



1954 PONTIAC



IN TWO NEW LINES · THE STAR CHIEF · THE SILVER STREAK CHIEFTAIN



Now you can enjoy Pontiac's famed **DEPENDABILITY** and **PERFORMANCE** at prices that compare with the lowest and with **LUXURY** and **SIZE** that compare with the very finest!

YOU always knew Pontiac represented value. You may have even known that it is actually a Pontiac *philosophy* to offer every Pontiac owner *tremendous extra quality*—in all the ways that automobile worth is measured—for very, very *few extra dollars* in purchase price. In size, beauty, performance, comfort, luxury, dependability, enduring economy and exceptional resale value, Pontiac has proved itself a *great car*—yet Pontiac's cost is but one easy-to-take step up from the very lowest-priced field.

There is nothing new in this; it will be true of Pontiac cars so long as they are manufactured. But there is *much* that is new in the 1954 Pontiacs pictured on these pages. It is newness that can do nothing but strengthen your conviction of Pontiac value.

Two New Lines!

For 1954, Pontiac presents two new lines. One, the Star Chief,



is a completely new and different line of automobiles. It introduces new heights of size and beauty and luxury that never have been—and, we think, never will be—rivalled 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 America's finest automobiles within the reach of almost every new car buyer. Pontiac's other new series for 1954, the brilliantly styled Chieftain—offered in Custom, DeLuxe and Special models — will advance still further the value standards that Pontiac has set for itself.

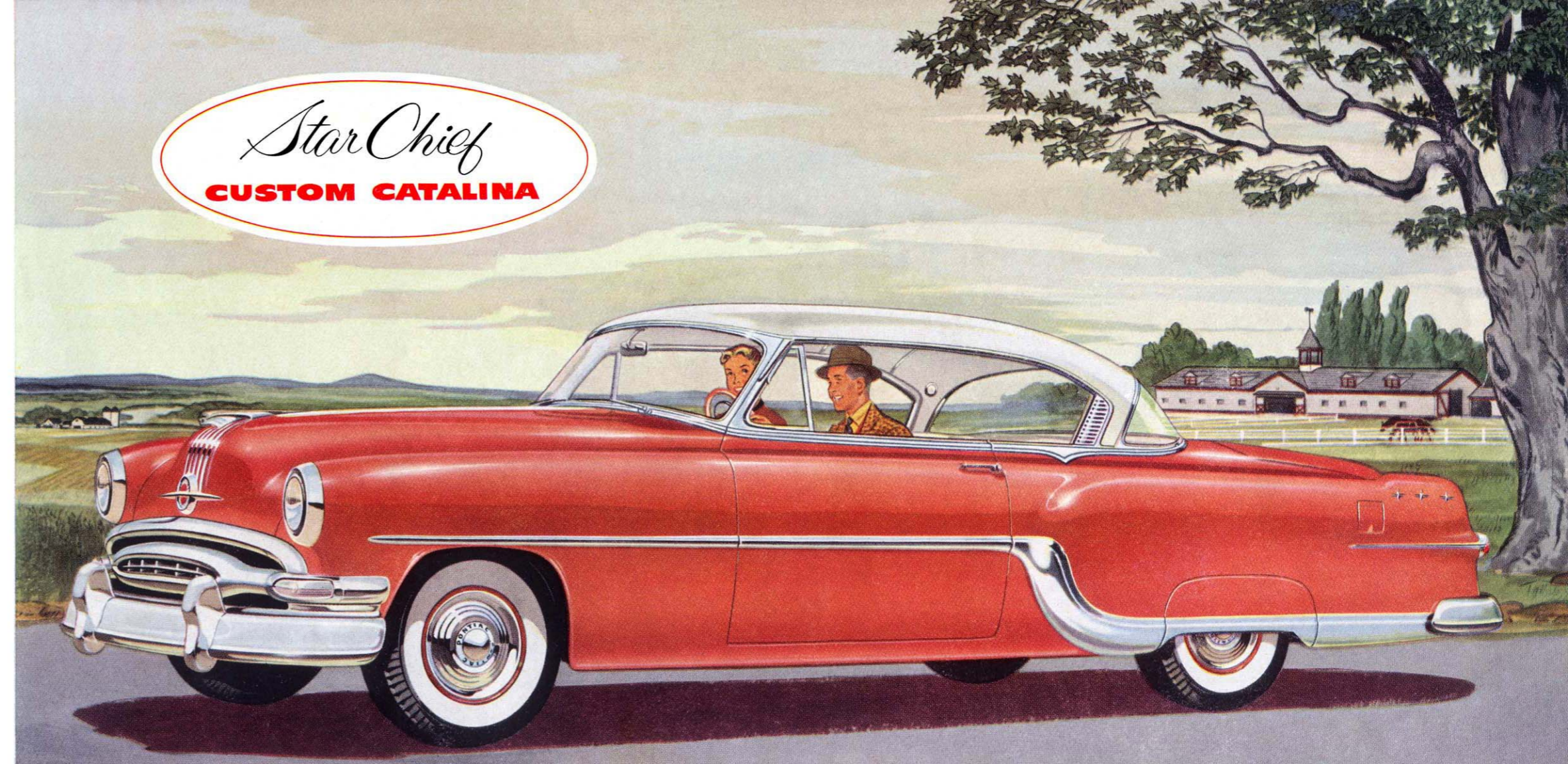
Wonderful Performers!

You will find these new 1954 Pontiacs to be better-than-ever performers — with a more powerful, high-compression Eight or an improved Six-cylinder engine. You will see 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. You will discover more good reasons why Pontiac dependability is unsurpassed in the automotive world by any car—*at any price!* And, for your extra driving pleasure and to add to the long-range worth and resale value of your car, Pontiac offers the widest selection of optional equipment in its history—new Air-Conditioning, new Power Brakes, new Comfort-Control Front Seat, new Electric Front Window Lifts, Pontiac Power Steering and Dual-Range Hydra-Matic Drive—for you to choose at your discretion.

Greater-than-ever Value!

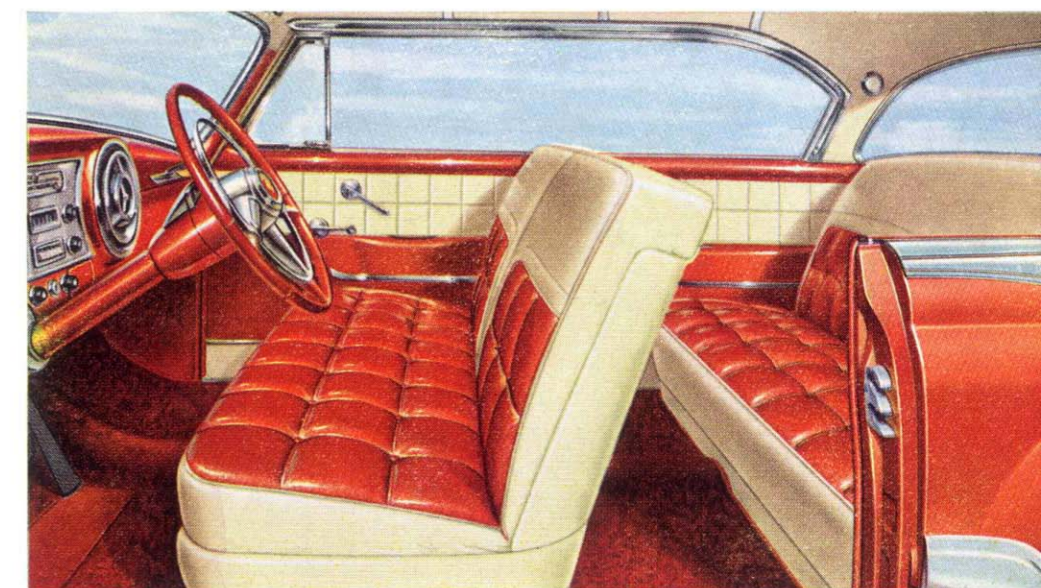
When you know all the value and all that's new in the 1954 Pontiac, you will come to realize the very real wisdom in the words . . . "Dollar for Dollar you can't beat a Pontiac!" Certainly they contain excellent advice for every individual who plans to buy an automobile in 1954.

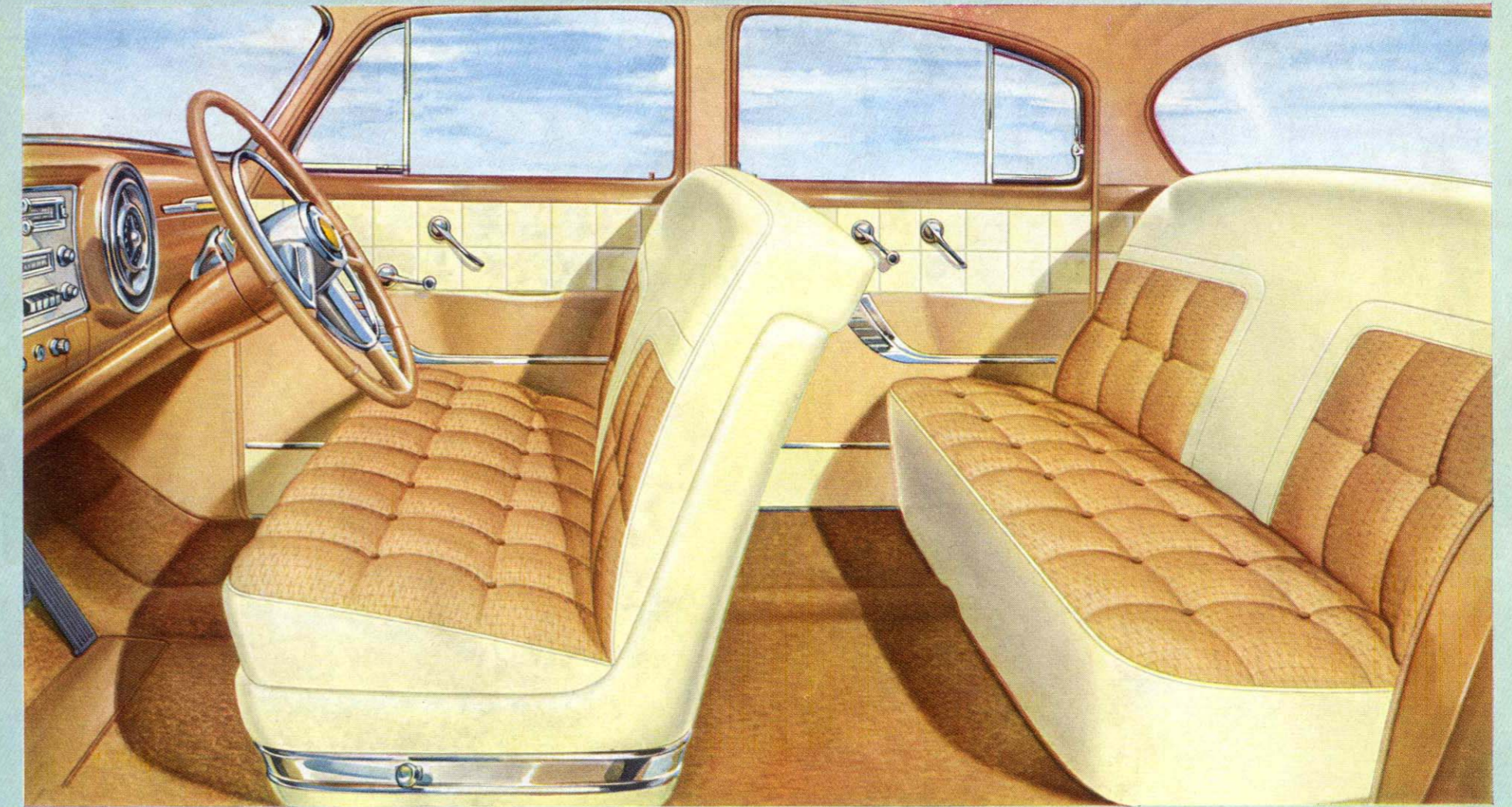


Star Chief
CUSTOM CATALINA

If ever a car was made for the young in heart, this is it! Pontiac's Custom Catalina—traditional pace-setter for all things beautiful and luxurious—sweeps to exciting new heights of style in the Star Chief Series. On these dashing, dramatically long Pontiac lines, color—wonderful, wonderful color—takes on the beauty of all outdoors. Brilliant coral from the sea, a white as white as winter snow—are here combined in the most perfectly color-keyed interior the automotive industry offers *at any price*. From lavish use of butter-smooth, hand-buffed leathers to the richness of deep pile carpeting, our color scheming continues to the smallest detail of interior appointments. Choose the Pontiac Star Chief Custom Catalina for the ultimate in "hardtop" luxury—*at far less than the "ultimate" in price!*

The Pontiac Star Chief Custom Catalina is available in six exclusive color schemes—solid colors of Coral Red, Maize Yellow or Biloxi Beige, or two-tones of those colors with Winter White for the upper body color. Matching interiors may be specified for all-leather upholstery or a combination of leather and especially woven nylon.



