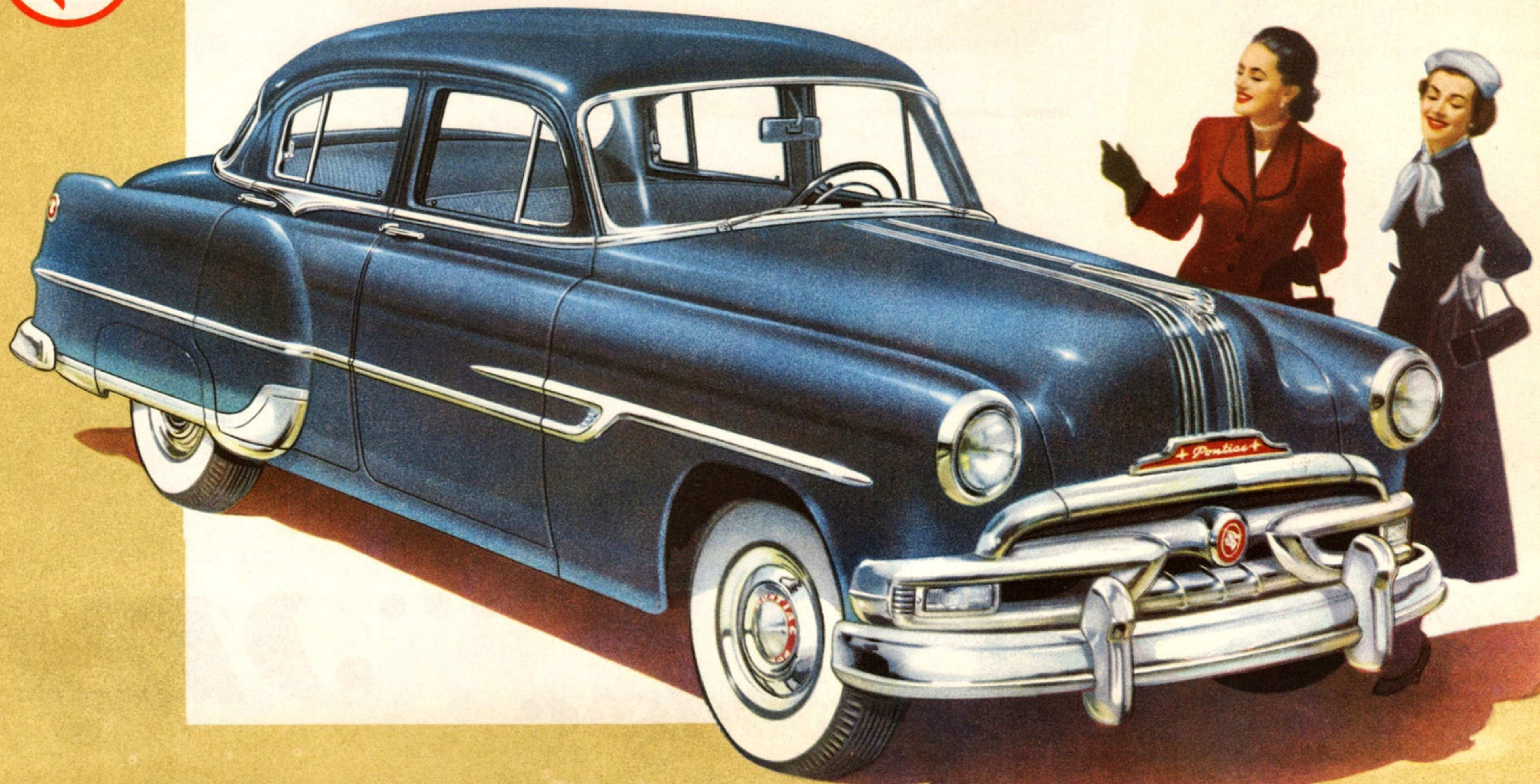
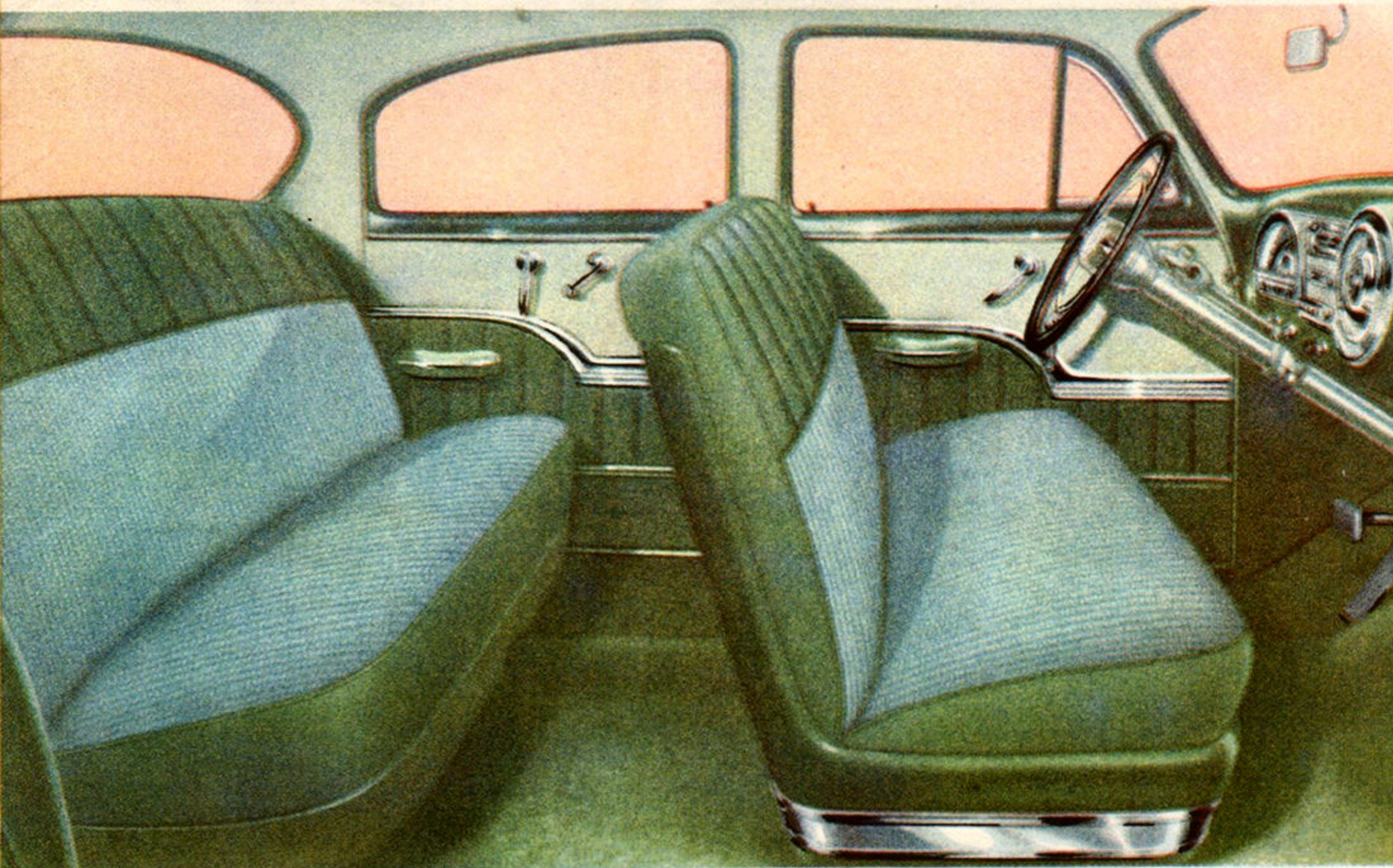


