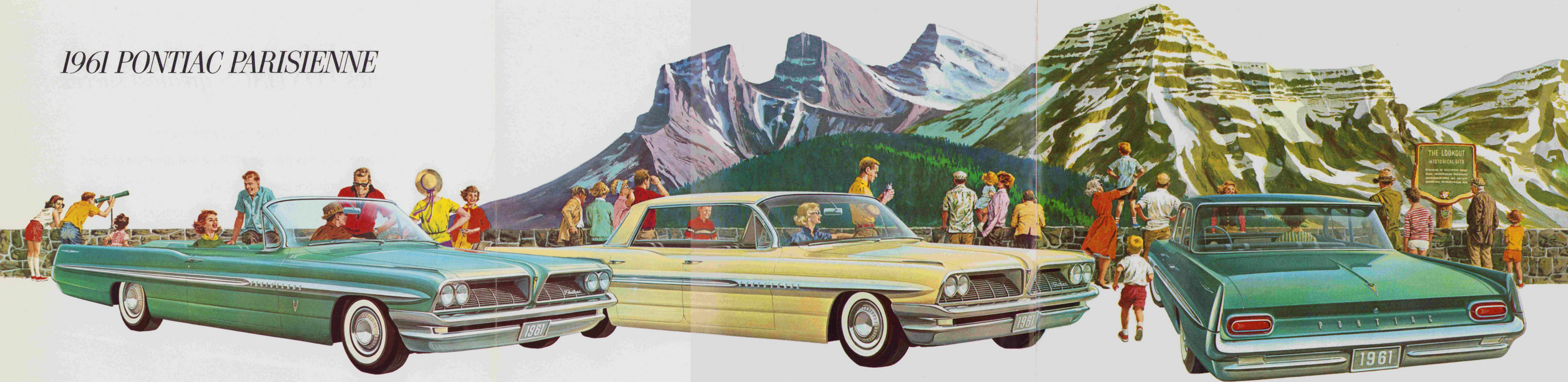
Prepare yourself for a totally new expression of
automotive pleasure—an exciting combination of spirit
and splendor—a unique blend of dignity
and subtle refinement—



PARISIENNE Sport Coupe in honduras maroon

+ this is *PONTIAC* for 1961!

1961 PONTIAC PARISIENNE



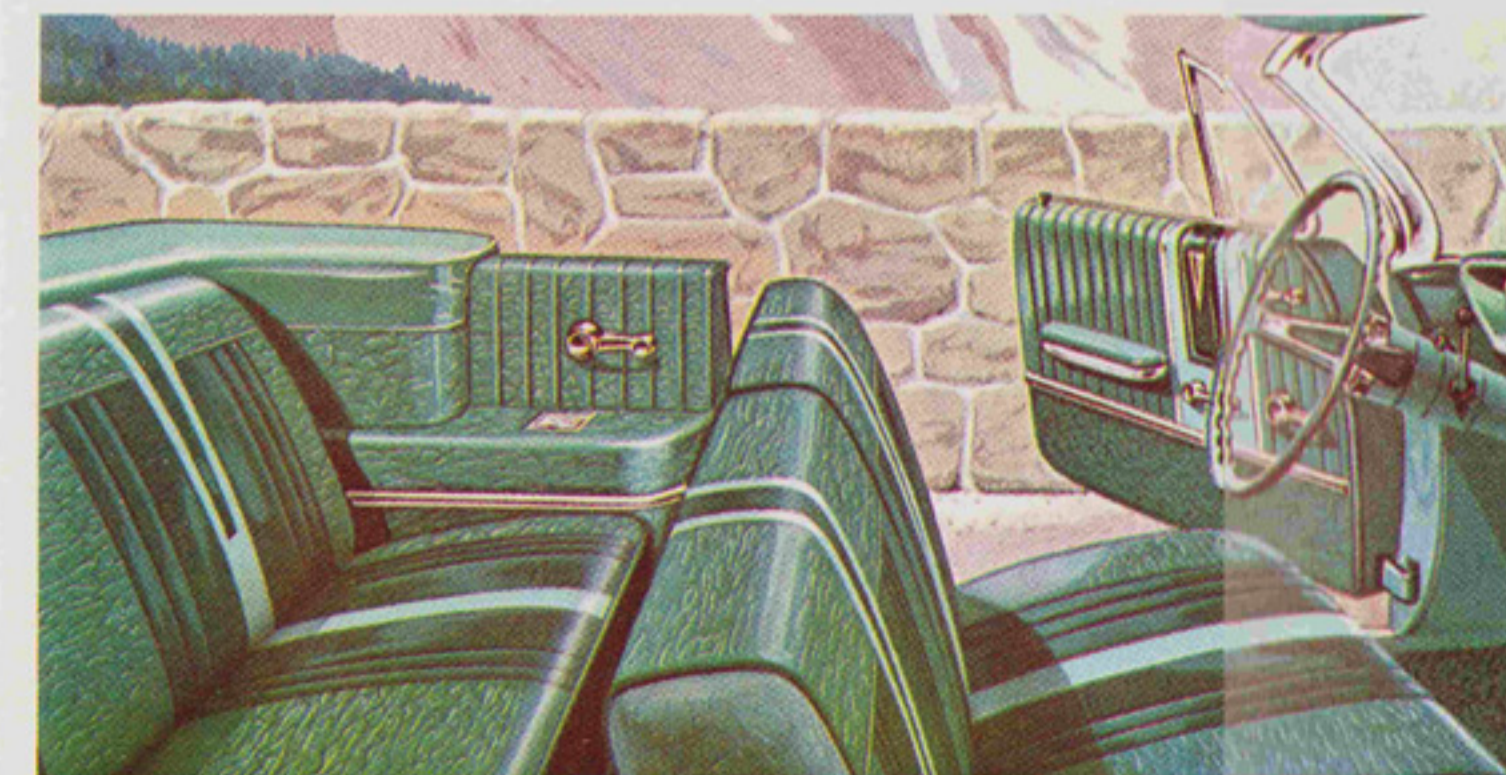
PARISIENNE Convertible in arbor green

New in spirit, new in splendor—

more comfortable—more luxurious than ever before—

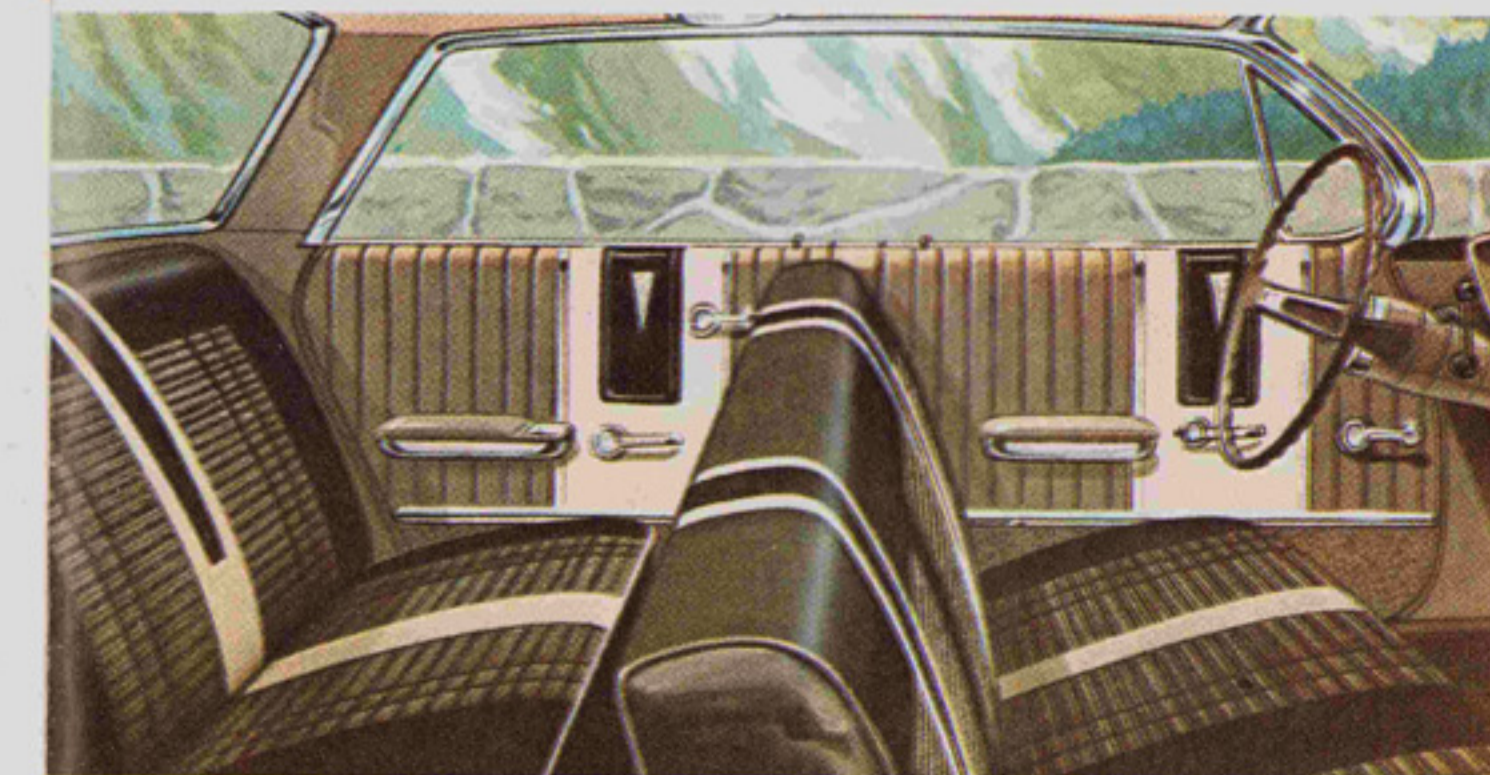
Parisienne by Pontiac!

Parisienne—the greatest name in Canadian Pontiacs, brings you the new look of balanced proportion—trim on the outside—yet roomy inside for a new dimension of driving comfort! Notice the new gracefully curving windshield pillars which are designed to allow greatly increased front seat entrance and exit room. For poise, purpose and prestige, Parisienne is beyond question, the finest car in its field.



PARISIENNE Sport Sedan in coronna cream

With Parisienne—convenience is a keyword that opens the way to new heights of comfort and pleasure. Take the inviting Parisienne interiors; here, such items as electric clock, extra-long arm rests, foam cushioned front and rear seats and rich, deep-twist carpeting are standard equipment. Indeed, these are only some of the many luxury features you enjoy with every new Parisienne—at no extra cost.