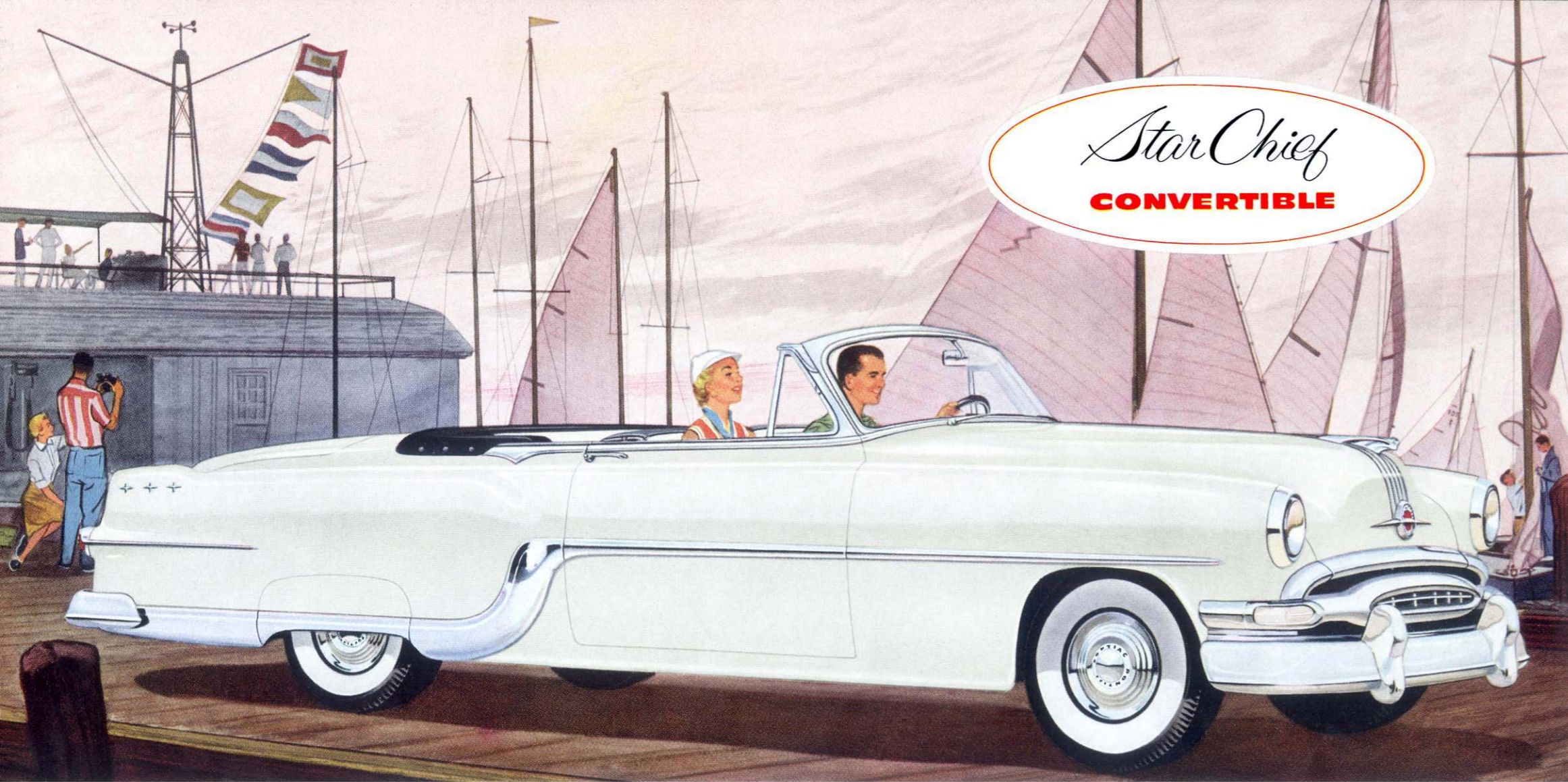


We'd like to introduce another beauty—an all-new model in an all-new line. The brilliant Star Chief Custom Sedan is a four-door counterpart to the Pontiac Catalina—offering the Catalina's colorful luxury to those who desire the roominess and dignity of a four-door sedan. Here you see the long, fleet lines that predestine this car to be a highway aristocrat, the hallmarks of Star Chief styling: sweeping rear deck, trim star motif on rear fenders, smartly visored tail lamps. Here, too, you see the masterful use of color that will make the Star Chief Custom Sedan recognized and admired wherever it goes. And it's just as gorgeous *inside*—where *you* appreciate beauty most. Certainly here is an automobile for the most discriminating—and its price is the least you could pay for a car so truly fine.

A Pontiac Among Pontiacs—the Finest Car Ever to Carry the Nameplate!

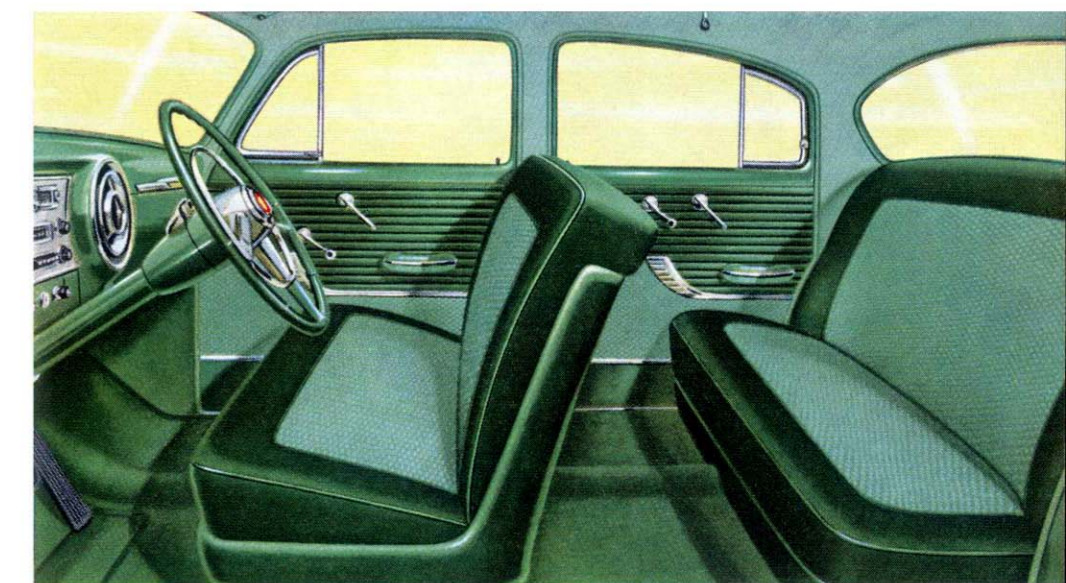
To open the push-button door to a Star Chief Custom Sedan is to obey an irresistible urge to get in. You'll find yourself exhilarated by color—here, the warmth of Biloxi Beige blended with Winter White. You'll feel how smooth and fine real leather can be—hand-buffed, top-grain genuine leather that is “almost white”, touched with a golden glow. Pontiac designers have used it lavishly for bolsters, cushion edges and backs. For upholstery contrast, a gorgeous fabric of textured nylon incorporating a motif of lustrous stars has been especially woven for this very special Star Chief Pontiac. Deep button tufting adds to the limousine look. The echo of exterior body colors continues to the tasteful door paneling, headlining, instrument panel and jewel-bright

steering wheel. Everywhere you look in this sumptuous sedan, you'll see handsome evidence of Pontiac's desire to make the Star Chief Custom Sedan match the luxury of the world's most expensive cars! Worth your special attention: armrests that are an integral part of the door, the wide band of sparkling chrome edging the front seat, thick wool pile carpeting in *both* front and rear compartments. You can choose *your* Star Chief Custom Sedan in any one of six color schemes which it shares exclusively with the Custom Catalina: solid shades of Biloxi Beige, Coral Red or Maize Yellow, or two-tones of those colors with Winter White for the upper color. Whatever your choice, the interior of leather and nylon fabric is color-keyed to body color.



To join an active, sun-filled, fun-filled life, there's no more perfect car than this 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 if the air should chill. For its eye-turning lines, you can specify any one of ten resplendent Pontiac colors—brilliant Picador Red, spicy Seneca Brown, delicate Mayfair Blue, suave glistening Raven Black . . . to mention but a few. The convertible illustrated sets a smart contemporary mood in cloud-light Cirro Grey with a striking black and white interior. Extra-durable, extra weather-proof Morrokide is used for all interior upholstery options on the Star Chief Convertible—red, green, blue or black with white Morrokide for exciting contrast.

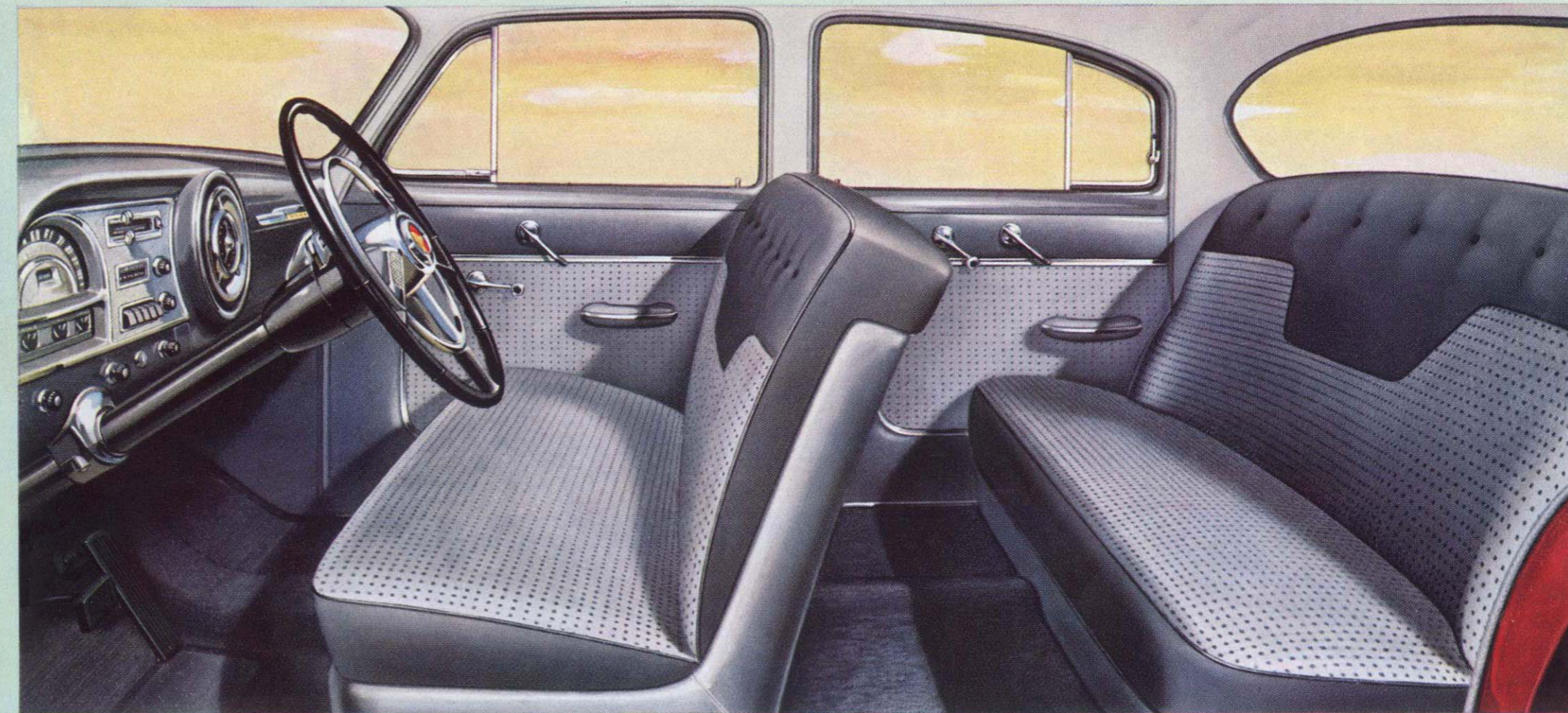
Here is the dramatic size and exclusive styling of the new Pontiac Star Chief Series—at its very lowest cost! And, as your eyes can tell you, the owners of this Star Chief model will enjoy luxury unrivalled in the Pontiac price class. The big, roomy Star Chief Sedan is available in a wide, wonderful 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. Upholstery of smoothest nylon gabardine and a novelty fabric with interesting nubby texture strikes the keynote for color-keyed interiors of two-tone green, blue or grey to harmonize with the body color of your choice. How distinguished this Pontiac Star Chief would look at *your* doorway! You'll find it as satisfying to drive as it is handsome to see.