*PRESENTING A GREAT NEW BEAUTY*

**THE DUAL-STREAK 1953** *Pontiac*



# ***NEW!*** Beautiful, Luxurious, Dual-Streak Styling... *Inside and Out*



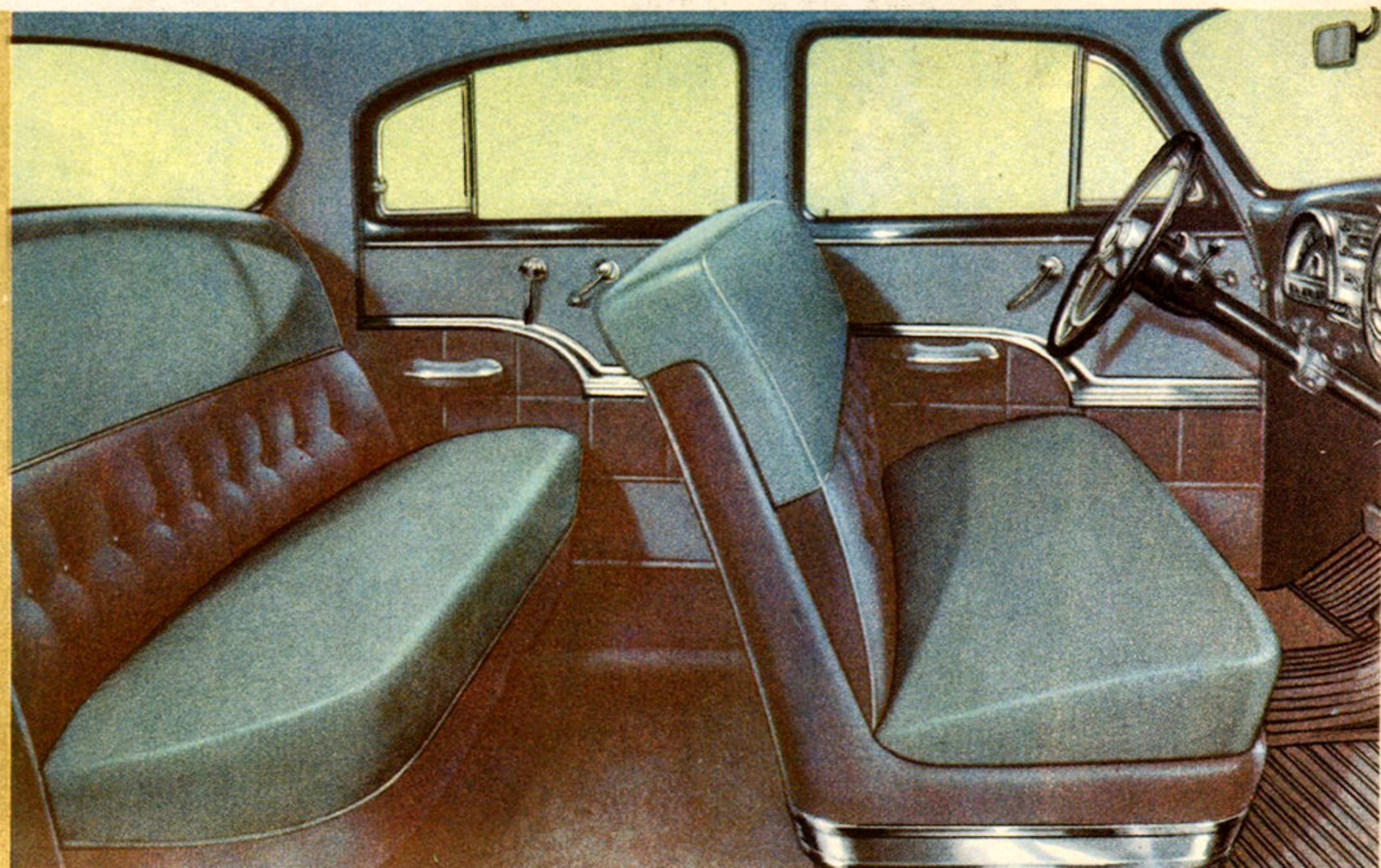
From the deft hand of the master stylist come Pontiac's exciting new interiors for 1953 . . . handsome, color-keyed interiors expertly harmonized with Pontiac's sparkling body colors. And this year, Pontiac is roomier, too, in every way. There's more leg room, hat room and hip room. Arm rests, ash trays, sun shades, every detail of the interior appointments has been planned to create an overall picture of grace and beauty which tells you at a glance that Pontiac is indeed a masterpiece of design.