PARISIENNE 4-door sedan in twilight turquoise

In every eye-appealing way, the elegant Pontiac Parisienne for 1961 takes top honors. The Parisienne's good looks, like those of all Pontiacs, are protected by the gem-hard brilliance of Magic-Mirror finish. This interior view of the magnificent Parisienne Sport Sedan shows how the curving rear window creates a completely new custom appeal. Luxurious upholsteries again reflect the superior quality of Parisienne; rich patterned fabrics and soft leather-grained Vinyls blend perfectly with the new interiors, which are available in many breathtaking new color combinations.

1961 PONTIAC LAURENTIAN

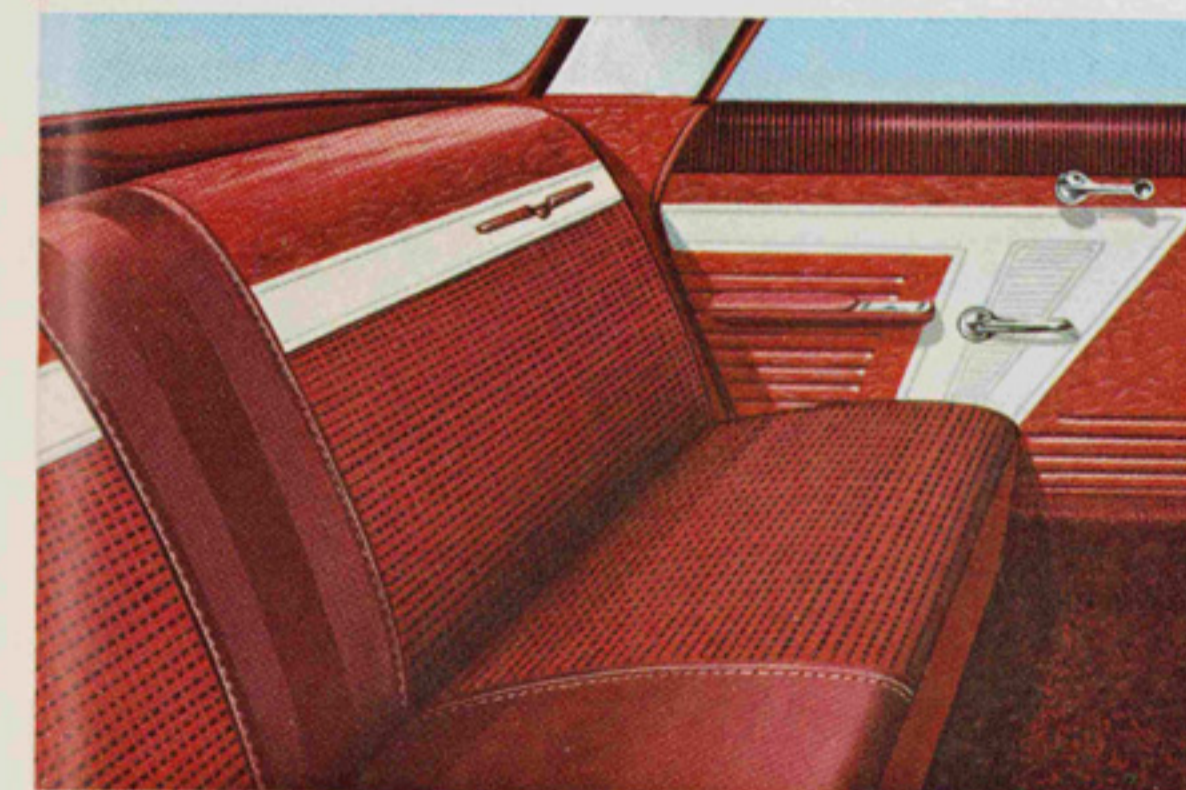


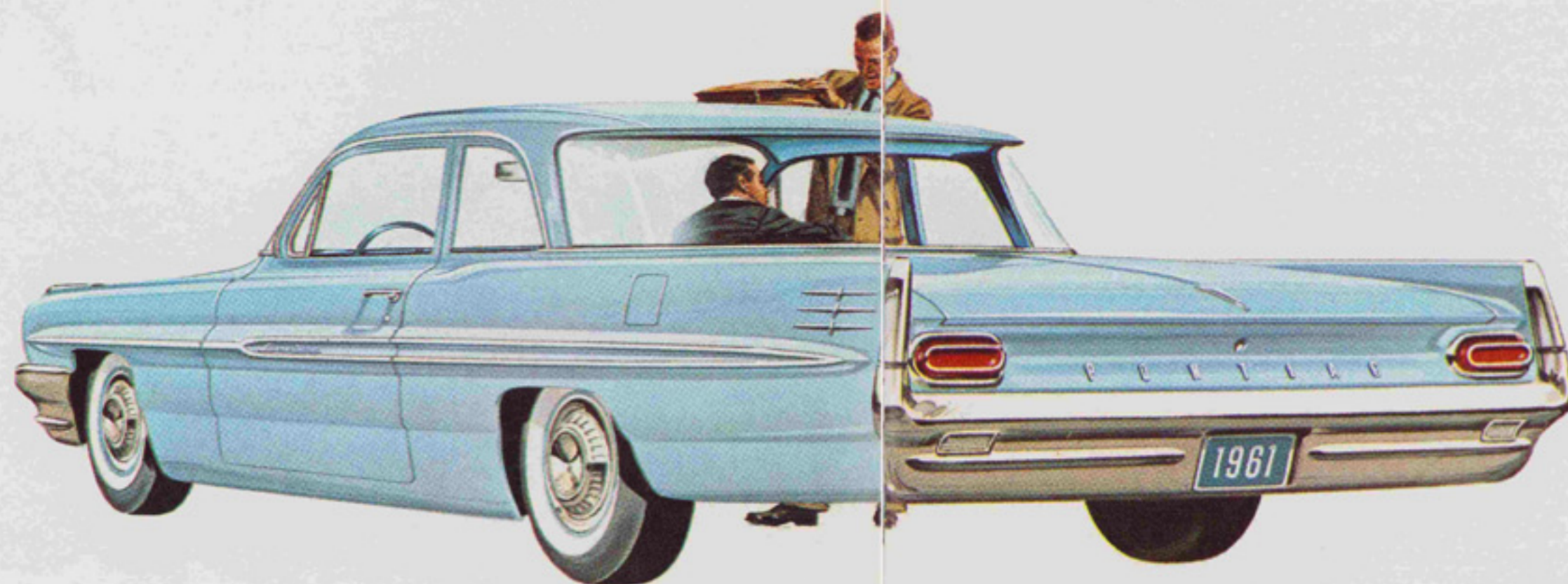
LAURENTIAN Sport Sedan in fawn beige and cherrywood bronze

Recognized as the value-leader in its field,
the Laurentian series again proves that driving luxury
and modest price go hand-in-hand.

Gay and glamorous as never before—that's Laurentian for '61. Clean, crisp lines with that modern flavor promise your Pontiac a life of admiring looks—of lasting value. Easier than ever to drive, too—with new, neat proportions that make parking a pleasure.

You'll find luxury everywhere in Laurentian for '61. New upholsteries and distinctive trim mark the excellence you expect—and get, with this outstanding series. Vinyl-coated color-matching rubber mats, with rich, deep-pile carpet inserts, are used in front and rear compartments on all models.





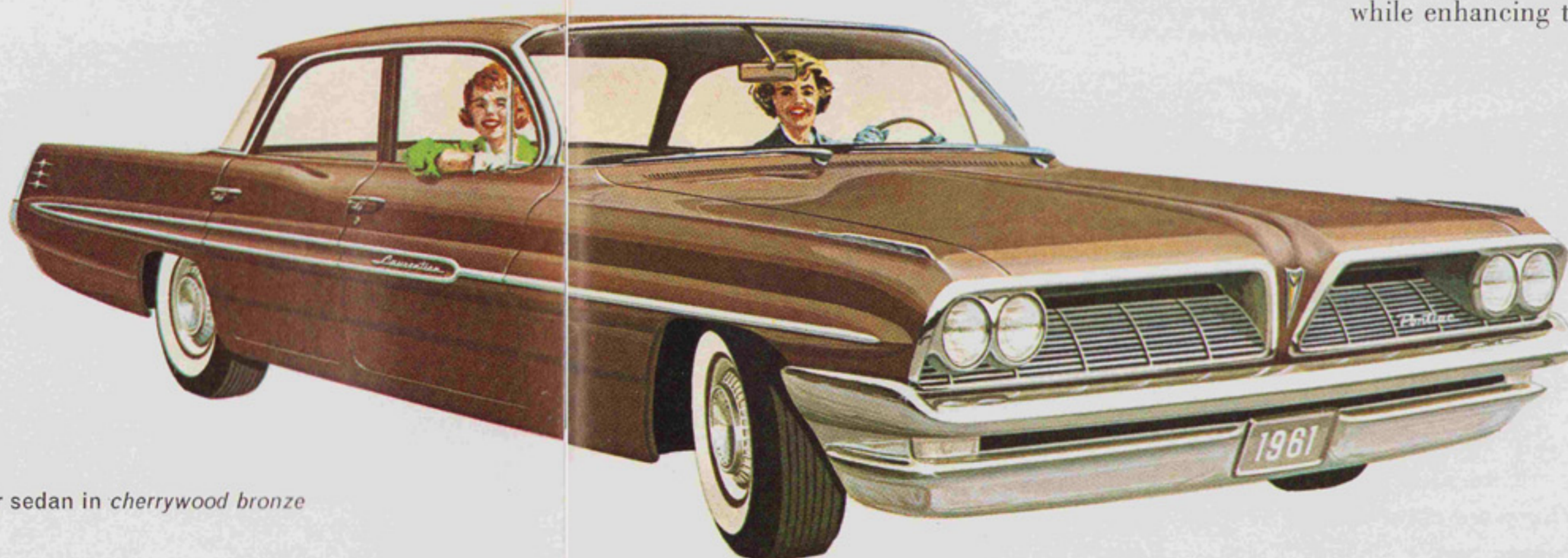
LAURENTIAN 2-door sedan in *tradewind blue*

Even rooflines take on a new shape for '61. The elegant Laurentian 2-door sedan pictured here, shows the new canopy roof to great advantage. See how rear extension protects back seat passengers from summer sun.