The beautiful DeLuxe Chieftain **FOUR DOOR SEDAN**

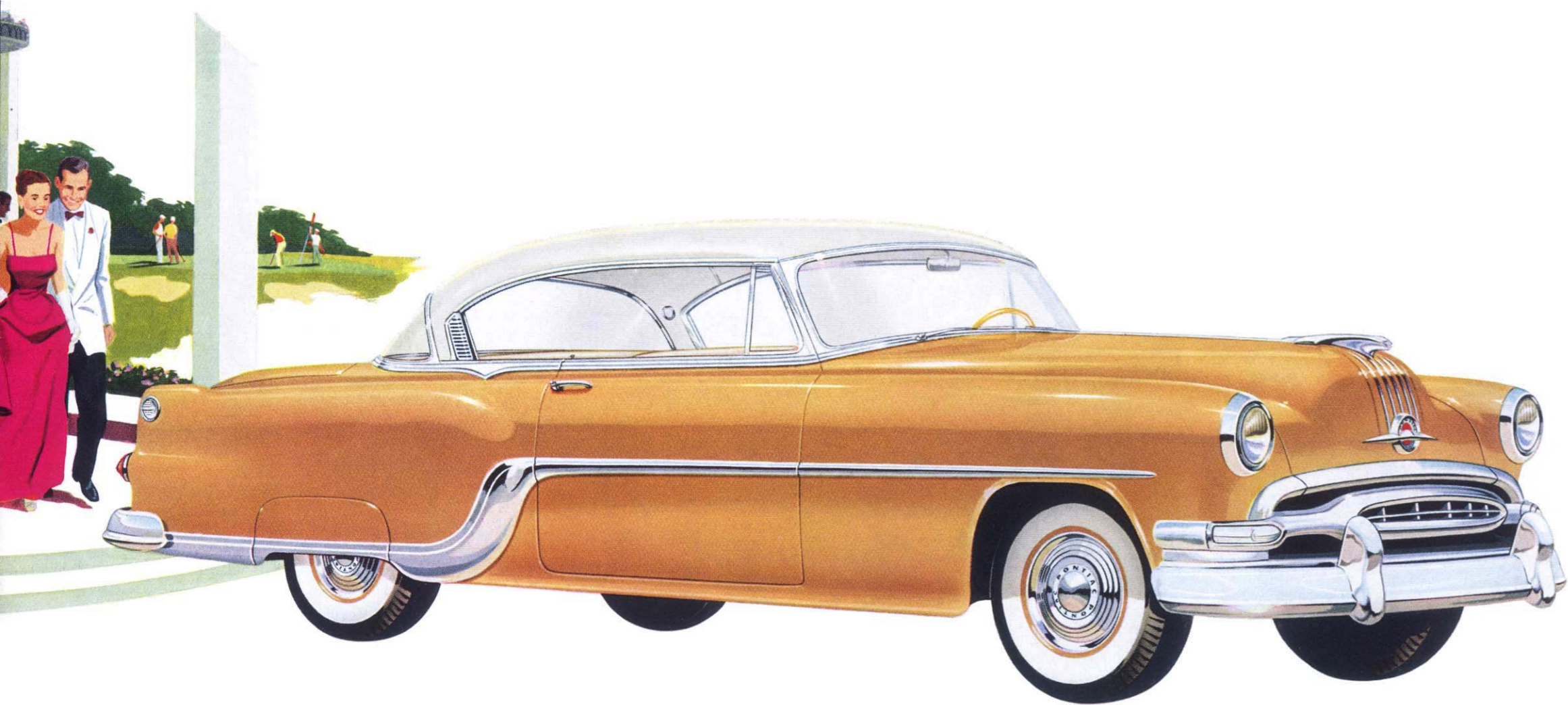
This is the most popular Pontiac of them all—with good reason! In literally hundreds of ways, it verifies America's good judgment in choosing it. To the traditional pleasure of Pontiac performance and rugged dependability, it adds the spacious comfort and dignified lines of four-door styling . . . and decides the issue with luxurious quality and fine-car details that compare with far more expensive automobiles. Typical of all Custom and DeLuxe models, the four-door sedan is 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. The artistic rear fender medallion that you see in close-up here exemplifies the modern note that marks every model of Pontiac's 1954 Chieftain line.



Quality That Will Please You—Luxurious Details That Will Surprise You!

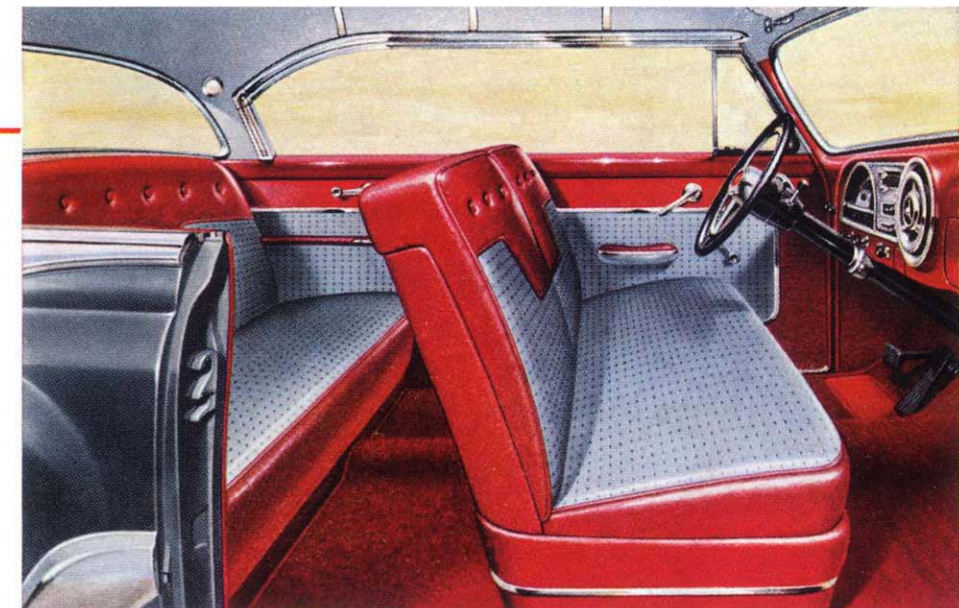
If you didn't know this was a Pontiac booklet, it would be hard to imagine that the gracious automobile interior pictured above actually belongs to a car priced just one small step above the very lowest-priced field. But seeing is believing, and inside a Pontiac Chieftain DeLuxe is your very best vantage point for appreciating the most obvious results of "the Pontiac idea"—Pontiac's plan for offering a *great deal* of extra quality and luxury for *very, very few* extra dollars in price. Look at the colorful harmony of expensive upholstery fabrics—subtly checked nylon and lustrous nylon gabardine—shown here in rich

shades of light and dark grey. With appropriate body colors, you may specify a color-keyed interior of either green or blue as well. For your comfort and convenience, notice some of the thoughtful details: ashtrays convenient to every passenger; comfort-engineered armrests; soft Green-glo illumination for the instrument panel; automatic dome lighting; full-width robe cord; deep pile carpet in back for luxury—a matching ribbed rubber mat in front for easy cleaning and long wear. In major ways and minor—inside and out—this beautiful Pontiac represents real value! Dollar for dollar, it can't be beat!

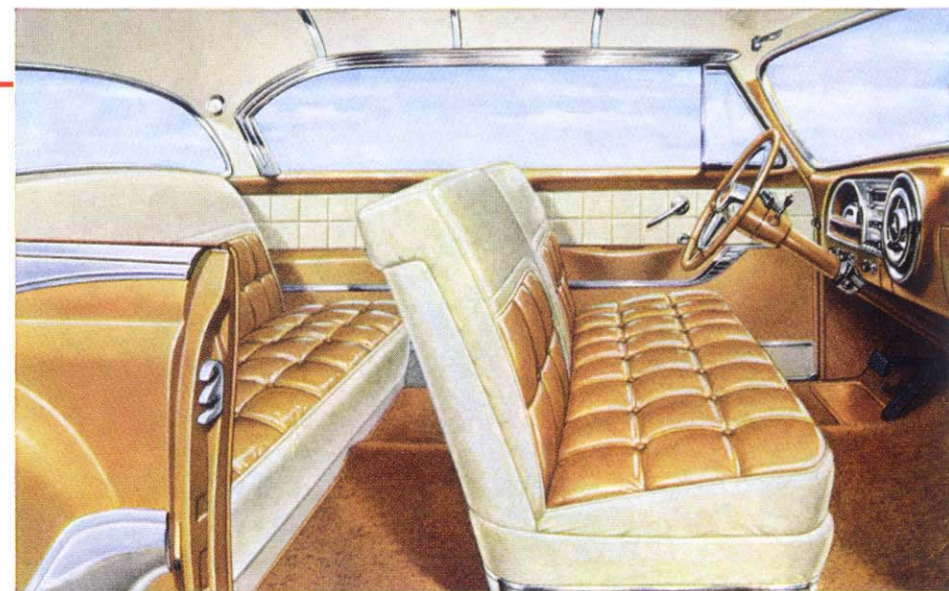


The Chieftain **DELUXE CATALINA**

The sporty air and fashionable flair of Catalina styling is yours at its most budget-minded price in the Chieftain DeLuxe Catalina. For these low and dashing Pontiac lines, you can express your individuality in a range of *seventeen* solid and two-tone colors. For its interior, choose the spice of red with grey, the sophistication of black with grey, the cool richness of two-tone blue or green. In fine, durable Morrokide and color-keyed nylon fabric, these options are available with all suitable body colors. To Pontiac virtues of superb performance, rugged dependability and outstanding luxury, this model adds the special grace of Catalina styling . . . and the special *appeal* of a most modest price! Wouldn't it make a handsome traveling companion—*for you* this year?



Notice the way this brilliant red and grey interior provides the perfect touch of brightness for the sleek Cruiser Grey Catalina illustrated below. Note, too, the smart styling: roof bows of gleaming chrome, color-matched instrument panel, convenient armrests, deep carpet in rear compartment.



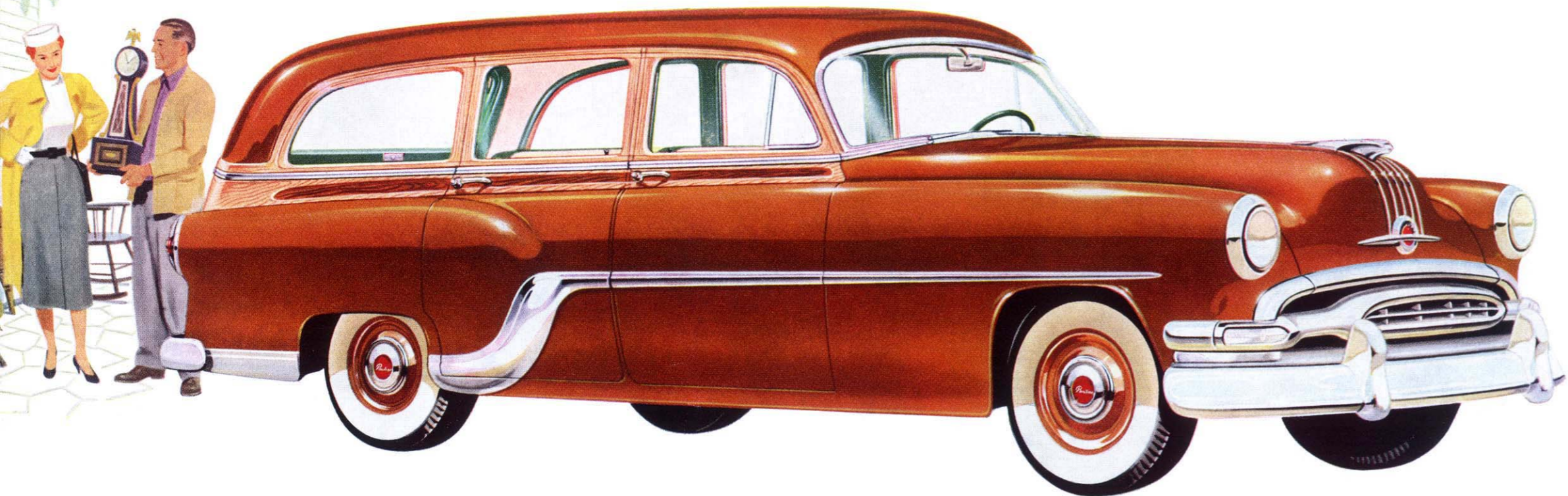
The Chieftain **CUSTOM CATALINA**

Here's where the splendor of Star Chief Custom styling happily joins the Pontiac Chieftain line—where you can command the unique beauty and elegance of a car like this *at its very lowest price!* A promise of many, many pleasant tomorrows goes to every owner of a Chieftain Custom Catalina for, with surroundings like this, the deeply satisfying performance you can expect from *every* Pontiac car becomes even more fun. Through that wide sweep of windshield and rear window—and side windows that “disappear” without evidence of posts or pillars—the countryside you love to look at takes on new appeal. Your eyes tell you right now that this is an outstandingly beautiful automobile. *Drive* the Custom Catalina . . . and your heart will tell you to own it.

What a colorful life this Catalina leads! Here, the Midas touch of purest gold is the perfect foil for ivory white—all in top-grain, hand-buffed leather for a luxurious look and extra-long wear. For the interior of your very own Custom Catalina, you can specify either Biloxi Beige or Coral Red with white as well . . . have it with all-leather or leather-and-nylon upholstery.

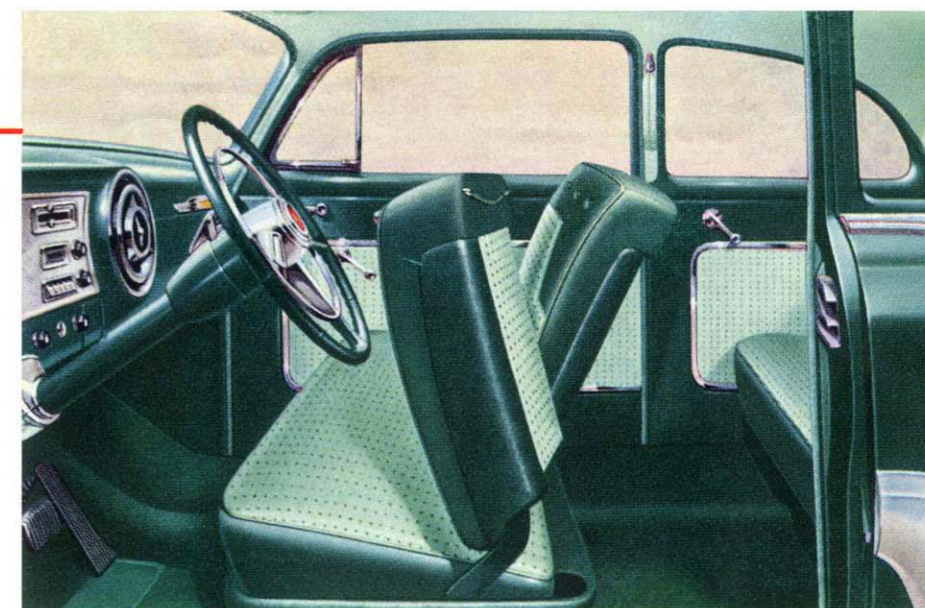


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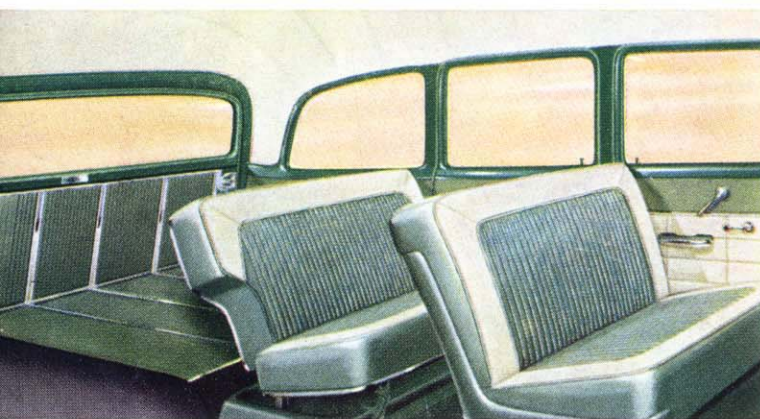


The Chieftain **DELUXE TWO DOOR SEDAN**

This beautiful Pontiac carries the smallest price tag of all Chieftain DeLuxe models—yet it offers you every important virtue: the *luxury* you can enjoy in its gorgeously colorful interiors, the *pride* you can hold for its outstanding Silver Streak styling, the spectacular *performance* of which every Pontiac is eminently capable. Small children can travel in complete comfort and utmost safety in the roomy back seat of this popular Pontiac Two-Door Sedan. That's why it's the perennial choice of proud Pontiac owners who are *also* proud parents. And both appearance and value confirm their selection. Consider what this Pontiac DeLuxe Two-Door offers, consider its price . . . and you'll consider it a very sound investment indeed.