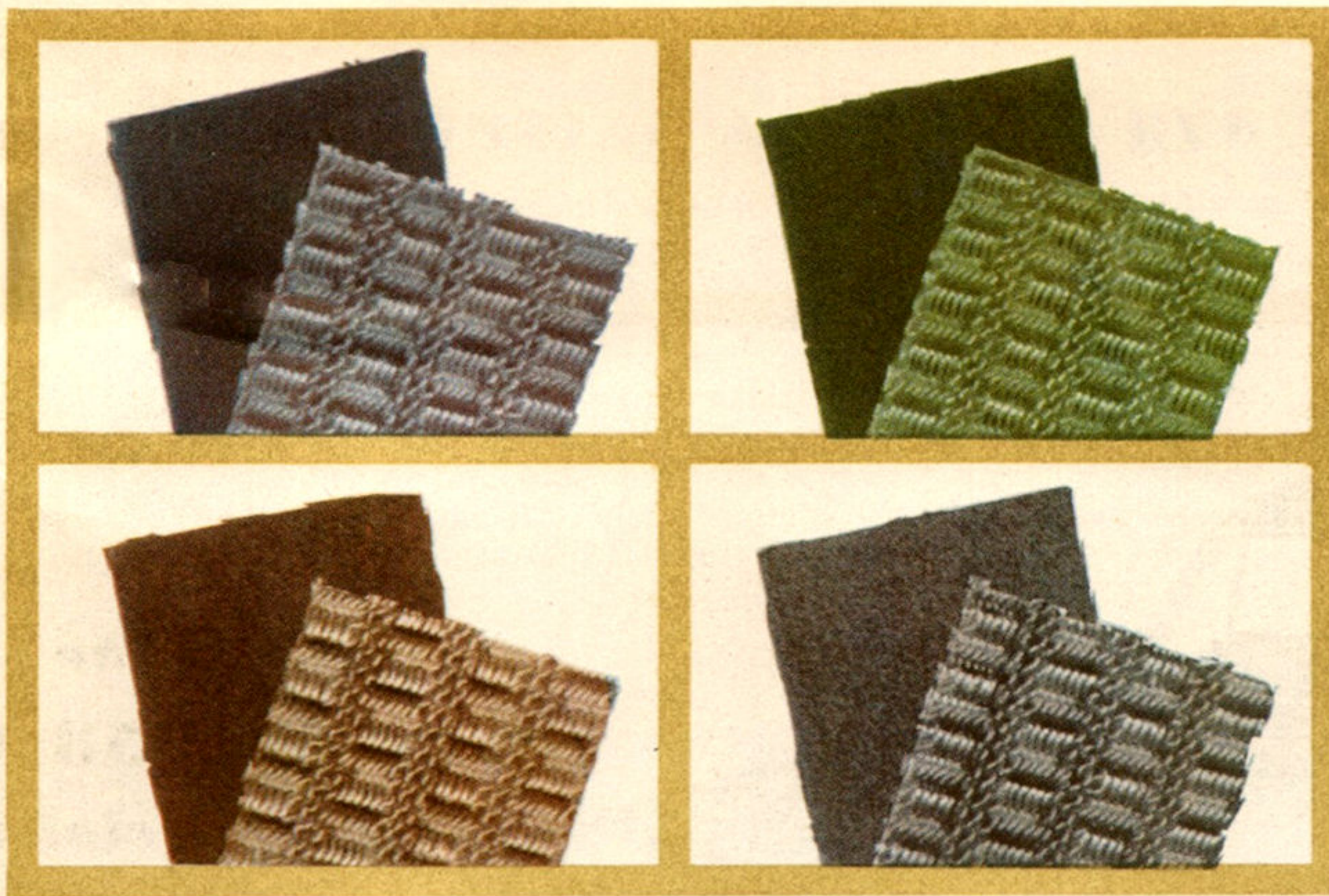
## **LUXURIOUS NEW INTERIORS**

Pontiac's thrilling two-tone interiors are upholstered in a rich selection of fabrics for seats, door panels and sidewalls.

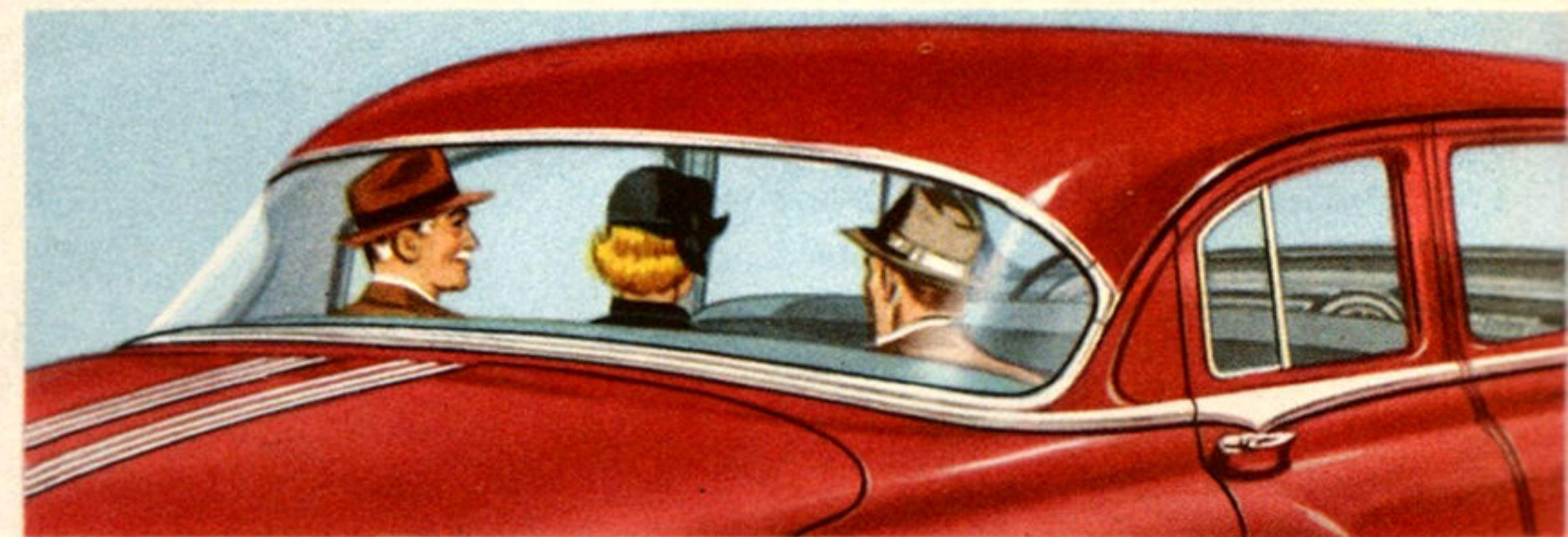
In the Chieftain Deluxe and Laurentian Series, for instance, you have fabric choices in color combinations of blue, grey, and green.