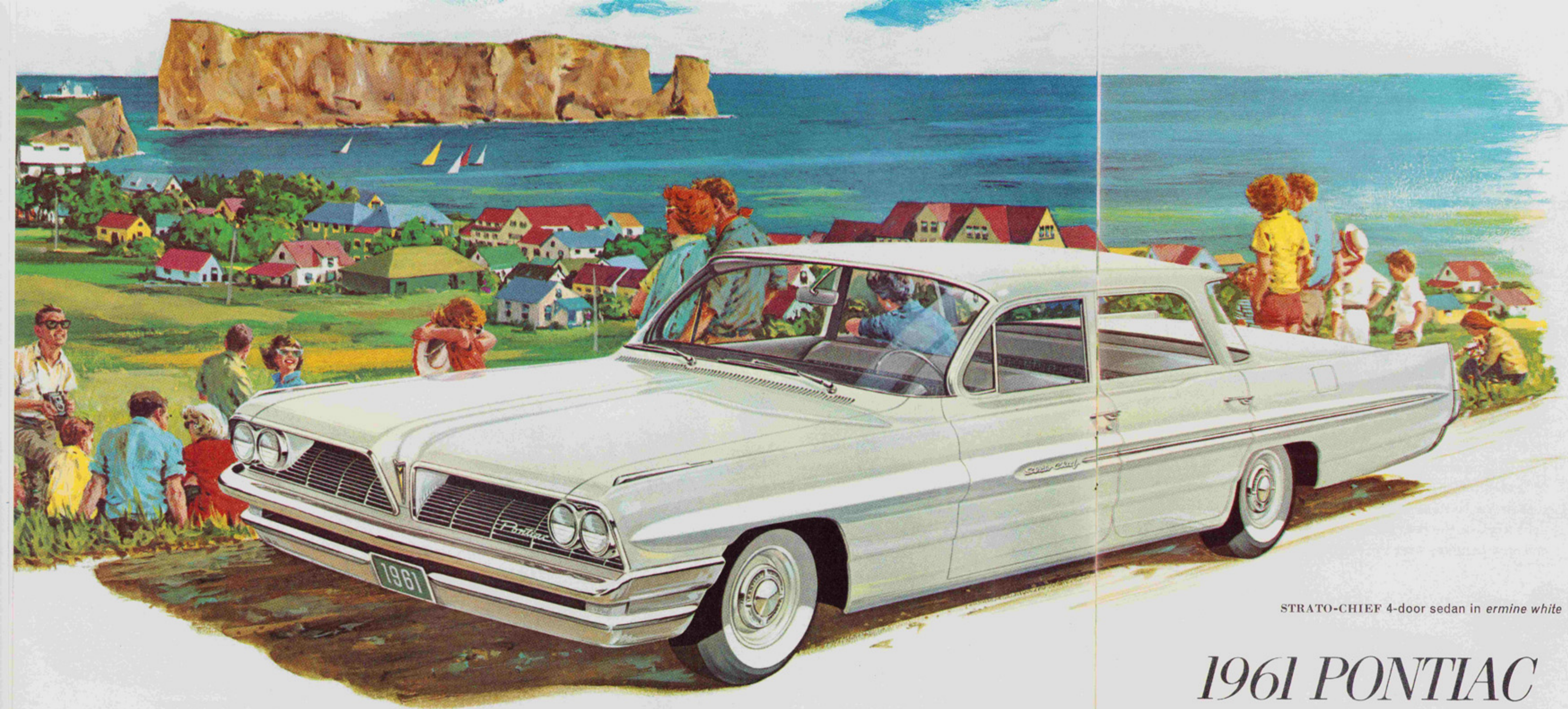
LAURENTIAN Sport Coupe in *midnight blue*

Here's the new silhouette of the Laurentian Sport Coupe. Its sweeping rear pillars frame an impressive rear window while enhancing the modern flair of this handsome car.



LAURENTIAN 4-door sedan in *cherrywood bronze*

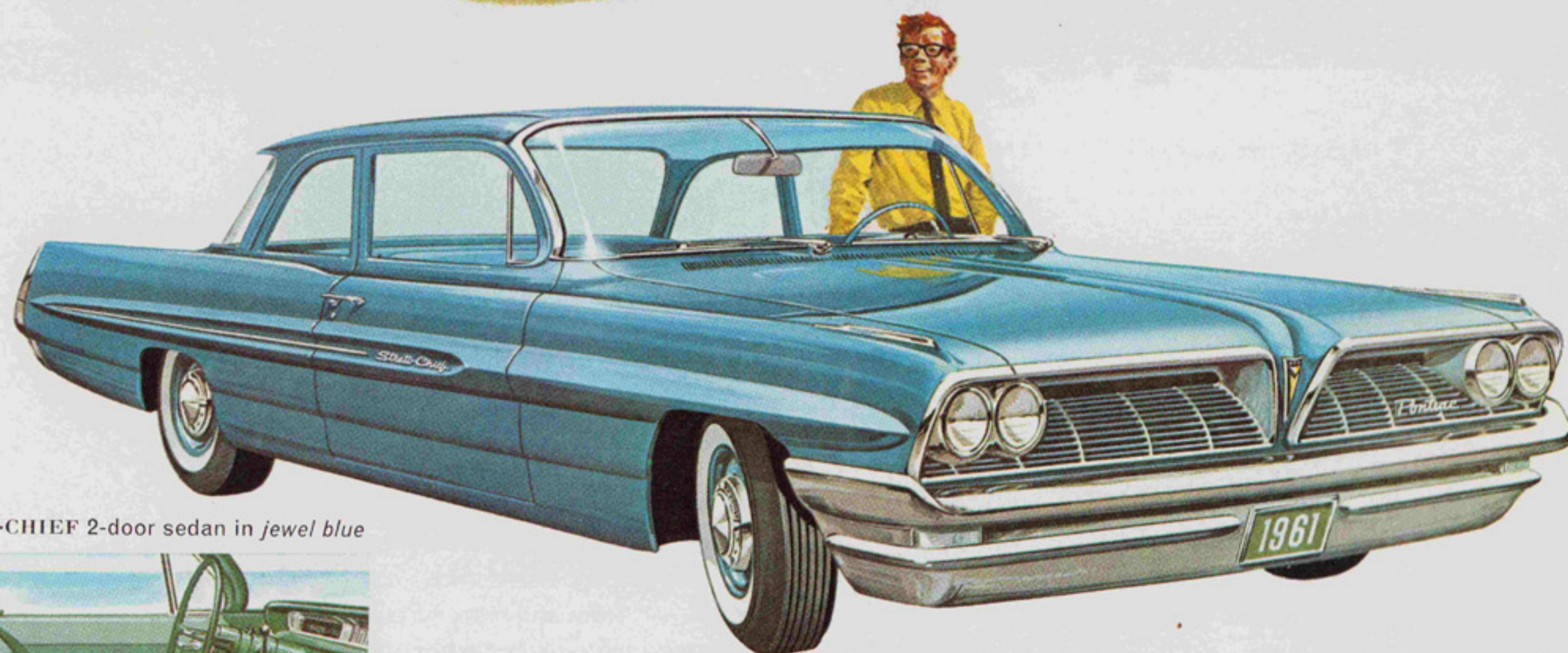
Inside this fun-loving Laurentian 4-door sedan, you'll find comfort and convenience features galore! New foam cushioning, chair-height seats front and rear, automatic dome light, glove compartment light, cigarette lighter, twin rear ash trays and deluxe steering wheel—these are some of the luxury items you enjoy whichever '61 Laurentian model you choose.



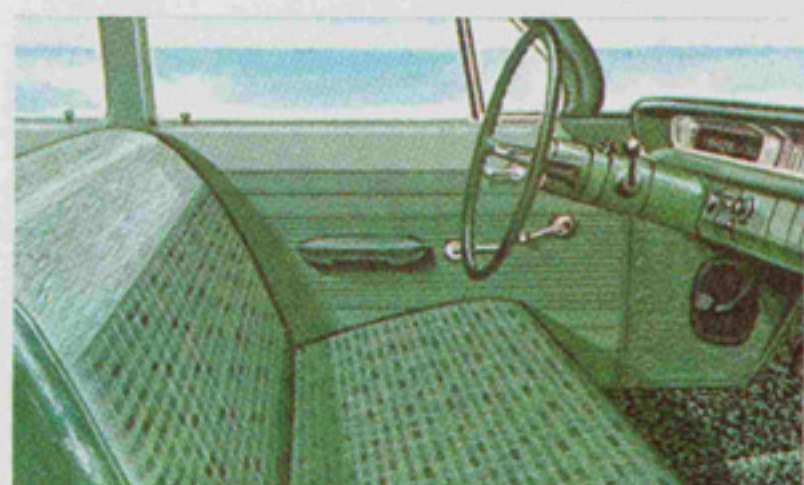
STRATO-CHIEF 4-door sedan in *ermine white*

1961 PONTIAC STRATO-CHIEF

Hail the value packed Strato-Chief! Only the price tag tells you it's designed for the economy minded—because when you drive and examine this beauty, you'll see it has all the smartness, quality and sound engineering that goes in to *every* Pontiac for 1961. Foam-cushioned front seat, dual extendable sunshades, glove compartment lock and deluxe steering wheel are some of the many comfort and convenience features you enjoy on every new Strato-Chief except thrift models.



STRATO-CHIEF 2-door sedan in *jewel blue*



New patterns and colors enhance the interiors and upholstery treatment of the new Strato-Chief models. Floors are covered with a durable, easy-care rubber mat.

These tireless workers can't be beaten for dependable, economical service in your business—in any business! Low-priced Strato-Chief thrift models (*shown at right*) are available in a choice of 2-door and 4-door sedan models to suit your particular operation.

STRATO-CHIEF 4-door sedan thrift model in *seafoam green*



STRATO-CHIEF 2-door sedan thrift model in *shadow gray*

1961 PONTIAC

SAFARI STATION WAGONS

In station wagons too, Pontiac makes the big jump ahead in styling, engineering and downright versatility. All Pontiac Safaris for 1961 offer the convenience of 4 wide doors, 86.5 cu. ft. of cargo space—*plus* an extra 10.5 cu. ft. of storage in the new concealed compartment under the rear platform on 6-passenger models.

Over the years Safari wagons have built a solid reputation of rugged dependability, comfort and value—and the '61's are no exception to the rule. Pontiac's smooth-acting all-coil suspension system and effortless Ball-Race steering make light work of the heaviest loads—ensure a safe, smooth ride and easy handling over the roughest country roads.

For 1961, Pontiac Safaris are offered in a choice of 5 outstanding models—3 six-passenger and 2 nine-passenger versions. In both six and nine-passenger models, Pontiac gives you the most advanced wagon design. Wider, higher tailgate opening, for example, makes for easier handling of all cargos.

Here are town-car elegance and cross-country convenience in one impressive package. Whether you drive for pleasure or profit—or both, and if space and comfort are first considerations—the Parisienne Safari is *your* kind of car!