Entering the rear seat of a *Pontiac* Two-Door gracefully presents no problems, for the front seat turns *in* as it swings *down* to provide plenty of entry room. Note the details—convenient assist straps, *two* robe cords, *three* ashtrays—in this handsome two-tone green interior. With suitable body colors, interiors in two-tone blue or grey are also available.



REAR SEAT UP and your Pontiac DeLuxe Station Wagon becomes a spacious six-passenger sedan that still provides over four feet of cargo space. That handsome upholstery is smooth, but rugged Morrokide—available in either red or green with ivory for striking contrast.

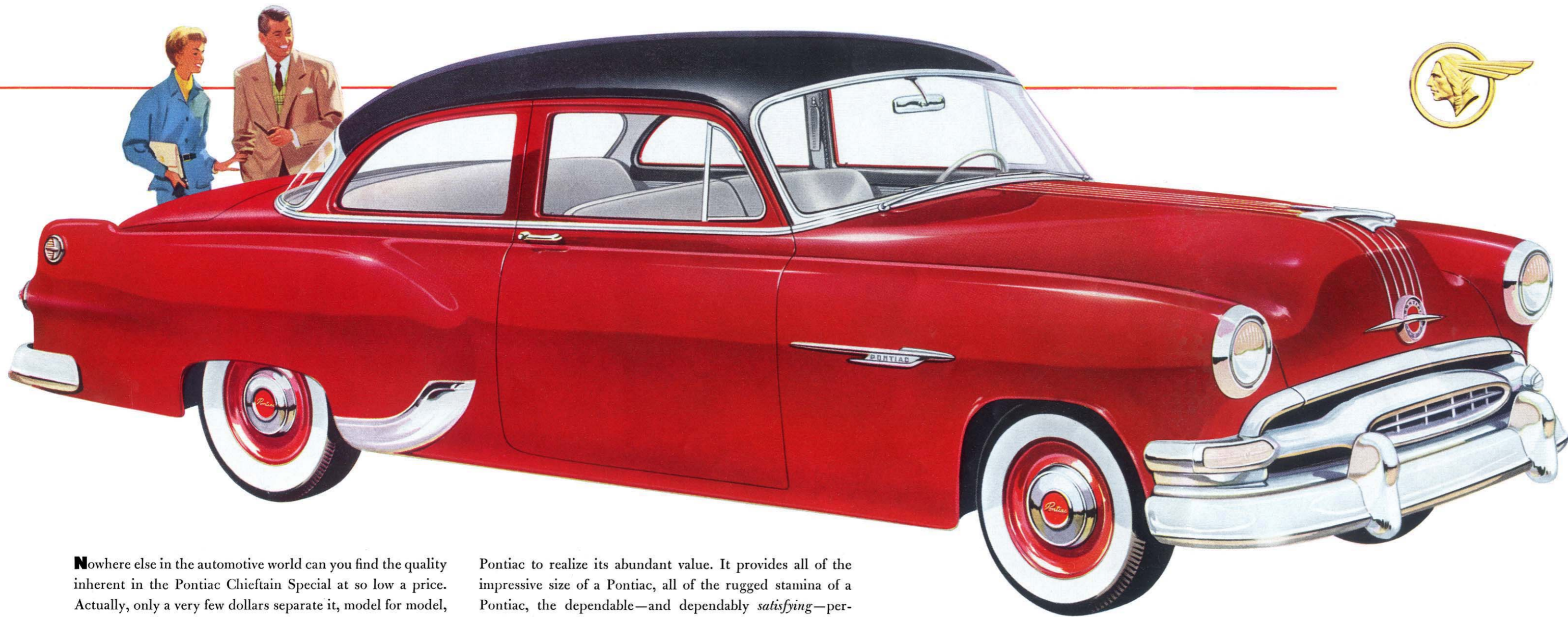
The Chieftain **DELUXE STATION WAGON**

Sportsman? Family man? Hobbyist? Suburbanite? Traveler? Gather 'round, one and all, and inspect your perfect transportation. The big, roomy, *four-door* Pontiac Station Wagon has long been a favorite for carrying Mom to market, the children to school, Dad (plus friends, luggage, equipment and dogs) to that special hunting or fishing retreat. *Small wonder* it's so popular—for the striking beauty and luxury of the all-steel Pontiac DeLuxe Station Wagon make it a wonderfully comfortable family car as well. It will help you make light work of many tasks, yet you can sweep up to the smartest resort in style! This Pontiac is the most versatile car you can own.

REAR SEAT DOWN and you have almost six feet of carrying capacity, *eight feet* with the tail gate open—room for everything from your power mower to a load of treasured antiques—or even a family of sleepy travelers! The seat converts back to sedan luxury in seconds.



The **CHIEFTAIN SPECIAL** - luxury appointments at lowest cost!



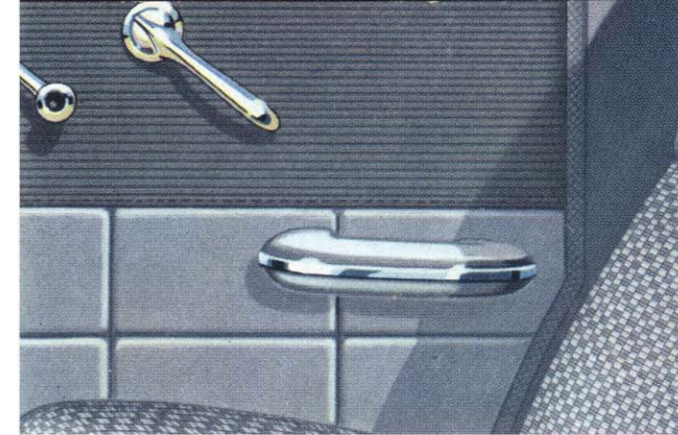
Nowhere else in the automotive world can you find the quality inherent in the Pontiac Chieftain Special at so low a price. Actually, only a very few dollars separate it, model for model, from the "lowest-priced field". What's more—in the sparkling, clean-lined Two-Door illustrated above—you can enjoy the pleasure and prestige of Pontiac ownership for *far, far less* than the cost of many models offered by the "low-priced three." You have only to look, to drive and to price this

Pontiac to realize its abundant value. It provides all of the impressive size of a Pontiac, all of the rugged stamina of a Pontiac, the dependable—and dependably *satisfying*—performance of a Pontiac, the Silver Streak beauty, the luxury and expensive detailing that have never been equalled at the Special's low price. For value where it means the most, investigate the Pontiac Special! It is offered in four models—Four-Door and Two-Door Sedans and two Station Wagons.

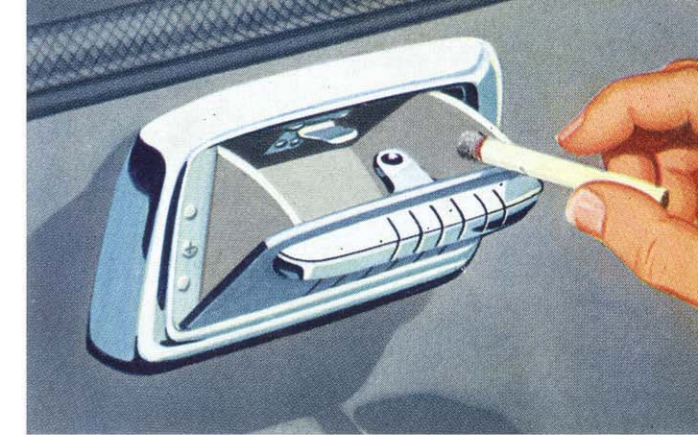


The Pontiac Chieftain Special **TWO-DOOR SEDAN**

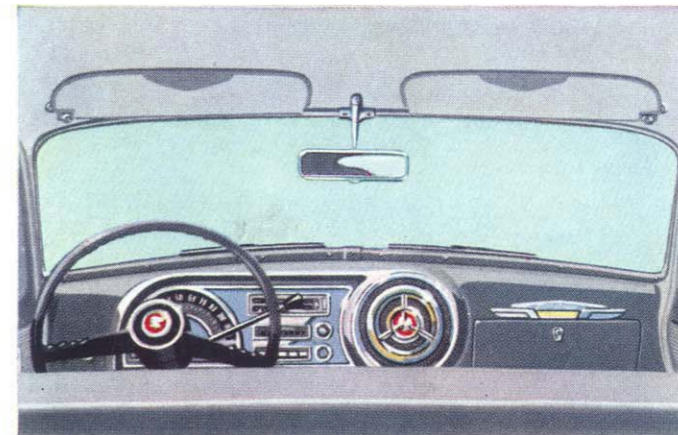
This value-priced car can be yours in seventeen beautiful solid colors and two-tone combinations. Notice the smart chrome accents that add to exterior distinction—the sparkling gravel guards, the graceful sweep of nameplate on front fenders, chrome moldings around windshield and rear window.



Look into what's included as standard equipment before you buy any car. You'll find four perfectly placed armrests for your comfort in Pontiac's Special Sedans. Note, too, the richness of door hardware.



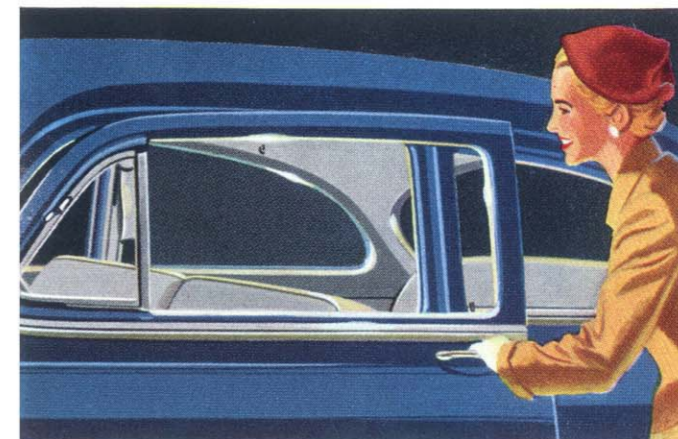
Ashtrays are at your fingertips in the Pontiac Special—in both the front and rear compartments of sedan models. On the instrument panel, you'll find a handy automatic cigarette lighter for your convenience, too.



Thoughtful concern for your comfort and convenience is evident here. Everything's easy to see, easy to reach. Adjustable nighttime illumination is glare-free. Dual inside sun visors are standard.



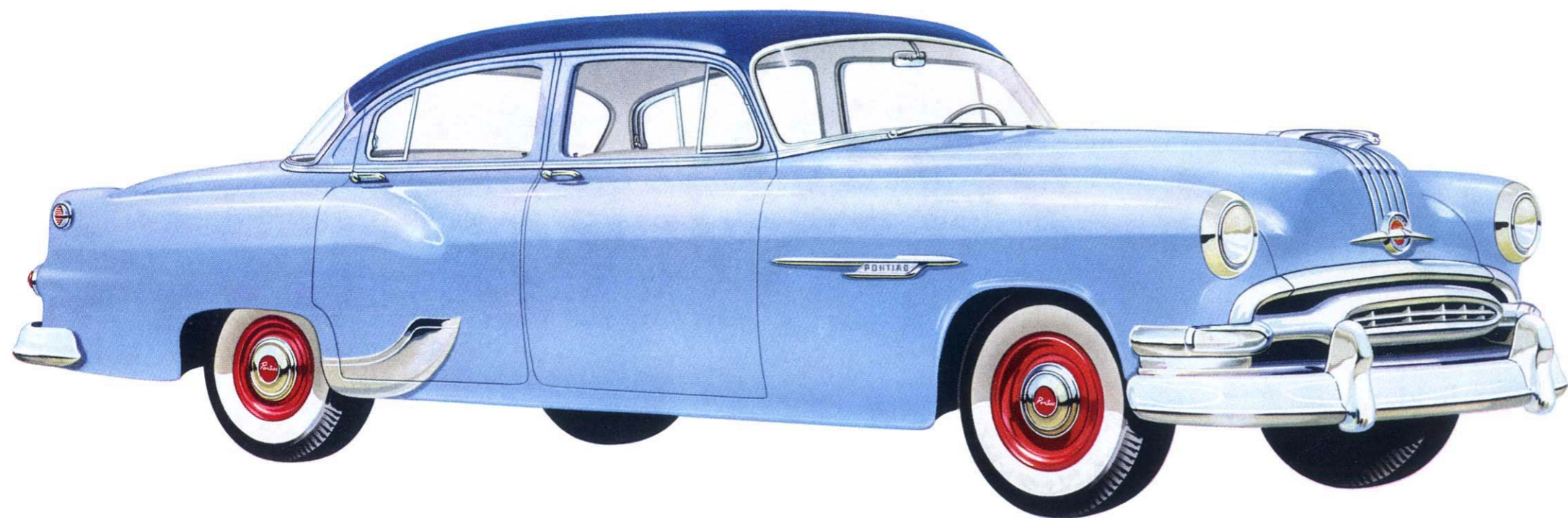
Front Venti-panes for refreshing no-draft ventilation are *crank-controlled* for easy operation. Wind cannot force them shut. Sturdy locks protect your valuables. And there is *Safety* glass in every window.