The Pathfinder Deluxe offers a variety of two-tone fabric selections.





Both beauty and durability mark the fabrics selected for the upholstery in the Chieftain Deluxe and Laurentian. This lovely beaded material has a satisfying nubby texture, yet it's smoothly comfortable to sit on. And, of course, it is so easy to keep clean, too.



## **New!** WIDE-HORIZON VISION

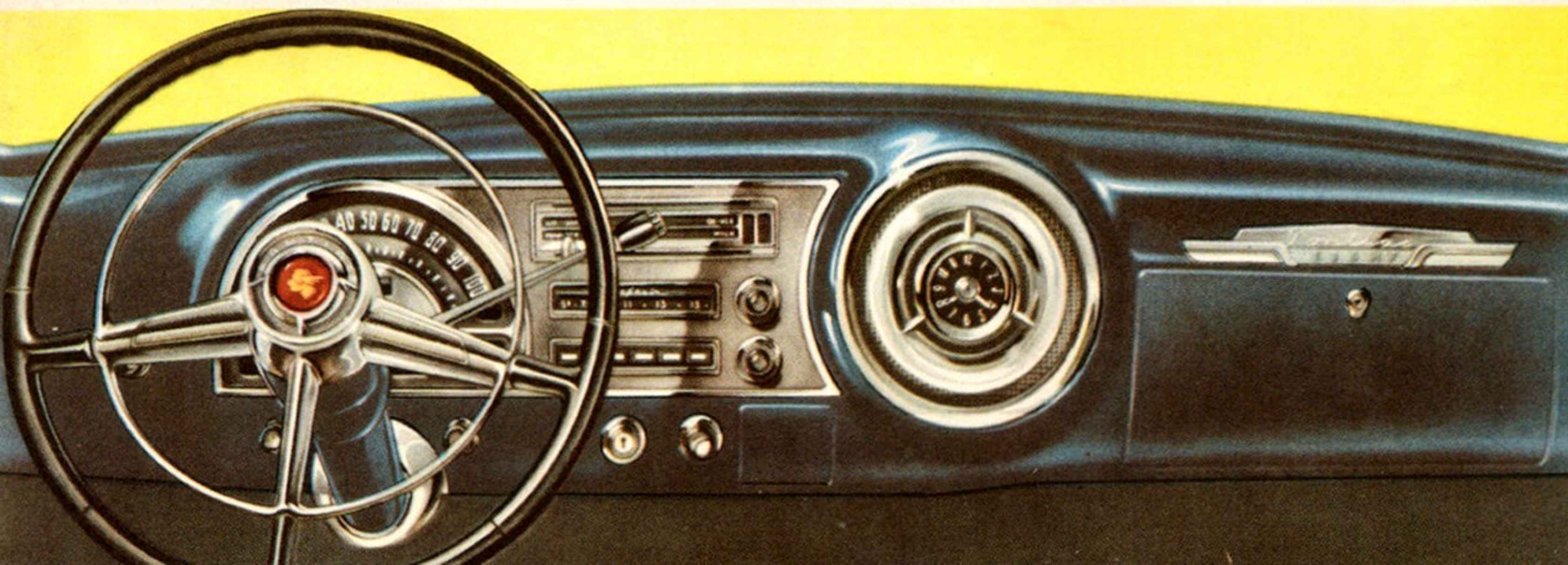
Pontiac's new, one-piece curved windshield provides a wide, unobstructed angle of vision and the wrap-around rear window\* increases vision through the rear view mirror by as much as 39 per cent for greater safety and driving pleasure.