Reflecting Pontiac's new look of splendor for '61 is this Parisienne 4-door 6-passenger Safari in Dawnfire Mist. Among its many no-cost extras this luxurious model features long-wearing, scuff resistant, deep pile nylon carpets throughout—even on the load floor—identifying it as the finest station wagon in its field.

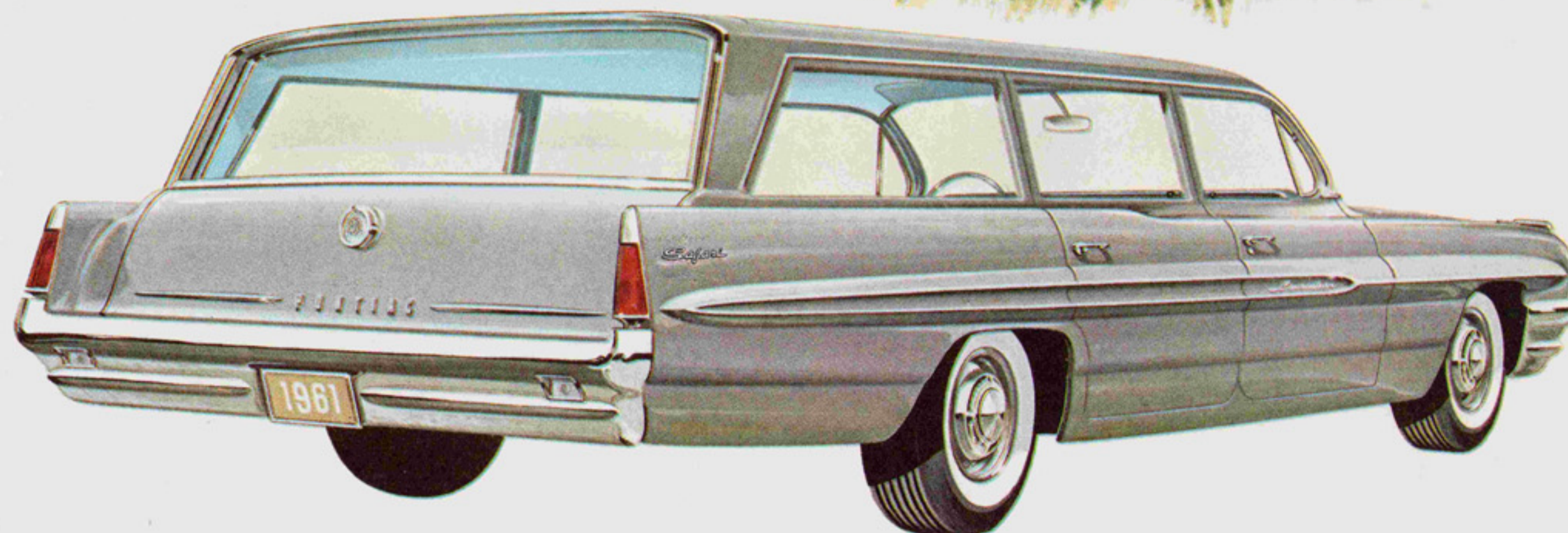
PARISIENNE 6-passenger Safari in dawnfire mist

1961 PONTIAC LAURENTIAN SAFARIS

Here's the purposeful Laurentian 4-door,
9 passenger Safari for '61.



LAURENTIAN 9-passenger Safari in *almond beige*

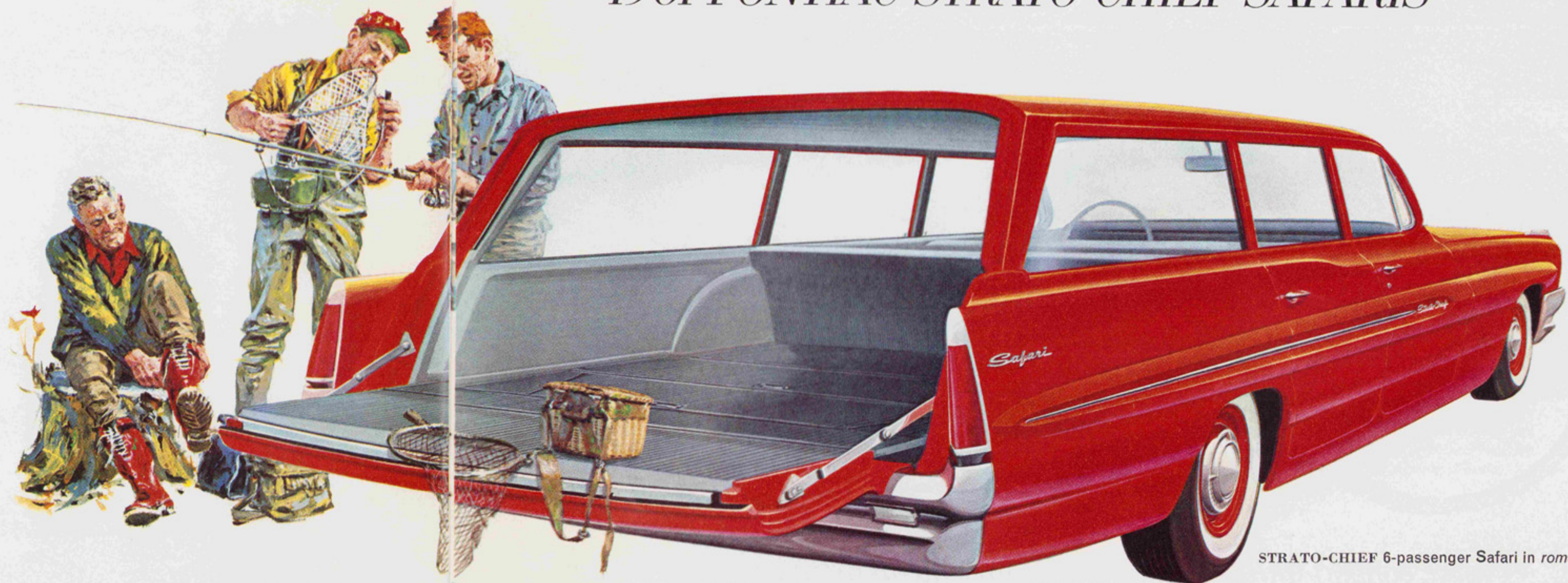


LAURENTIAN 6-passenger Safari in *sateen silver*

There's a six- and a nine-passenger Safari in the glamorous Laurentian series. Each boasts of the many luxury features that are synonymous with this famous Canadian name. And this year counter-balancing hinges are designed to take more of the tailgate weight—making it easier to open and close.

You'd be hard-pressed to try and count the admiring glances this handsome wagon receives in a day! It's the Laurentian 4-door 6-passenger Safari—an attention-getter on any highway or byway! Power for your Safari is available from 4 gas-conscious V8's or Pontiac's famous Strato-Six.

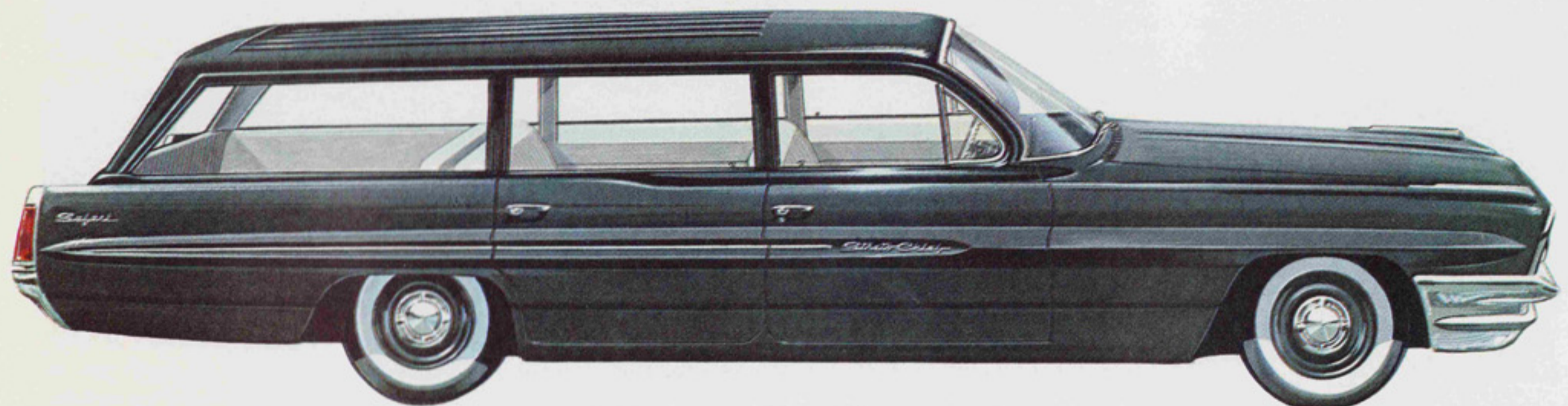
1961 PONTIAC STRATO-CHIEF SAFARIS



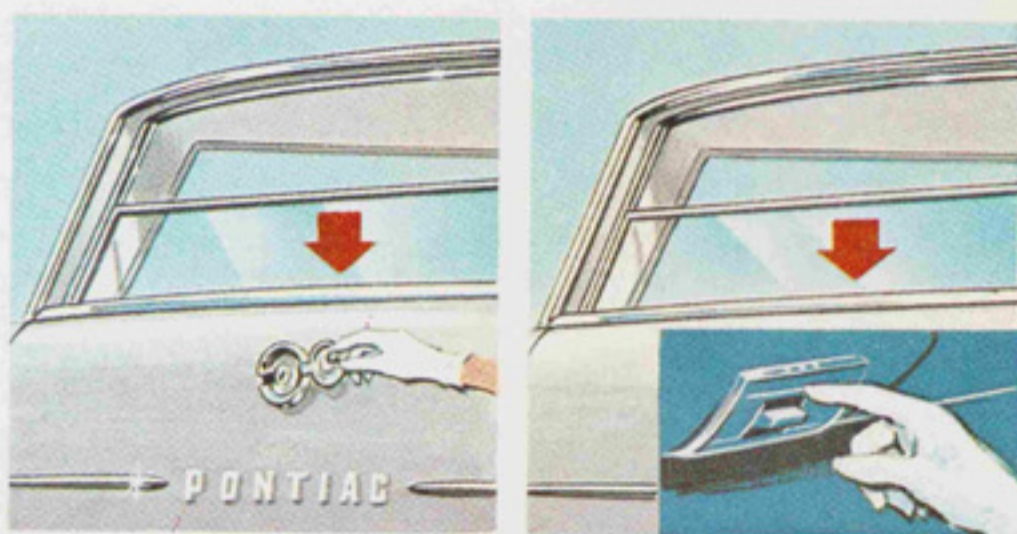
STRATO-CHIEF 6-passenger Safari in *roman red*

Pontiac's lowest priced wagon, the Strato-Chief 4-door 6-passenger Safari leaves nothing to be desired when it comes to space and convenience. Plenty of room for all your driving requirements on either business or pleasure trips.