Your Pontiac Special's interior lights up automatically whenever you open front doors—minimizing the danger of tripping over door sills or articles left on the floor. Another safety feature—rear door handles "free-wheel" when locks are depressed.

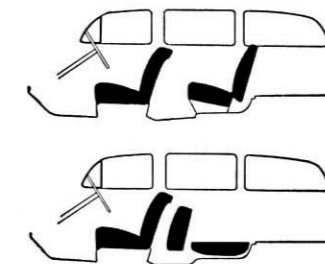


Something you don't often see in the Pontiac Special's price class—a convenient robe cord for hanging blankets or heavy coats. It's standard on all Pontiac Four-Door Sedans, as are the handy coat hooks you'll find above the rear windows.

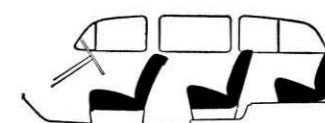


Special **STATION WAGON**

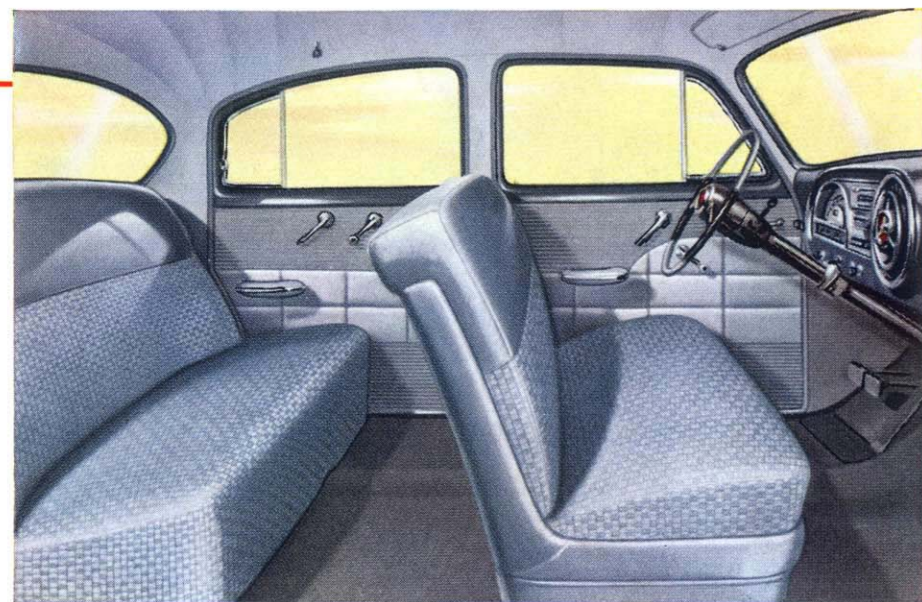
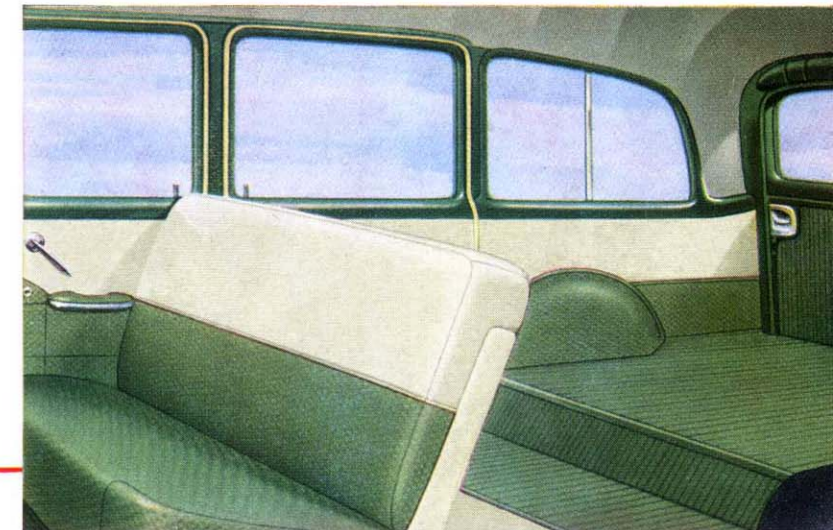
Want the size and versatility and performance of a Pontiac Station Wagon—at its lowest cost? You’re looking at the car of your dreams! Available in solid colors, two-tones or with handsome simulated “wood grain” trim, Pontiac Station Wagons are *all-steel* to deliver mile after mile of quiet care-free going. The interior, too, is so thoroughly engineered for easy housekeeping that you can set it sparkling with a hose! And think of all the wonderful ways you can put this willing wagon to work—whether home is a country estate or a vine-covered cottage. If you’ve always wanted a station wagon, make this the year! A big, beautiful, four-door Pontiac Special Station Wagon can be yours for less than you think!



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.



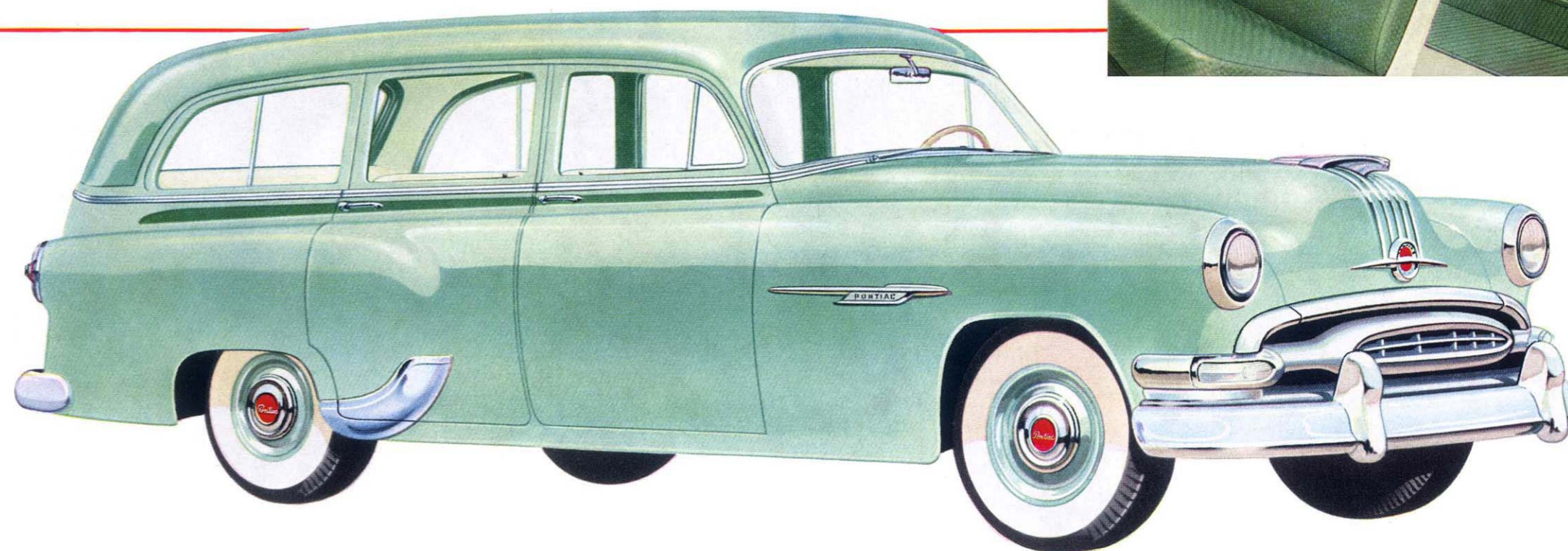
Or *like this*—with comfortable room for eight adults. Both rear seats are easily removed to give you 9½ feet of cargo space with the tail gate down. With either option goes handsome, built-to-take-it upholstery of green and beige simulated leather.



You’ll feel no need for further luxury in a Pontiac Special Sedan. Both four-door and two-door models are upholstered in a richly textured fabric, paired with the same smooth and lustrous Morrokide that Pontiac uses on Star Chief Convertibles! With a judicious blending of color, Pontiac stylists have created an interior that’s a “symphony in grey”.

Special

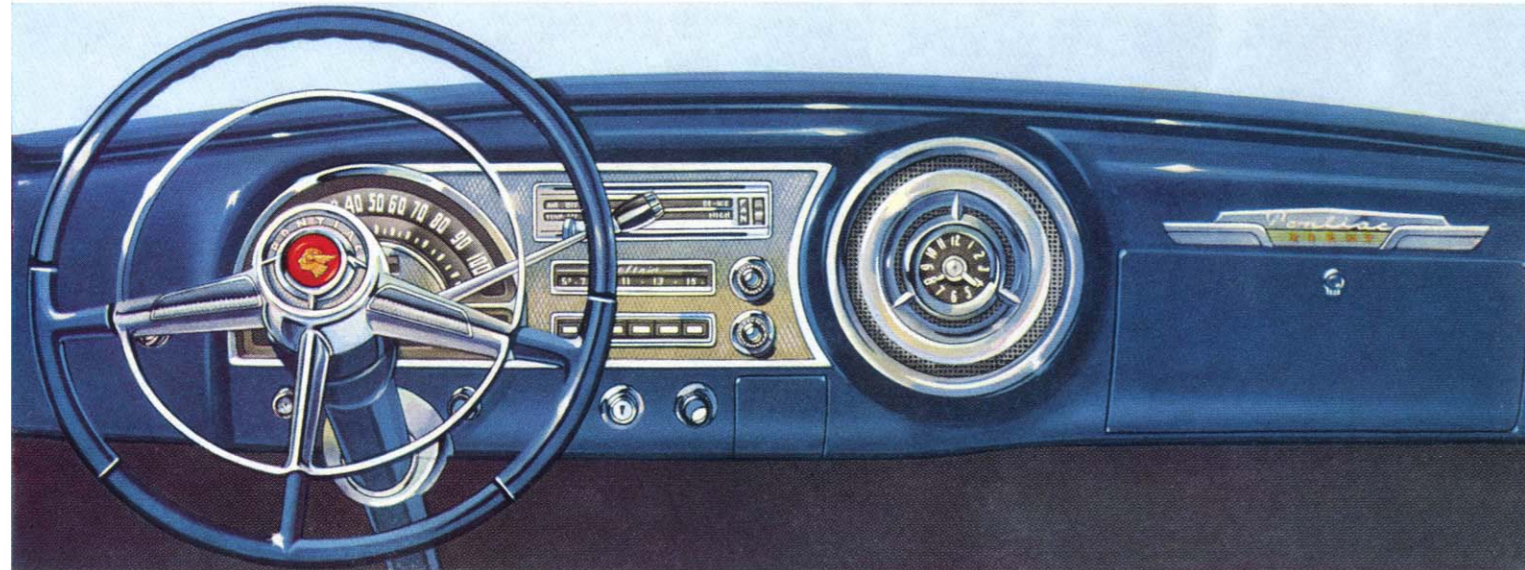
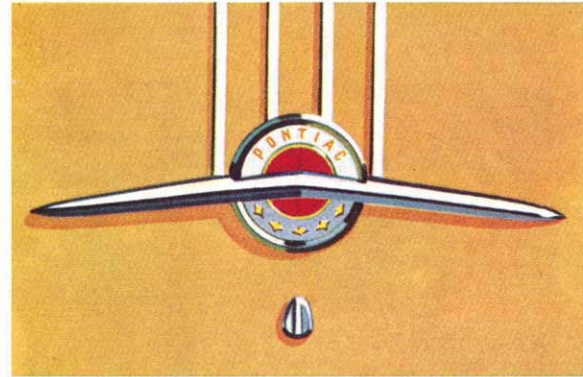
Who’d guess that this distinguished sedan is actually one of America’s lowest-priced cars. The fortunate man or woman who drives it knows, of course—but that knowledge only reaffirms his or her good judgment, increases the very considerable pleasure of owning this roomy four-door sedan. For here is the road-leveling ability of a 122-inch wheelbase—unmatched by *some cars costing far more!* Here is the Silver Streak beauty that is recognized and admired everywhere. Here’s the same Body-by-Fisher quality that adds to the value of *every* Pontiac. The result? A car that speaks for itself—and for your fine sense of value.





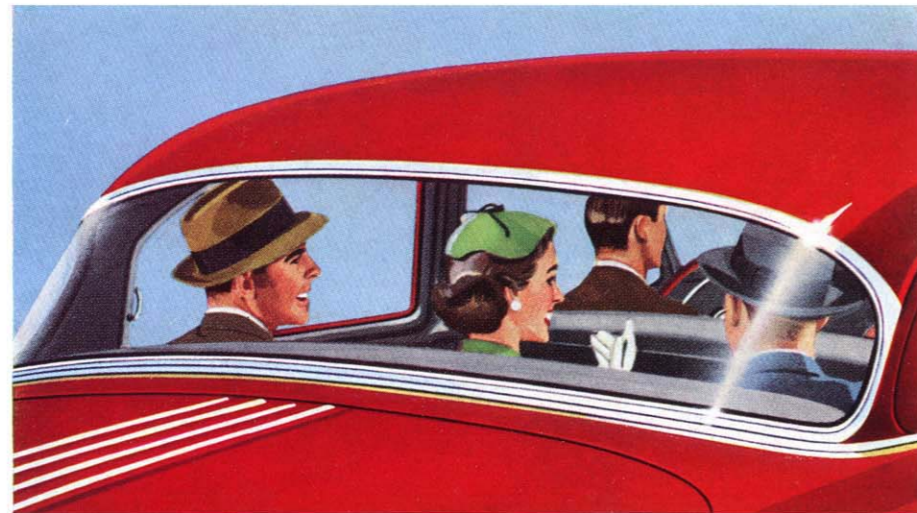
DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC

Star Chief or Chieftain!