*\*Pathfinder Deluxe, Laurentian and Chieftain Series*

## **SHADE-LITE SAFETY-GLASS\***

Now you can drive in undreamed of comfort, winter and summer, with the fatigue caused by eyestrain materially reduced for passengers and driver alike. This scientifically tinted windshield and window glass tames reflected road glare and cuts down glare of approaching headlamps for safer driving.

*\*Optional at extra cost*



## **New** **PANORAMA-VIEW INSTRUMENT PANEL**

This handsome instrument panel is as practical as it is beautiful and it's scientifically designed to eliminate glare, day and night. All controls are centred 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.

# YOUR CHOICE OF 2 GREAT AUTOMATIC TRANSMISSIONS

## GM PowerGlide Automatic Transmission

*\*Available on Pathfinder Deluxe and Laurentian Models*

Here's the answer for smooth, effortless driving—no clutch to press, no gears to change—only two driving operations instead of 14! Just sit back and relax, step on the gas and go! You have only the accelerator and brake to concern you, both hands are free to drive and signal and your left foot takes a rest.

In GM POWERGLIDE, oil takes the place of gears to transmit the power from your brawny Pontiac L-head engine to the rear wheels automatically—a whispering, liquid flow of power that responds instantly from zero to top speed, gives you safety for every driving situation.