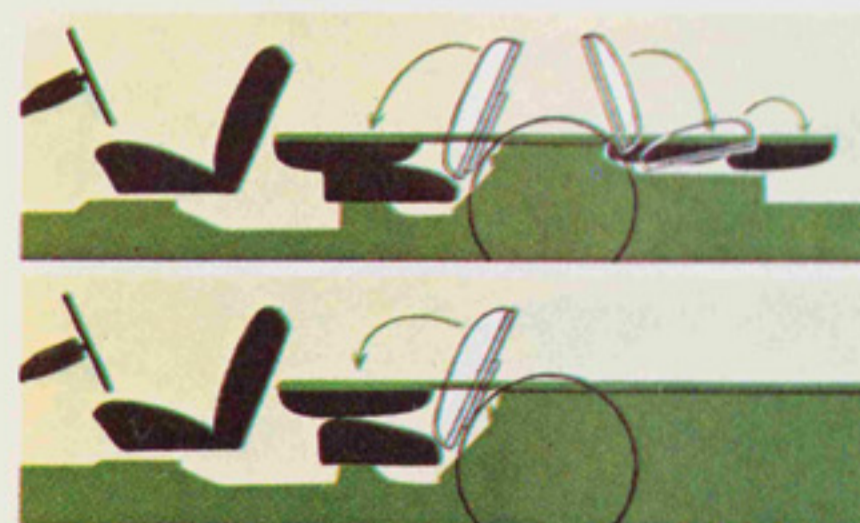
The long, low lines of this handsome Strato-Chief 4-door 9-passenger Safari show very clearly the inner and outer spaciousness of these functional wagons. Rear seats quickly fold for additional cargo capacity.



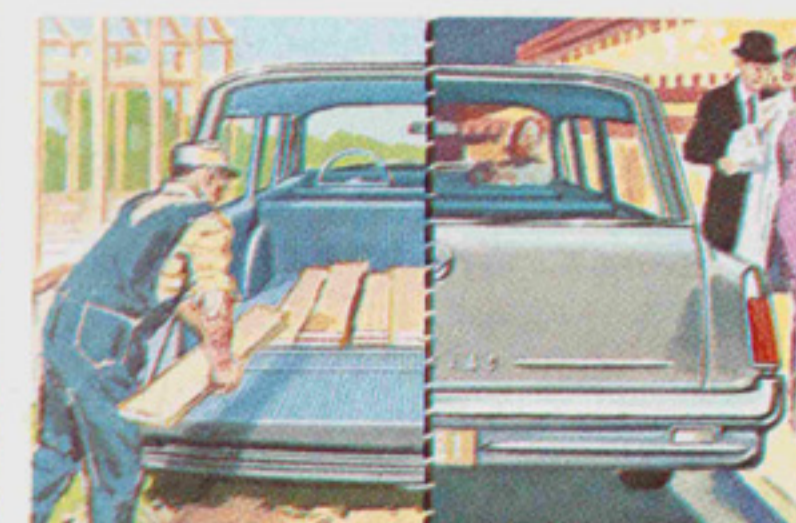
STRATO-CHIEF 9-passenger Safari in *tuxedo black*



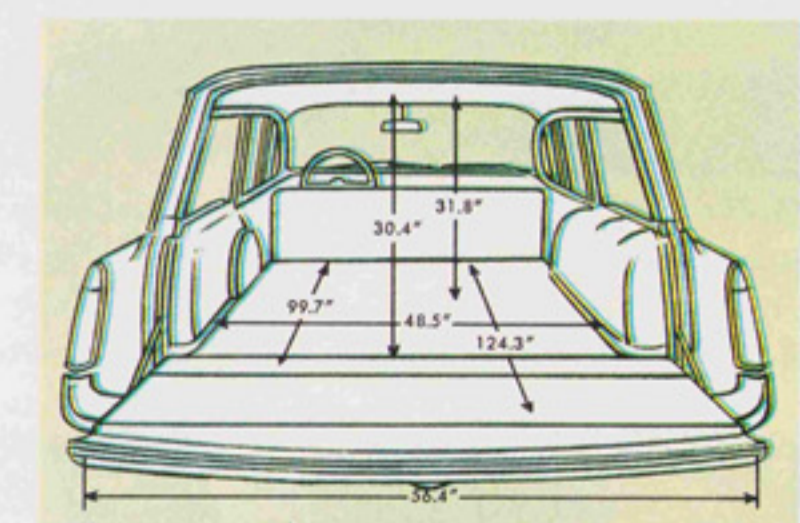
Heavy liftgate is eliminated on Pontiac Station Wagons. Concealed crank lowers rear window into the tailgate. 9-passenger wagons have electrically-operated rear window as standard equipment, optional at extra cost on 6-passenger models.



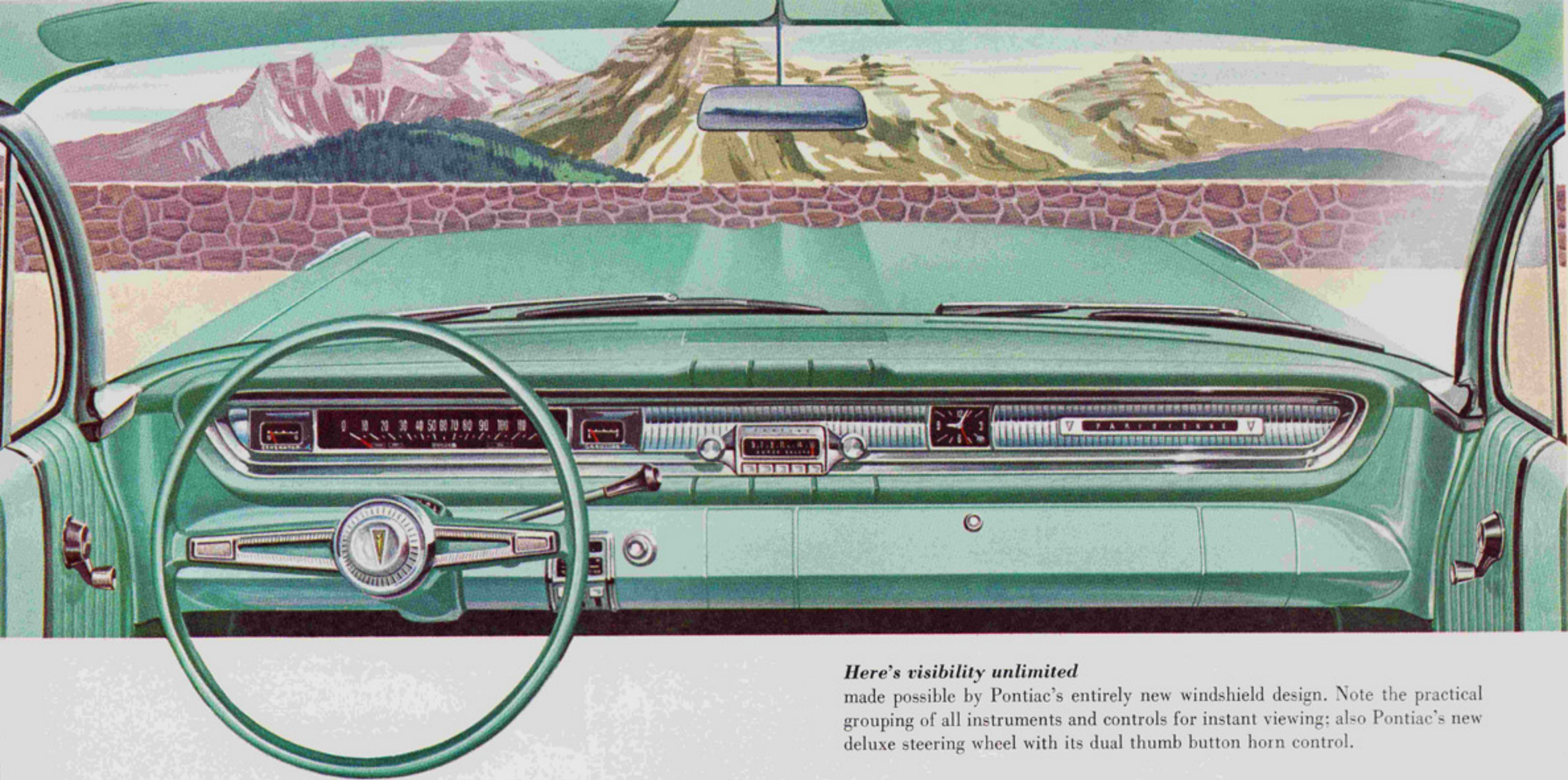
Pontiac wagons feature the simplest folding seats for cargo conversion ever devised. All seats fold flush with finger-tip ease—while new floor filler automatically provides a flat, continuous cargo surface.



Hard workers by day—elegant performers at night—the versatile Safaris are equally at home for business or social occasions. With so many practical pleasures they're the talk of the town and country!



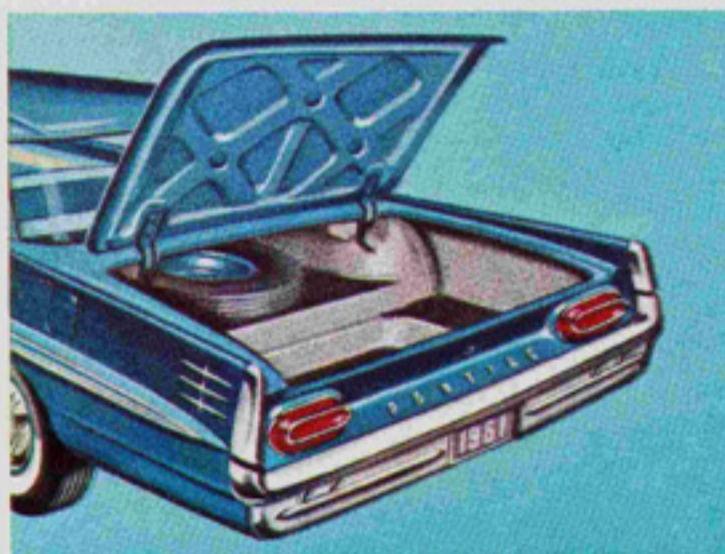
Take a good look at Pontiac Safari's new inner space! The impressive dimensions shown above describe the readily usable load space you'll find in every new Pontiac wagon for '61.