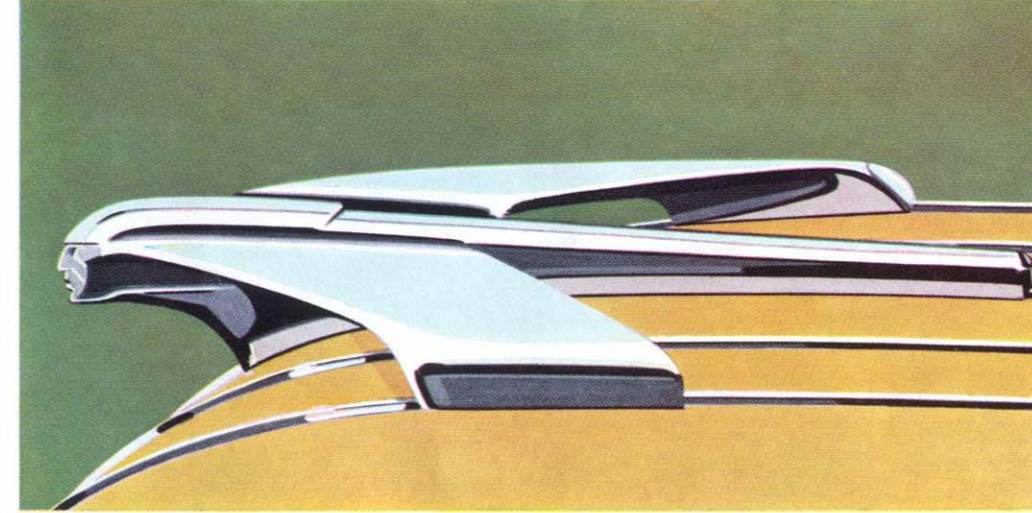


It has been said that no more beautiful instrument panel graces any car in America than the masterpiece of design you see here. Beautiful it is, but Pontiac designers had your comfort and convenience foremost in mind when they drafted it. Headlamp and windshield wiper buttons are at your left, close at hand; a simple twist of the ignition key starts the engine; 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.

It would take approximately 230 pages of almost solid reading matter (*ask any salesman to look at a copy of the 1954 Pontiac Facts Book*) to describe in detail all of the styling features, the mechanical advantages, and myriad other details of body, chassis and engine that tell the complete story of Pontiac's greatness. The things you'll see and read about on the remaining pages of this booklet represent only our best judgment at determining what you are most interested in knowing. Many, many other engineering and styling advances of this year and improvements on "Pontiac Firsts" of years past contribute to Pontiac value . . . and to the conclusion that hundreds of thousands of Pontiac owners have already made: that, truly, "Dollar for Dollar you can't beat a Pontiac!"



Pontiac's Wide-Horizon Vision considers your safety first, but this sweep of curved Safety glass enhances Pontiac's modern styling, too. Car-wide and obstruction-free, it provides a clear rear view for the driver . . . helps him check the road behind, pass with assured safety. Big windows all around the car open up the whole panorama of town or countryside for you and your passengers to enjoy.



Sleek symbol of the advanced styling that is "Pontiac '54" . . . gentle hint of the eager-to-go power that lies under this handsome hood . . . that's the appearance of the 1954 Pontiac hood ornament. It is also available as a uniquely styled accessory with the designer's impression of Chief Pontiac's face sculptured of deep amber plastic and subtly illuminated for extra distinction and identification.



What a wonderful way to enjoy the American scene—comfortably seated at the wheel of a Pontiac! That wide one-piece windshield of Safety glass is curved to minimize reflection. You see *all the road* ahead. And corner posts are strong, but slim as can be, to keep your vision *all ways* clear. If you like, you can specify E-Z-Eye Glass for your windshield and windows—scientifically tinted to subdue glare, make driving easiest on your eyes. It's optional on all Pontiacs at small additional cost.

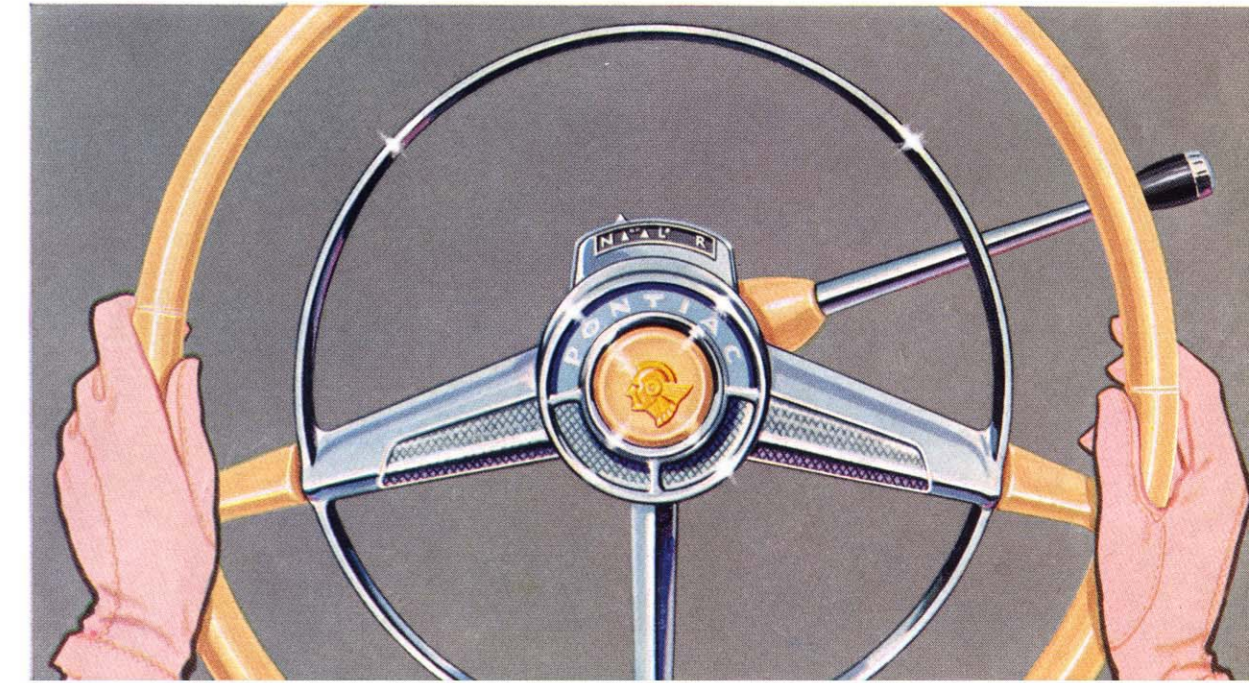
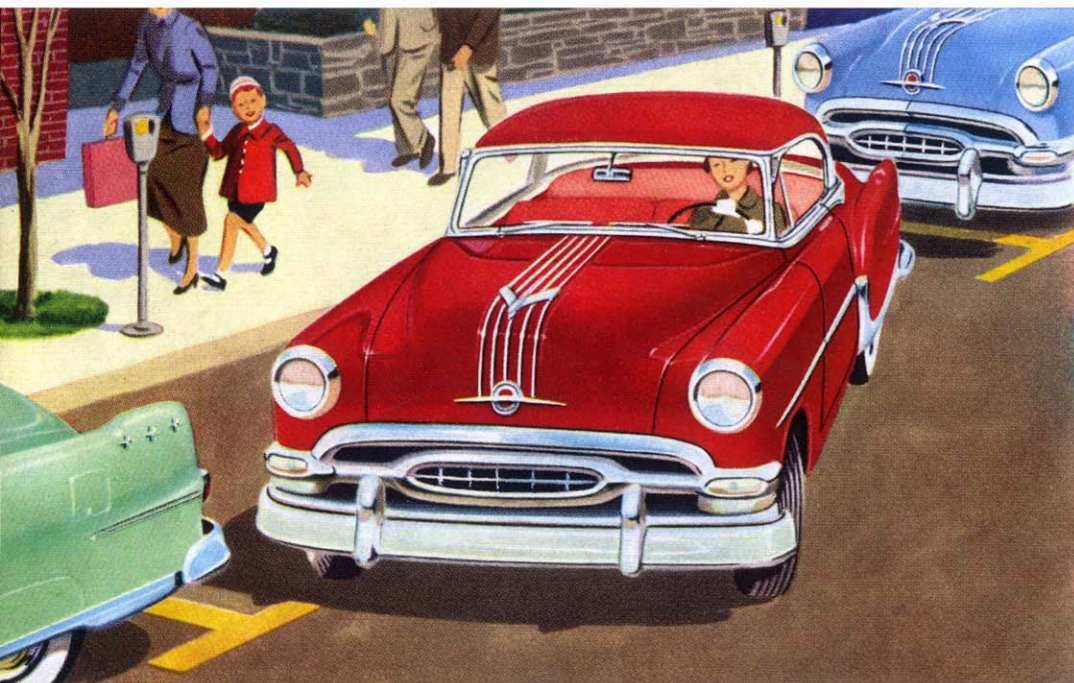


There's "Cross-Country" luggage room aplenty in any Pontiac—Star Chief or Chieftain! In models of the new extra-long Star Chief Series you can stow away up to *thirteen pieces* of assorted full-size luggage—including your golf clubs—and still find space for miscellaneous smaller packages!

For extra driving pleasure,

All of the equipment shown on these two pages is optional on the 1954 Pontiac at extra cost.

CHOOSE PONTIAC POWER STEERING...NEW POWER BRAKES... NEW COMFORT-CONTROL SEAT...DUAL-RANGE HYDRA-MATIC DRIVE!

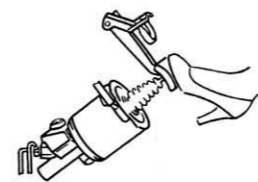


Finger-tip parking . . . almost effortless handling!

Easing into tight parking spaces becomes simplicity itself with Pontiac's Power Steering. Try it! The way it relieves you of up to 80% of all steering effort, even when the car is standing still, will seem like magic! You'll find you can drive farther and arrive refreshed, for Pontiac Power Steering has virtually eliminated driving strain. 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. Turning requires but a gesture. Streetcar tracks and road ruts become but minor steering hazards; you can keep a power-steered Pontiac under control easily. Even if a tire blowout should occur, Pontiac Power Steering will provide "muscles" to help you come to a safe stop. Because so many drivers appreciate its convenience, you will find that Power Steering adds substantially to the *resale value* of your Pontiac, too.

Smoother, safer braking . . . at the merest touch of your foot.

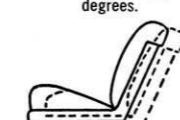
Now—with Pontiac's new Power Brakes—you can stop your Pontiac smoothly with about as much pedal pressure as you exert on the *accelerator* in normal driving. Atmospheric pressure and engine vacuum do the work, yet you retain a safe "brake feel". You'll find yourself refreshed and *ready for more* after miles and miles of stop-and-go driving. Foot and leg movement is reduced, reaction time decreased, fatigue erased to a minimum. Even if this thoroughly tested and proved Pontiac option *should fail*, you could still effectively brake your car. You'll be a safer, more relaxed, more confident driver with Pontiac's new Power Brakes. Be sure to try them!



This diagram shows what makes the magic of Pontiac Power Brakes. The one-inch-lower pedal is suspended from the steering column. A simple pivot on your heel from the accelerator to brake pedal is all that's required.

Perfect Seating Comfort for Every Pontiac Owner!

Are you five-feet two or six-feet four? Whatever your stature, you can now "custom-tailor" your driving comfort with the new Pontiac Comfort-Control Seat. Mechanical finger-tip adjustment of the front seat tips you forward or backward, raises or lowers you, moves you back or forth—for a total of *three hundred and sixty* different seat positions! Every driver in your family can choose the precise one that offers most comfort, best vision, *safest* driving. *And* you'll find that a simple seat adjustment from time to time will reduce fatigue on long trips amazingly.



Two Driving Ranges . . . for extra-eager response in town traffic . . . for extra-economical performance on the open road!