*\*Optional at extra cost*

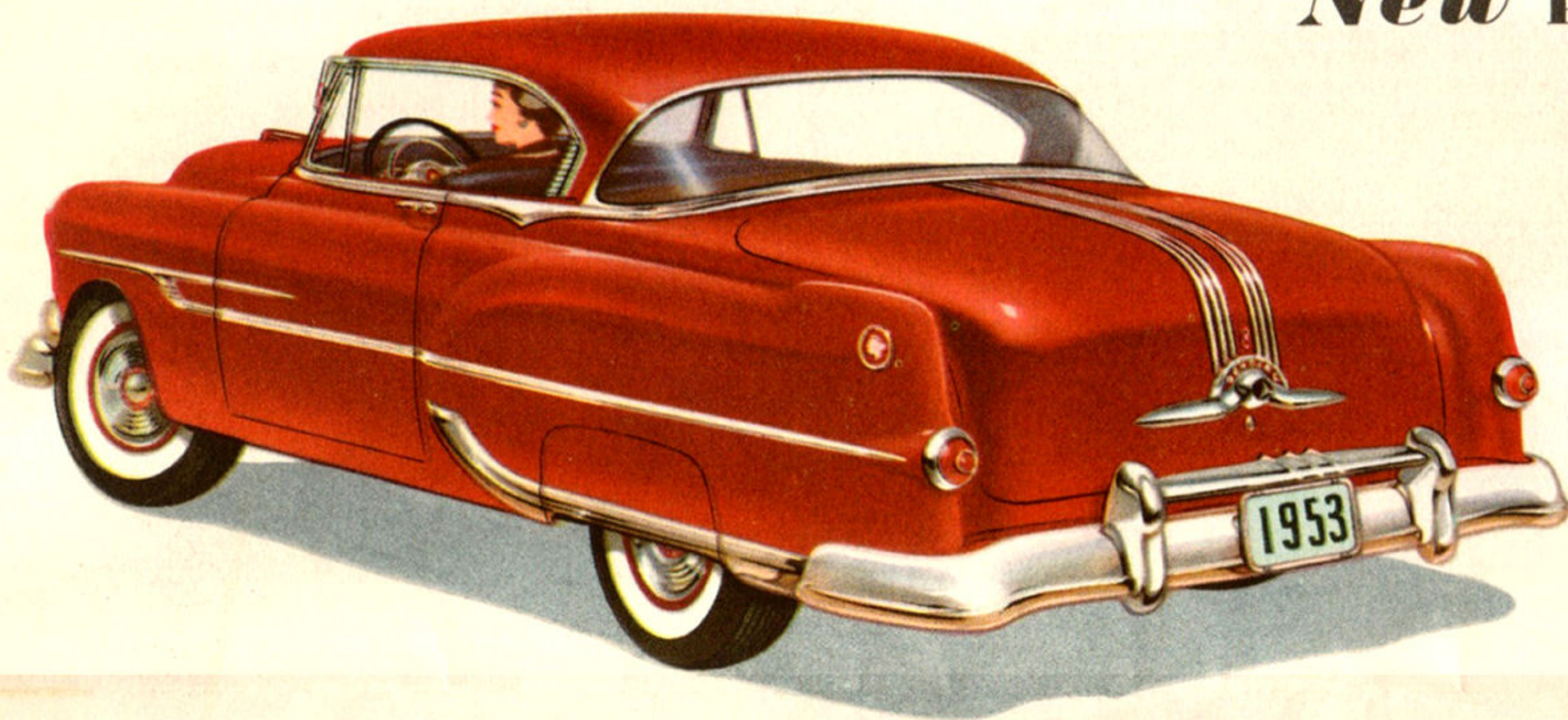
## Pontiac Dual-Range Hydra-Matic Drive

*\*Available on Chieftain and Chieftain Deluxe Series*

Whenever road or traffic conditions call for a change, Pontiac's spectacular Dual-Range Hydra-Matic Drive takes the situation in stride—without hesitation and smooth as silk. Its two driving ranges virtually give you fingertip control over two different power plants. In Traffic Range you get amazing get-up-and-go in traffic, extra braking power down long hills or mountainous grades.