Here's visibility unlimited

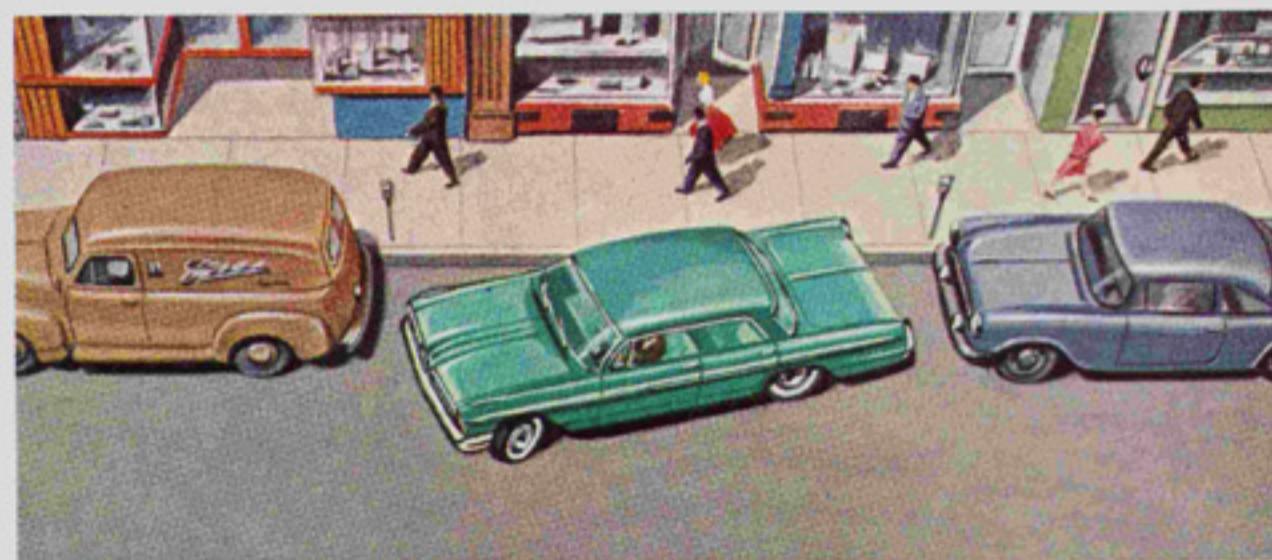
made possible by Pontiac's entirely new windshield design. Note the practical grouping of all instruments and controls for instant viewing; also Pontiac's new deluxe steering wheel with its dual thumb button horn control.

More comfort and convenience features mean extra value in Pontiac '61



New Counter-Balanced trunk lid

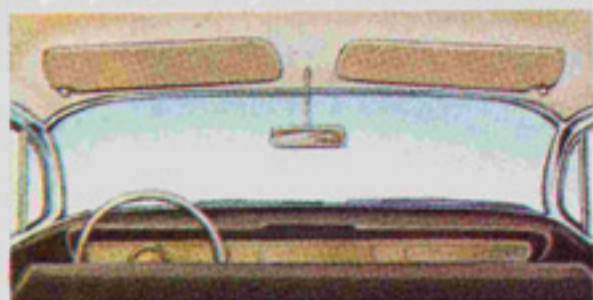
lifts high and wide—makes loading from back or side a cinch. Pontiac's new, deep-well trunk provides ample room for all the family's luggage, even on those long summer trips.



Easier to handle—easier to park!

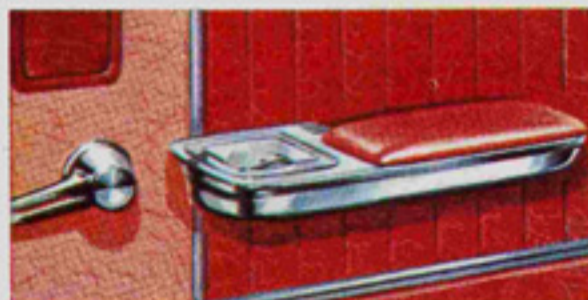
Pontiac's new, neat-proportioned styling for '61 makes light work of tricky parking situations. Your highway driving is made easier, too, because you can see more of the road. Capable 4-coil suspension system and the front stabilizer bar on all Parisiennes, Station Wagons and V8 Models, combine to cut lean and sway while cornering and braking. And Pontiac's smooth-acting Ball-Race steering gear makes control over every road more precise and effortless.

Extra comfort and convenience



Dual extendable sunshades

for safer, more pleasurable driving, are standard in all series, except Strato-Chief thrift models.



Convenient rear armrests

are standard on Laurentian and Parisienne models. Front armrests standard on all models (except Strato-Chief thrift models).



Handy cigarette lighter

is another touch of luxury—standard in Laurentian and Parisienne models for '61.



Deeper, foam-cushioned

front seats provide extra passenger comfort—make all models more luxurious.



Quicker, smoother stopping!

You drive and arrive with new safety and assurance with Pontiac's highly efficient brakes guarding against emergencies. Dependable True-Contour Air-Cooled brakes provide the swift, smooth stops you need — time after time — under all driving conditions.



Long-lasting, good looking Magic-Mirror finish

is ideally suited to Canada's widely varying climate. This lustrous finish resists the effects of harsh sun, salt, road tars and chipping . . . retains its showroom shine for up to three years with normal washing. This year you can choose from a wide range of solid colors and two-tone combinations. Many are distinctive high-metallic finishes.

New defroster design

The Air-flow type heater-defroster has shorter ducts and extra large nozzles for improved cold weather vision. Also provides for quicker de-icing and fog removal.



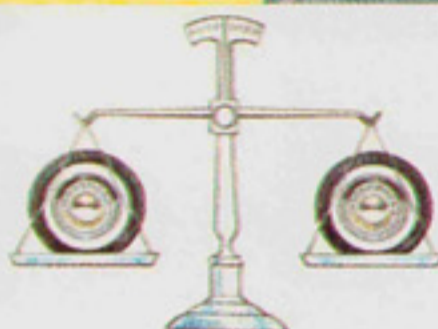
Fresh air ventilation

for passenger compartment is obtained from high-level cowl intake near windshield. This ensures that air is always clean, always fresh.



Dual headlight arrangement

is the perfect answer to correct road illumination—and lower headlight positioning permits light to cover a broader area. High and low beam filaments are housed in separate sealed beams—ensuring more accurate focussing of light on road ahead.



Precision wheel balancing

is part of the extra quality you enjoy with every new Pontiac for 1961. Wheels roll easier—tires last longer and wheel bearings remain free from life-robbing shimmy.

New looks—new features are standard equipment on Pontiac for 1961



Body by Fisher quality

is your assurance of the finest automobile craftsmanship. Extra strong all-welded Unisteel construction is tight, secure and solid to prevent leaks, rattles and squeaks.

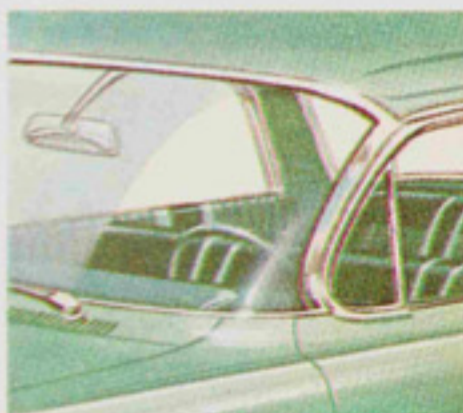
Foot operated parking brake

gives extra gripping power. New quick-release action is easier to operate.



Safety Glass

used in every '61 Pontiac—gives driver and passengers unexcelled viewing. In addition, the new panoramic windshield is safety-laminated for an undistorted view of the road ahead.



Wider, higher doors make entrances and exits extra easy! Doors actually swing out wider, too, for even greater convenience—front and rear.



Increased seat height

allows you to sit up and take notice of Pontiac's new-found comfort. Seats provide more support under your legs—making even the shortest drive more relaxing.



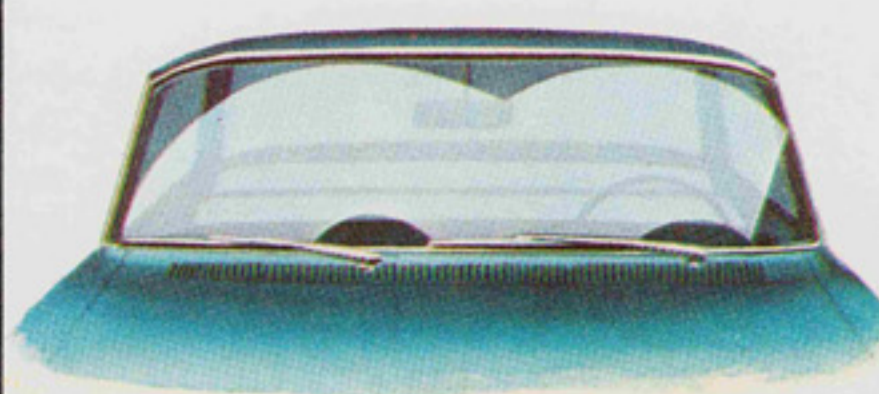
Convenient crank-operated ventipanes

end the fumbling. Easy finger-tip adjustment provides draft-free ventilation—keeps ventipanes in any desired position. Standard on all Pontiacs for '61.