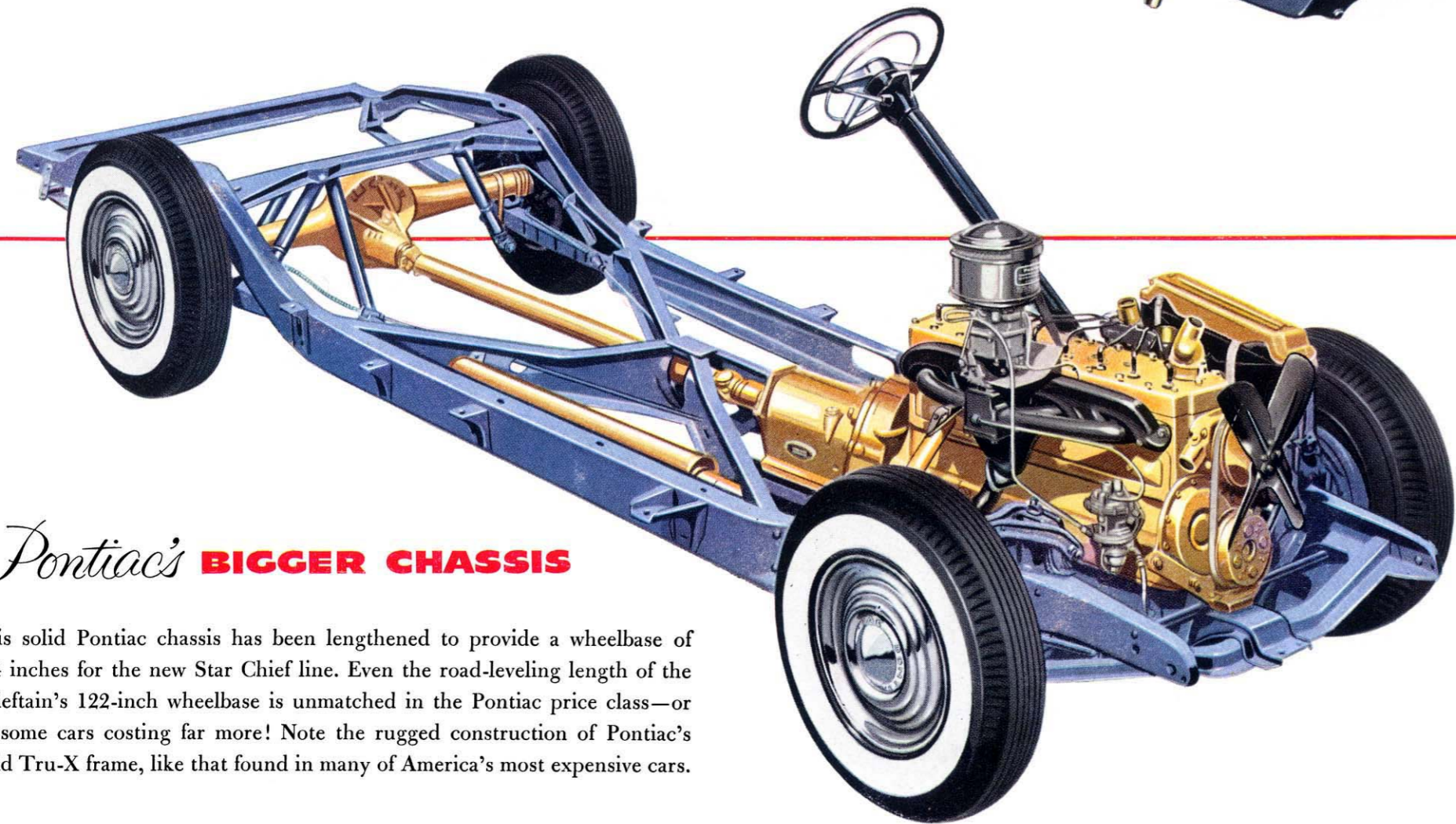
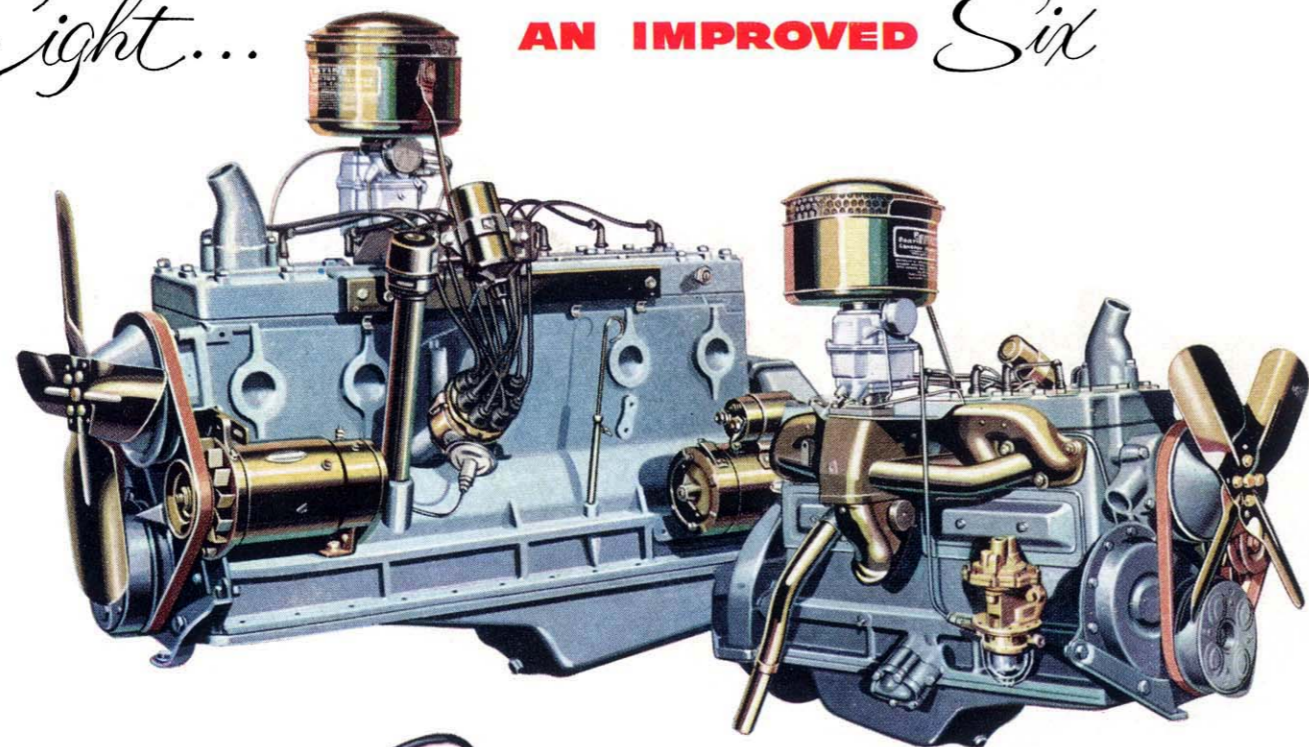
Get behind this steering wheel yourself and you'll discover the pleasure of driving with the world's *best-proved* automatic transmission! Dual-Range Hydra-Matic puts Pontiac power to the task of accelerating one-and-three-quarter tons of automobile, takes you to legal speed in a matter of seconds—smoothly, quietly, efficiently and all at a touch on the accelerator! Dual-Range Hydra-Matic lets you choose the extra-alert power and spectacular *willingness-to-go* of Traffic Range, wonderful for all your city driving . . . *or*, when the road ahead is clear, the hushed smoothness and gas-saving economy of Cruising Range. Many are the things you can do with this versatile transmission: use "Lo" or Traffic Range for engine braking on steep grades; rock out of mud, sand or snow; *and* be well repaid for enjoying this wanted optional equipment when it comes to selling your Pontiac!

*To enjoy delightfully refreshing temperature in hottest weather, choose **PONTIAC'S NEW AIR-CONDITIONING SYSTEM!** Easy-to-operate instrument panel controls . . . compact front-end installation. Eight-cylinder models only.*

*To raise or lower front windows automatically—at a finger-touch—specify **PONTIAC'S NEW ELECTRIC WINDOW LIFTS.** Individual motors in each front door control the windows. You command them up or down at the touch of a switch.*

A MORE POWERFUL *Eight...* **AN IMPROVED** *Six*

No more dependable engines have yet been devised than the pair of high-compression Pontiac power plants you see here. For 1954, the performance pleasure they can deliver has been advanced still further. Pontiac's famous Straight Eight 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. 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.



Pontiac's **BIGGER CHASSIS**

This solid Pontiac chassis has been lengthened to provide a wheelbase of 124 inches for the new Star Chief line. Even the road-leveling length of the Chieftain's 122-inch wheelbase is unmatched in the Pontiac price class—or by some cars costing far more! Note the rugged construction of Pontiac's rigid Tru-X frame, like that found in many of America's most expensive cars.

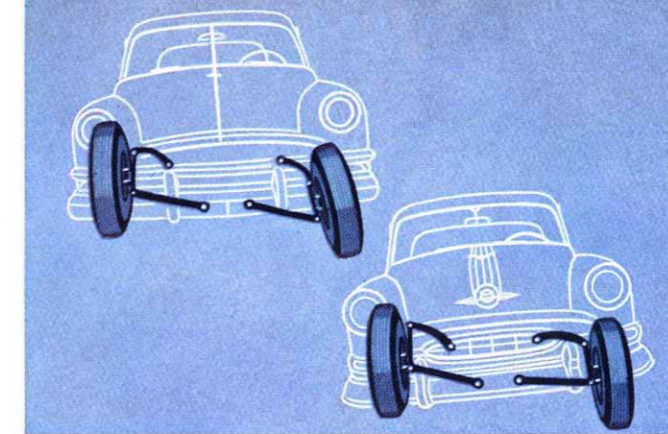
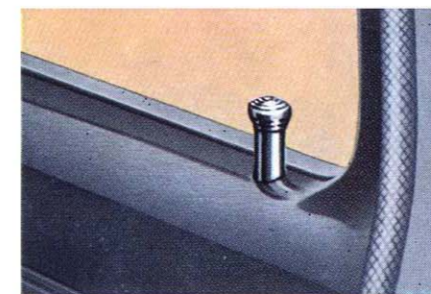
Pontiac gives you

ECONOMY • COMFORT

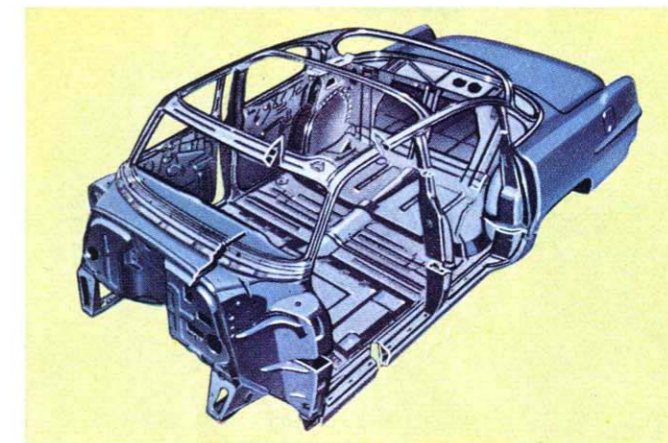
DEPENDABILITY • SAFETY

What do these words mean—*economy, comfort, dependability, safety*? Important as they are to your automobile decision, such factors are all relative. A car can be more economical or comfortable or dependable than another, but still not satisfy your particular standards. Words can only offer some of the facts about Pontiac. The very best way to appreciate a Pontiac is to get behind the wheel and drive one! And talk with *Pontiac owners*, too—for certainly a few minutes or hours behind the wheel cannot fully establish a car's worth. It takes mile after mile of pleasant association to fully appreciate the outstanding economy, comfort, dependability and safety that Pontiac really offers. And Pontiac owners—the people who know—are some of our most eloquent "salesmen".

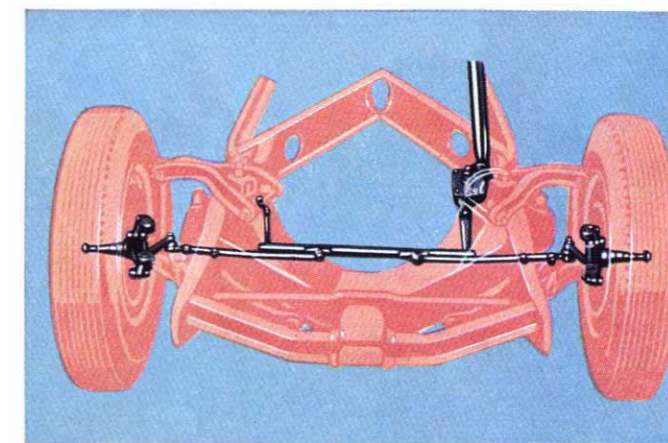
You'll find push-button inside door locks on all Pontiac models—locks that let you secure your car without bothering with keys. For your safety, all rear door handles "free-wheel" while the button is down.



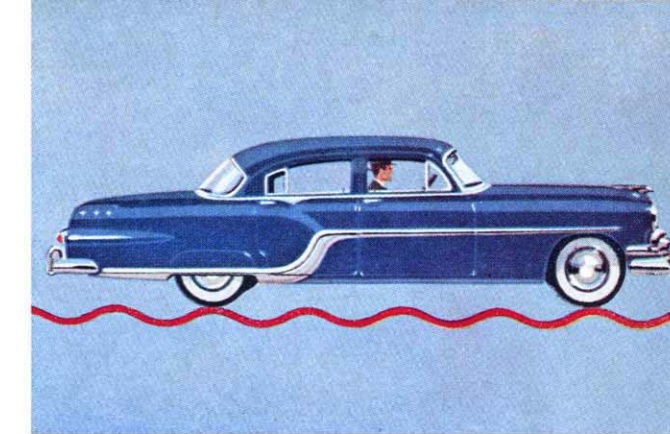
Steering around curves is easier and tire squeal minimized with Pontiac's Curve-Control Front Suspension. Wheels "tilt" less—and tires wear longer, too! Slight inclination of Pontiac's front suspension also results in a smoother, softer ride on broken-surfaced roads.



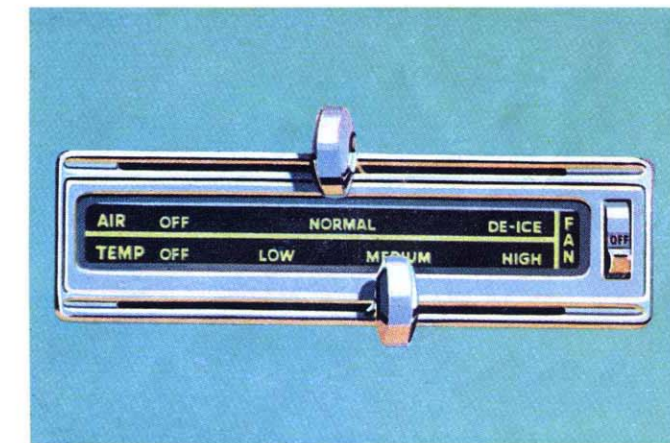
Beneath Pontiac's beauty is a Body by Fisher that surrounds you with all-steel safety. From solid steel Turret-Top to all-steel floor—ribbed, braced and welded—strength like this means a *long life* for your Pontiac, too.