In Cruising Range you roll along mile after mile with almost unbelievable quiet and with engine revolutions cut up to 30 percent to save you gas and increase engine life.

*\*Optional at extra cost*



## New PONTIAC POWER STEERING

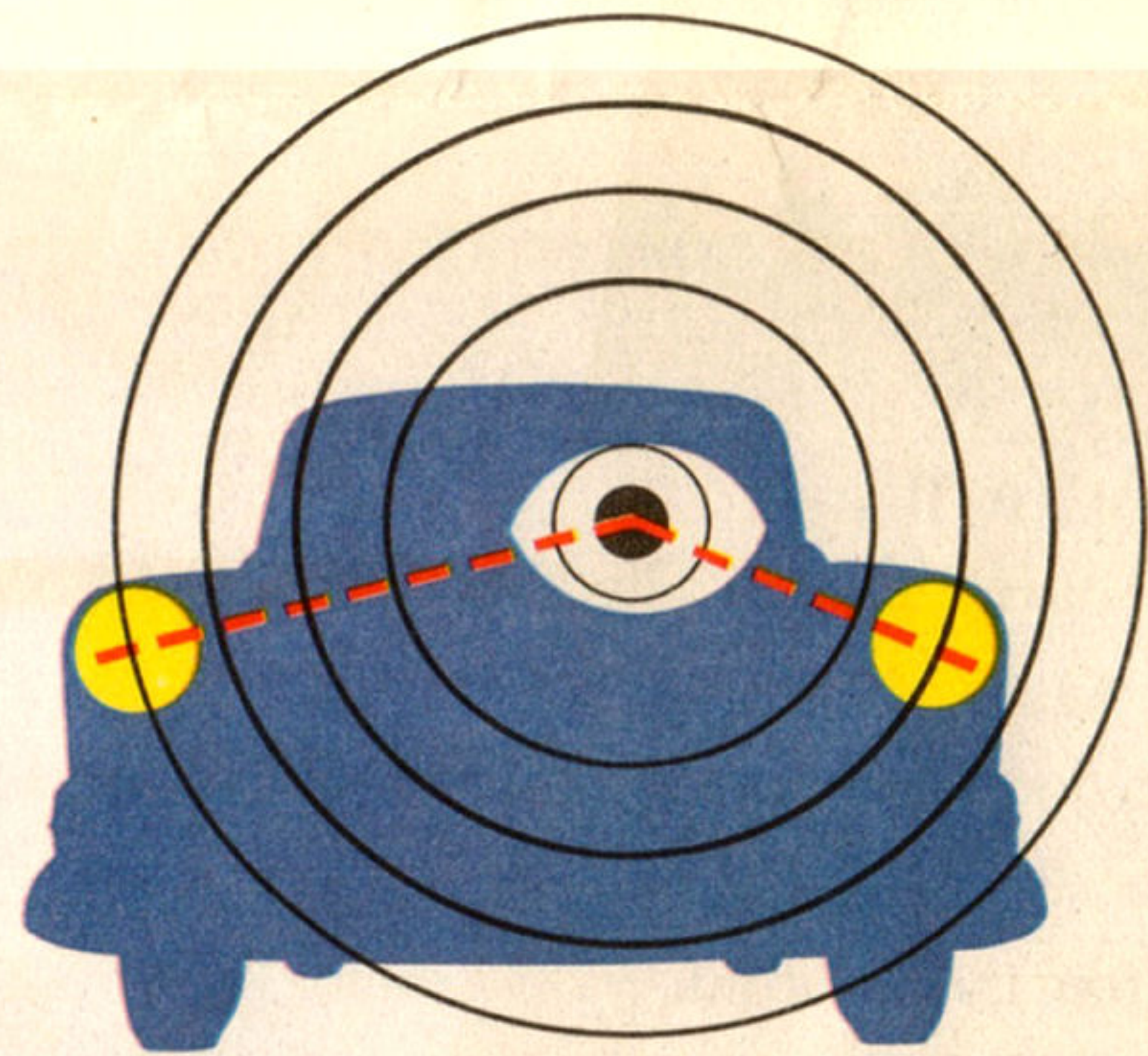
With Pontiac Power Steering\* one of the hard parts of driving is accomplished mechanically. Now you have fingertip control in situations like parking and slow turns because Pontiac Power Steering swings into action and does up to 75 percent of the work for you. A hydraulic booster makes steering effortless—yet it goes to work *only when it's needed* and leaves you in *complete control at all times*.