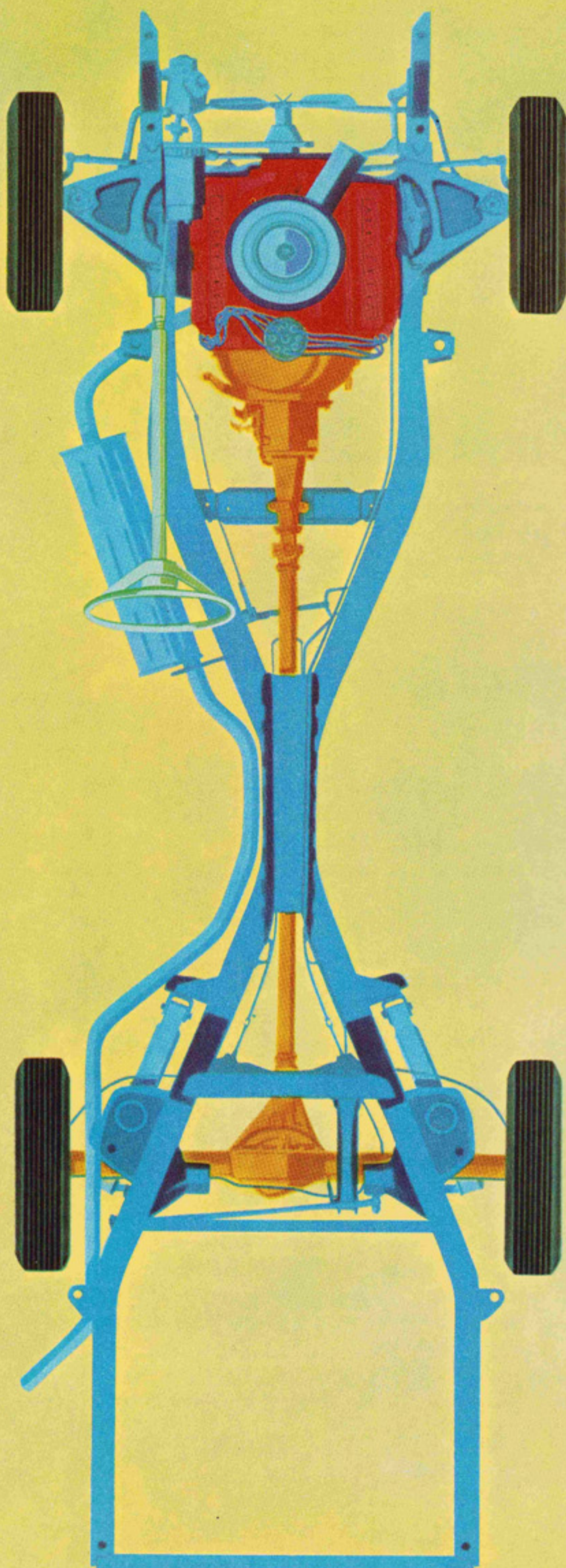
Sparkling trim

not only looks distinctive but retains its appearance for the life of your car. Grille, trim molding and nameplates resist weather—help maintain the value of every Pontiac.



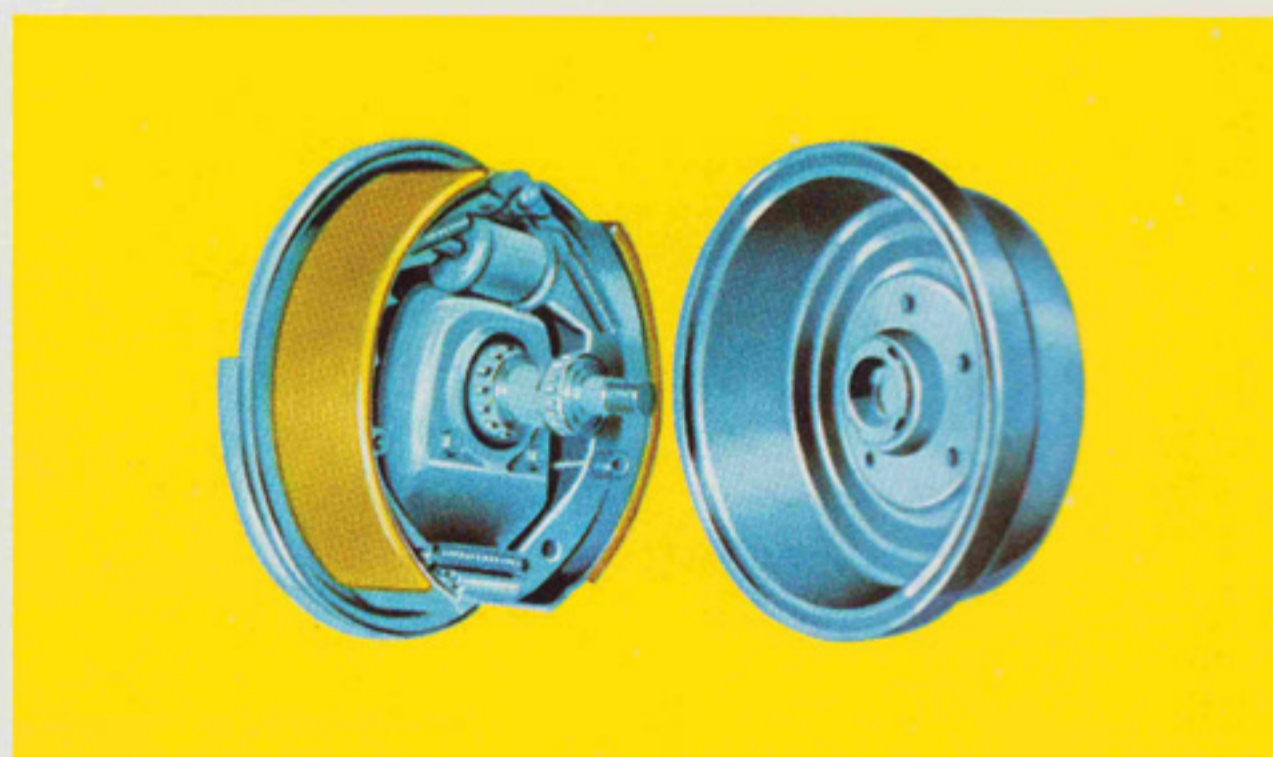
New tandem-action windshield wipers

give substantially greater visibility in wet or snowy weather. Constant-speed wipers are electrically operated—move parallel to each other to eliminate centre blind spot. Two-speed electric wipers with washers are optional at extra cost.



New foundation of strength

Here's the undercover story of Pontiac's great new ride for '61—a ride that can't be beaten for comfort and quietness in any other car in its class. Consider some of the very important reasons why. First, there's Pontiac's rugged X-built Aero-frame—the foundation of its famous road-hugging stability and easy handling. This sturdy, all-steel structure has incredible strength and rigidity. What's more, its wide, solid stance and low centre of gravity allow the car to cradle passengers in greater comfort and security. Massive centre support and heavy box-section side rails provide maximum protection for driver and passengers. Then there's Pontiac's Full Coil suspension system. Each wheel has its own big, buoyant coil spring—ready to soak up road shock and harsh vibrations—so much better than old-fashioned leaf springs, because they never wear out, never squeak and never need lubrication. And Pontiac's road-proven 4-link rear suspension gives a smoother, jolt-free ride all 'round. For even greater road-holding, a stabilizer bar controls side thrusts encountered on sharp turns—and reduces rear-end squat and lift during acceleration and braking. In addition to Pontiac's supple suspension, there are hundreds of insulating and cushioning points—to absorb noise and vibrations before they reach you. Extra-thick body mounts of specially formulated Butyl rubber are strategically placed to deaden sound and vibration—keeping passenger compartment whisper-quiet and free from disturbing road rumble.

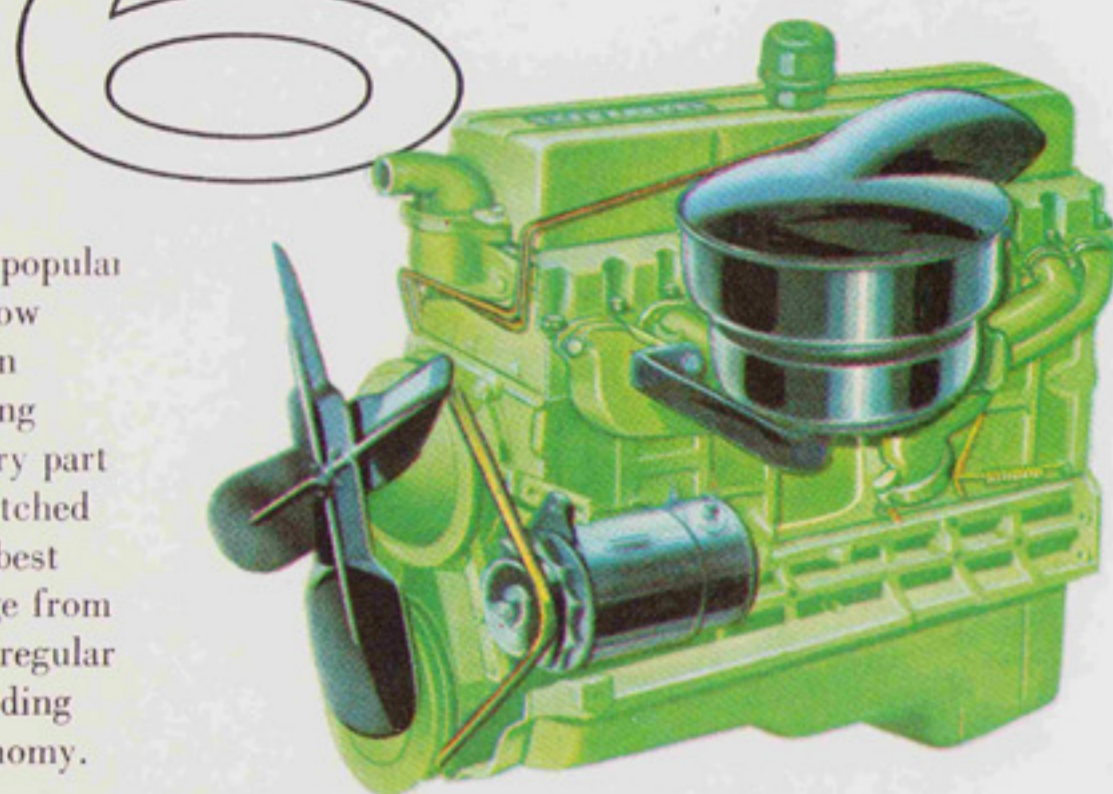


True-Contour air-cooled brakes

The '61 Pontiac provides the safest, most dependable braking you've ever experienced. Brake linings are bonded—last longer than rivetted linings. And brake drums are cooled in a continuous stream of air from special slots in the wheel housing. This minimizes the effects of hazardous brake fade by keeping temperature *down*—and braking efficiency up.

Pick your power team from the finest choice in its class

Pontiac's "6" goes like an eight!