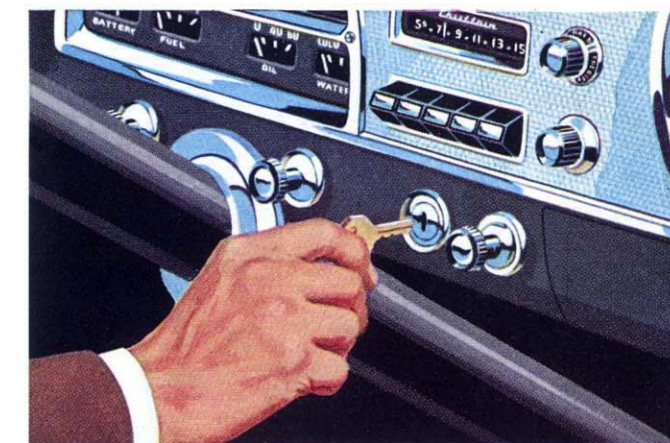
Pontiac's Tru-Arc Safety Steering moves both front wheels uniformly, maintains the correct steering position as wheels rise and fall. Even on rough roads, the steering wheel holds steady. Pontiac's over-all steering ratio is 25 to 1—means easy handling always.



A ride that's "soft" enough to smooth out the roughest roads, yet "hard" enough to prevent annoying body sway and so-called *musky* performance was the goal of Pontiac engineers. In every detail of springing and suspension, the Comfort-Master Ride achieves it perfectly!



An accessory that has earned laurels for Pontiac is its excellent heating and defrosting system. It works fast, efficiently. All you do is set these simple controls for the winter "weather" you want—and then forget them!



Key-Quick Automatic Starting lets you put your Pontiac's horsepower to work *single-handedly*; an easy turn of the ignition key starts the engine. Another convenience for nighttime driving: a ring of Green-glo light eliminates fumbling in the dark for the key slot.

Specifications

ENGINES: The Pontiac Eight-Cylinder Engine is a straight eight of the simple, efficient L-head design. Maximum brake horsepower is 127 at 3800 rpm and maximum torque is 234 lb.-ft. at 2200 rpm with a compression ratio of 7.7 to 1. (Standard with Hydra-Matic, optional with Synchro-Mesh transmission.) Maximum brake horsepower is 122 at 3800 rpm and maximum torque is 226 lb.-ft. at 2200 rpm with a compression ratio of 6.8 to 1. (Standard with Synchro-Mesh.) Bore, $3\frac{3}{8}$ inches. Stroke, $3\frac{3}{4}$ inches. Displacement, 268.4 cubic inches. Completely counterbalanced crankshaft with five overlapping main bearings. Oil Seals both front and rear. Electro-plated pistons to reduce friction and wear. Tapered Valve Guides for quiet, non-stick operation. Chain-driven camshaft supported by five bushings. Rubber engine cushioning.

The Pontiac Six-Cylinder Engine is an in-line six of the simple, efficient L-head design. Maximum brake horsepower is 118 at 3800 rpm and maximum torque is 197 lb.-ft. at 2000 rpm with a compression ratio of 7.7 to 1. (Standard with Hydra-Matic, optional with Synchro-Mesh transmission.) Maximum brake horsepower is 115 at 3800 rpm and maximum torque is 193 lb.-ft. at 2000 rpm with a compression ratio of 7.0 to 1. (Standard with Synchro-Mesh transmission.) Bore, $3\frac{3}{16}$ inches. Stroke, 4 inches. Displacement, 239.2 cubic inches. Completely counterbalanced crankshaft with *four* overlapping main bearings. Chain-driven camshaft supported by *four* bushings. Other engine specifications same as Eight-Cylinder above.

ENGINE LUBRICATION: 100% Full-Pressure Metered-Flow Lubrication for complete bearing lubrication always. Positive-gear type oil pump. Full-flow Built-in Permanent Oil Cleaner that needs no filters. Pressure-suction crankcase ventilation. Oil refill capacity, 5 quarts.

FUEL SYSTEM: Dual-type triple-venturi downdraft carburetors. Fuel pump with vacuum booster. Air cleaner and intake silencer. Scotch-Mist Manifold for most economical use of fuel. Gaselector for quick, accurate adjustment of distributor timing. Automatic Choke. Twenty-gallon fuel tank.

COOLING: Automatic All-Weather Engine Temperature Control—Pressure Cooling Valves on radiator caps; Full-Length Water Jackets; Gusher Valve Cooling; Thermostatic Water Temperature Control; Water Recirculation to prevent "hot spots" or "steam pockets". Coolant capacity: Eight, $18\frac{3}{4}$ quarts. Six, $18\frac{1}{4}$ quarts. With under-seat heater, $1\frac{3}{4}$ additional quarts for both engines.

ELECTRICAL SYSTEM: High-capacity 45-ampere generator. Corrosion-resistant battery retainer. Dependable 15-plate 100-ampere hours battery. Current and voltage regulator. Vacuum Spark Control. Easily accessible Dash Wire Manifolds. Key-Quick Automatic Starting.

CHASSIS: Rugged Tru-X Frame with four-way cantilever construction. Rubber cushioning of chassis throughout. Curve-Control Front Suspension. Independent front coil springs. Front Stabilizer Bar. Hydraulic Cushion Rear Levelators. Long leaf-type rear springs with spring liners and rubber bushings. Tru-Arc Safety Steering. 25:1 Over-all Steering Ratio. Minimum Turning Circle of 40' 10" for Chieftain, 42' 8" for Star Chief. Hotchkiss Power Cushion Drive. Hypoid Rear Axle. Triple-sealed 11-inch brakes. Easy-pull Hand Brake operating independently on rear wheels. Synchro-Mesh transmission with easy-action clutch, quiet helical gears. Built-in concentric gearshift. Hydra-Matic Drive optional at extra cost. Extra-low-pressure tires, 7.10 x 15 for wide $5\frac{1}{2}$ -inch rims.

BODY: All-steel Body by Fisher. Push-button inside door locks. Push-button outside door releases. "Free-wheeling" door handles on all rear doors when locked. Crank-operated front Venti-panes. Self-locking trunk. Counterbalanced trunk lid. Automatic interior dome lighting. Counterbalanced hood. Spring-held tools to prevent rattling, except Station Wagons.

DIMENSIONS: Wheelbase: Chieftain, 122 inches. Star Chief, 124 inches. Over-all Length: Chieftain, 202.7 inches. Star Chief, 213.7 inches. Width: 76.6 inches. Height, both lines, with passengers, Four-Door Sedan, 63.2 inches. Convertible Coupe, 62.2 inches. Catalina, 62 inches.

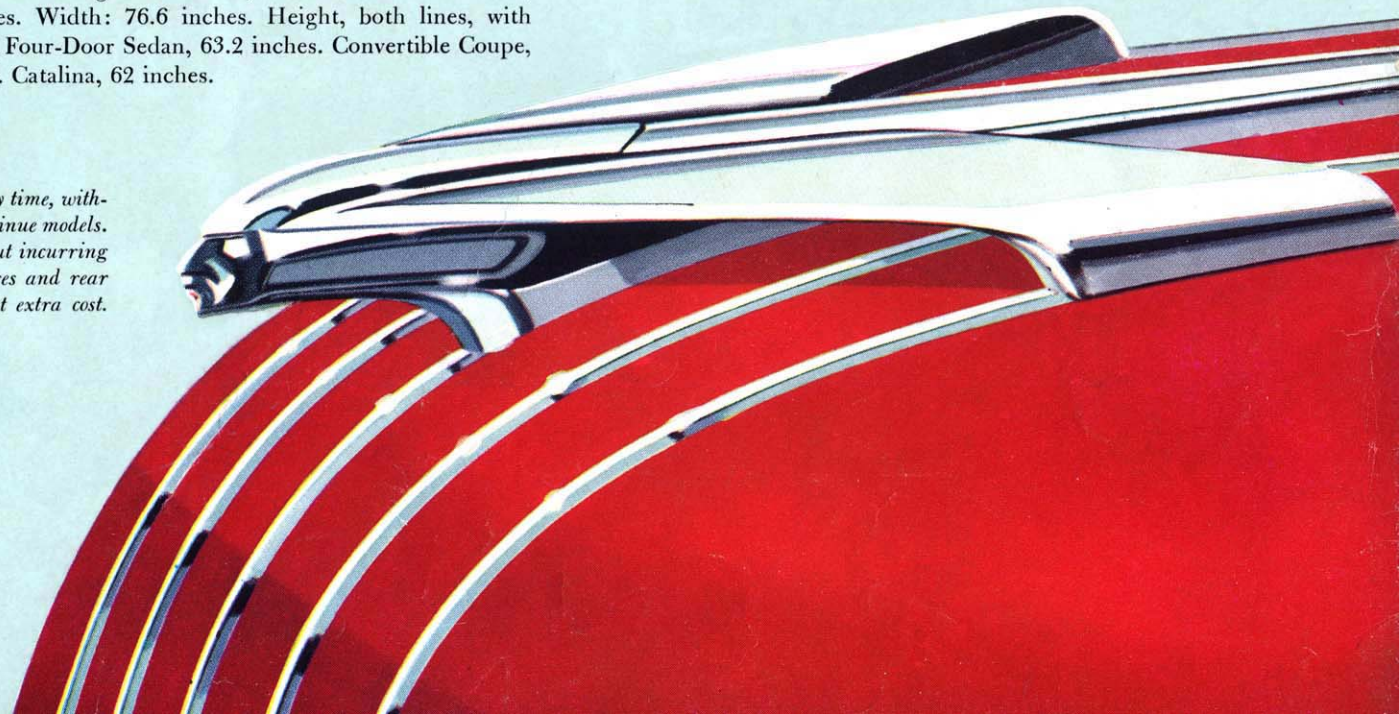
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Dollar for Dollar

you can't beat a

Pontiac



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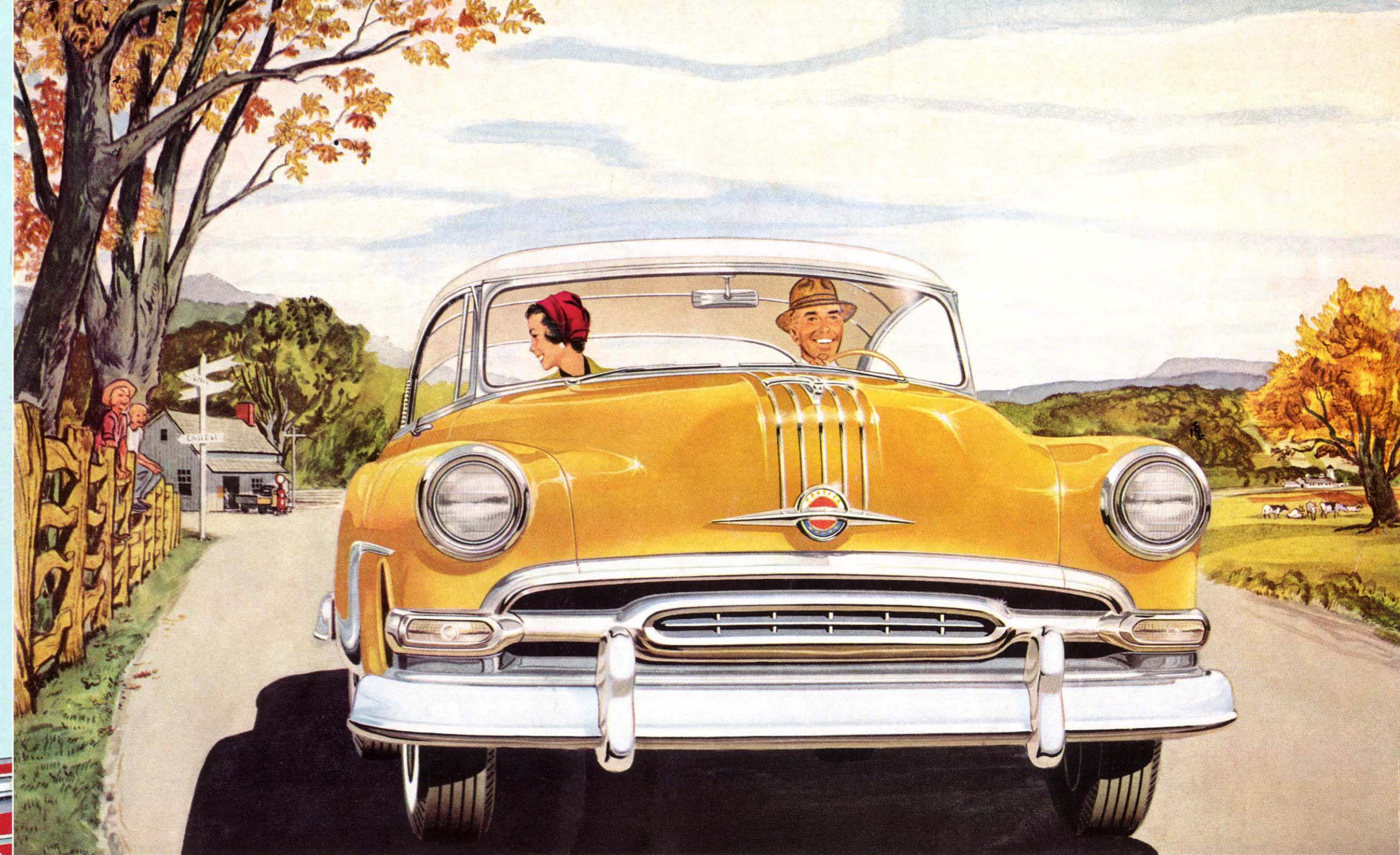


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1954 PONTIAC



IN TWO NEW LINES · THE STAR CHIEF · THE SILVER STREAK CHIEFTAIN