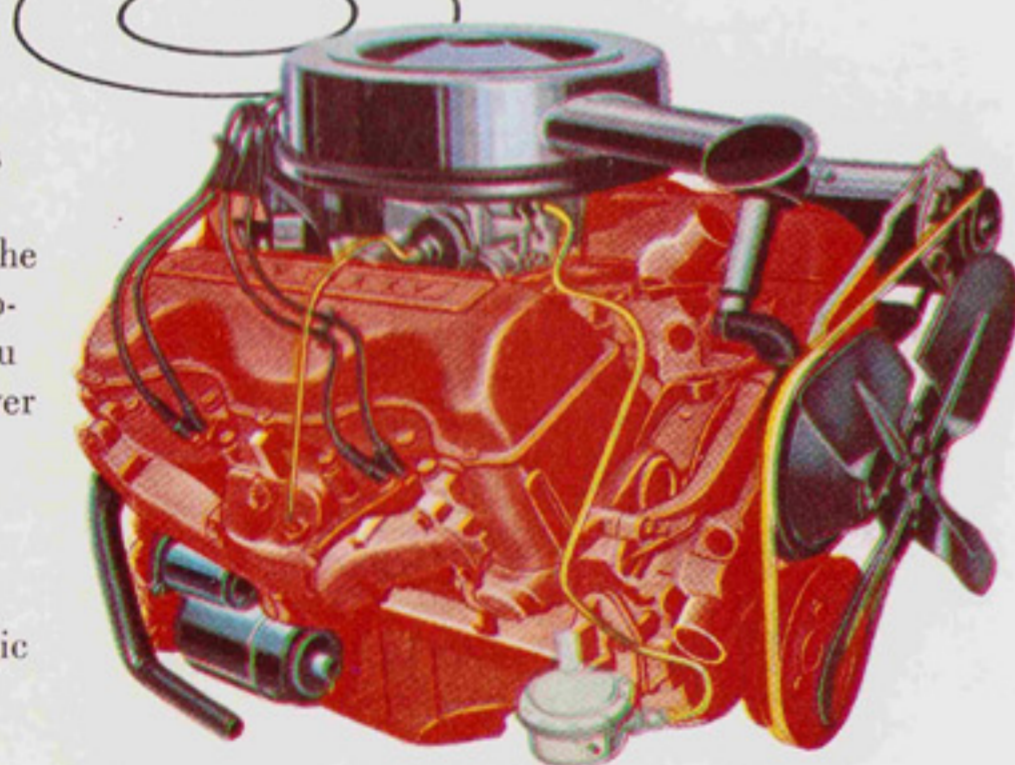


Pontiac's ever-popular Strato-Six is now refined for even greater operating efficiency. Every part is perfectly matched to extract the best possible mileage from each gallon of regular gas for outstanding gas-saving economy.

Exceptional performance and economy

Its proven performance requires only regular gas to make it go with the ease of an Eight—a big money saver in the long run and the Strato-Six's hydraulic valve lifters assure quiet engine operation at all times. Automatic choke is a standard feature with every Strato-Six—gives instant starts in cold weather—thriftyly leans mixture when engine warms up. With its 261 cubic inch displacement developing a full 150 hp—the Strato-Six provides power and economy second to none.

Eager "8" saves like a six!



Pontiac for '61 is ready to meet your most exacting needs with its choice of 4 mighty V8's. From the gas conscious Strato-Flash 170 hp V8 you can progress in power and performance through the 230 hp Super Strato-Flash, the 250 hp Astro-Flame to the dynamic 280 hp Super Astro-Flame V8.

Outstanding choice of V8 power

The eager, yet economical 170 hp V8 Strato-Flash engine is standard in all Strato-Chief, Laurentian and Parisienne V8 models for 1961. Finely calibrated 2-barrel carburetor requires only regular gas to deliver top action with exceptional economy.

Four barrel carburetion combined with a 9.5 to 1 compression ratio gives Pontiac's Super Strato-Flash a hefty reserve of power. The 250 hp Astro-Flame features wedge-shaped combustion chambers for more power from the same amount of fuel. Pontiac's most powerful V8, the 280 hp Super Astro-Flame, features triple two-barrel carburetors for sensational get-away "go" and peak action when you need it.

Top performance—top efficiency

For 1961 Pontiac provides you with a wide range of power teams developed for your driving pleasure. From the thrifty Strato-Six to any one of Pontiac's four vigorous V8's you have the best performers in the field. These dependable engines together with Pontiac's 3 trouble-free transmissions give you an outstanding combination of 12 power teams. Each and every one of them is designed for ground-gaining power and smooth, effortless response. With such a wide selection you'll find there's a team to power *your* new Pontiac. Check the table below and prove it.

TAILORED RESPONSE TO MATCH YOUR NEEDS			
	3 SPEED SYNCHRO-MESH	POWERGLIDE	TURBOGLIDE
STRATO-SIX	STD.	X	
STRATO-FLASH	STD.	X	X
SUPER STRATO-FLASH	STD.	X	X
ASTRO-FLAME	STD.		X
SUPER ASTRO-FLAME	STD.		X

3 advanced transmissions

Standard shift or automatic—you name it and Pontiac's got the best of both. For those who prefer manual shift, Pontiac's 3-speed Synchro-Mesh is unbeatable for smooth, coordinated gear changing—up or down. Pontiac's ever dependable POWERGLIDE proved and improved—is the most popular automatic in the low-priced field. For automatic driving at its finest you'll want TURBOGLIDE—the most rugged, easy to operate transmission in the industry. Triple-turbine action eliminates any shifting sensation—and its exclusive Grade Retarder gives you better control over downhill braking.

1961 PONTIAC SPECIFICATIONS

Body

All-welded Fisher Unisteel construction, sealed and insulated, acoustically hushed, extra-large rubber mountings. Double-walled cowl, extra-heavy side rails and integral body crossmembers, High-Level air intake. Magic-Mirror finish. Crank-operated ventipanes. Safety Glass in all windows, roll-down rear window in Station Wagons, power operated in 9-passenger models. 6-passenger Safari models have an extra 10.5 cubic feet and 9-passenger Safaris an extra 5.7 feet of additional storage space under rear platform. 2-key locking system, pushbutton door handles. Interiors color-keyed to car exterior (except Strato-Chiefs), all-vinyl sidewall trim.

Strato-Chief and Strato-Chief Safari standard features

Distinctive trim and identification, dual electric parallel-action windshield wipers, Magic-Mirror finish, directional signals, enclosed steering column. 17" recessed-hub steering wheel with dual thumb button horn control, foam cushioned front seats, front armrests, dual adjustable sun visors, glove compartment lock. Pattern cloth seat upholstery and cloth headlining (pattern vinyl in Safari). Rubber floor mats.

Laurentian and Laurentian Safari additional features

Custom crafted trim and identification, foam cushioned rear seats, nylon-faced pattern cloth seat upholstery. Vinyl headlining in Sport Sedan, Sport Coupe and Safari (cloth in other models). Steering wheel with dual thumb button horn control, rear armrests, cigarette lighter, glove compartment light, automatic front door light switches. Vinyl-coated rubber floor mats with carpet inserts over floor tunnel, front and rear in all models—plus Strato-Chief standard equipment.

Parisienne and Parisienne Safari additional features

Luxury trim and distinctive identification, aluminum front seat end panels, electric clock. Rich nylon-faced seat upholstery (pattern vinyl in convertible), full-carpet floor mats, vinyl headlining (cloth in 4-Door Sedans), plus Strato-Chief and Laurentian standard equipment.

Engine

Strato-Six: 150 hp, 261 cu. in. 8.5:1 compression ration, single barrel carburetion, single exhaust. Strato-Flash V8: 170 hp 283 cu. in. 8.5:1 c.r., two-barrel carburetion, single exhaust (dual optional*) Super Strato-Flash V8*: 230 hp 283 cu. in., 9.5:1 c.r., four-barrel carburetion, single exhaust (dual optional*). Astro-Flame V8*: 250 hp, 348 cu. in., 9.5:1 c.r., four-barrel carburetion, dual exhaust. Super Astro-Flame V8*: 280 hp 348 cu. in., 9.5:1 c.r., triple two-barrel carburetion, dual exhaust. 1961 Pontiac engines feature valve-in-head design, aluminum pistons, forged steel crankshaft, positive-shift starter, automatic choke and hydraulic valve lifters. All V8 engines have dry element type air cleaner and full-flow oil filter. Oil bath air cleaner and by-pass type oil filter*.

Transmission

1 URBOGLIDE* Five-element torque converter with pump, three turbines, and dual-pitch stator, Grade Retarder. Positive parking lock. Selector sequence P-R-N-D-Gr. POWERGLIDE*; Two-speed three-element torque converter with hydraulically controlled planetary gears. Positive parking lock. Selector sequence P-R-N-D-L. 3-SPEED SYNCHRO-MESH. All-helical gear design with high torque capacity. Gear ratios matched to power team.

Clutch

9½-inch diaphragm spring type with Strato-Six engine, 10-inch with Strato-Flash V8. 10-inch semi-centrifugal diaphragm spring type with Super Strato-Flash V8. 10½-inch semi-centrifugal diaphragm spring type with Astro-Flame V8 and Super Astro-Flame V8. Single plate dry disk, molded facings, permanently lubricated release bearing.

Chassis

Aero-Frame: Rigid, tunnel-centre X-built.

Full-coil suspension

Four coil springs with double-acting shock absorbers and built-in levelizing action front and rear. Ride stabilizer on all except 6-cylinder Laurentian and Strato-Chief models.

Wheels and tires

14" wheels, 7.50 x 14 4-ply rating blackwall tubeless tires (8.00 x 14 4-ply rating on convertible and station wagons).

True-Contour brakes

11" hydraulic bonded linings, 199.5 sq. in. area. Foot-operated mechanical parking brake.

Steering

Precision Ball-Race gear, overall ratio 28:1 standard, 24:1 with power steering*.

Rear axle

Hypoid, semi-floating, four ratios tailored to power teams.

Fuel capacity

Safaris, 15½ Imp. gallons, all others 16¾ Imp. gallons.

Electrical

12-volts system, 30-ampere generator, 54-plate battery (66-plate with 348 cu. in. V8 engine).

Dimensions

Wheelbase, 119". Front and rear tread, 60.3" and 59.3". Overall: length 209.96", Safari 209.6", width 78.2", height—convertible and Safaris 56", all others 55.5".

Optional equipment*

Power steering, Power brakes, Power windows**, Flexomatic 6-Way** power front seat. Power tailgate window (Standard on 9-Passenger Safaris). Safari split second seat and lock for concealed stowage compartment. Vented full wheel covers. Heavy-duty rear coil springs. Positraction rear axle. Heavy-duty clutch**. Heavy-duty radiator. Shade-Lite glass. Padded instrument panel. Extra-heavy foam cushioned front seat**. De Luxe heater and defroster. Whitewall tires. 8.00 x 14 4-ply black tires**. Choice of radios. Dual exhaust**. Heavy-duty generators. Heavy-duty battery. Two-speed electric windshield wiper and push-button windshield washer. Crank case ventilation equipment in the six-cylinder only. Oil filter for Strato-Six. Special police or taxi cab equipment. Full line of Custom Feature accessories.

*Optional at extra cost. **Availability determined by either model or equipment.

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Whitewall tires shown on all car illustrations are optional at extra cost.