*\*Optional at extra cost on models equipped with PowerGlide*

## New PONTIAC AUTRONIC EYE

Here is the amazing new headlamp control that dims and brightens your lights electronically and automatically. Mounted at the left side of your windshield, the Autronic Eye\* picks up the beam of approaching vehicles and automatically switches your lights from bright to dim at the safe distance. Your lights are switched back again to bright as soon as the vehicle passes. It assumes all the work and worry of manually dimming your lights, eliminates the possibility of forgetting, promotes highway safety. Streamlined and compact, the Autronic Phototube Unit blends handsomely with Pontiac's new 1953 interiors.

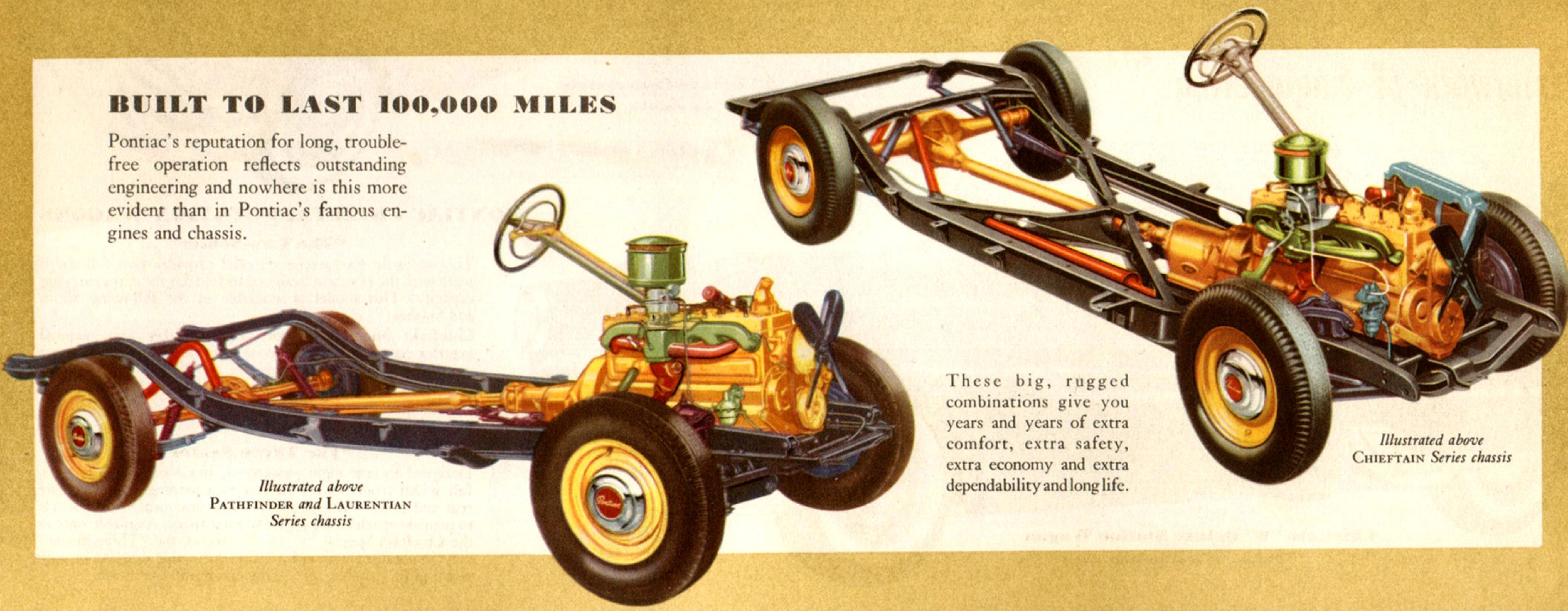
*\*Optional at extra cost.*



## A MASTERWORK 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 engines and chassis.



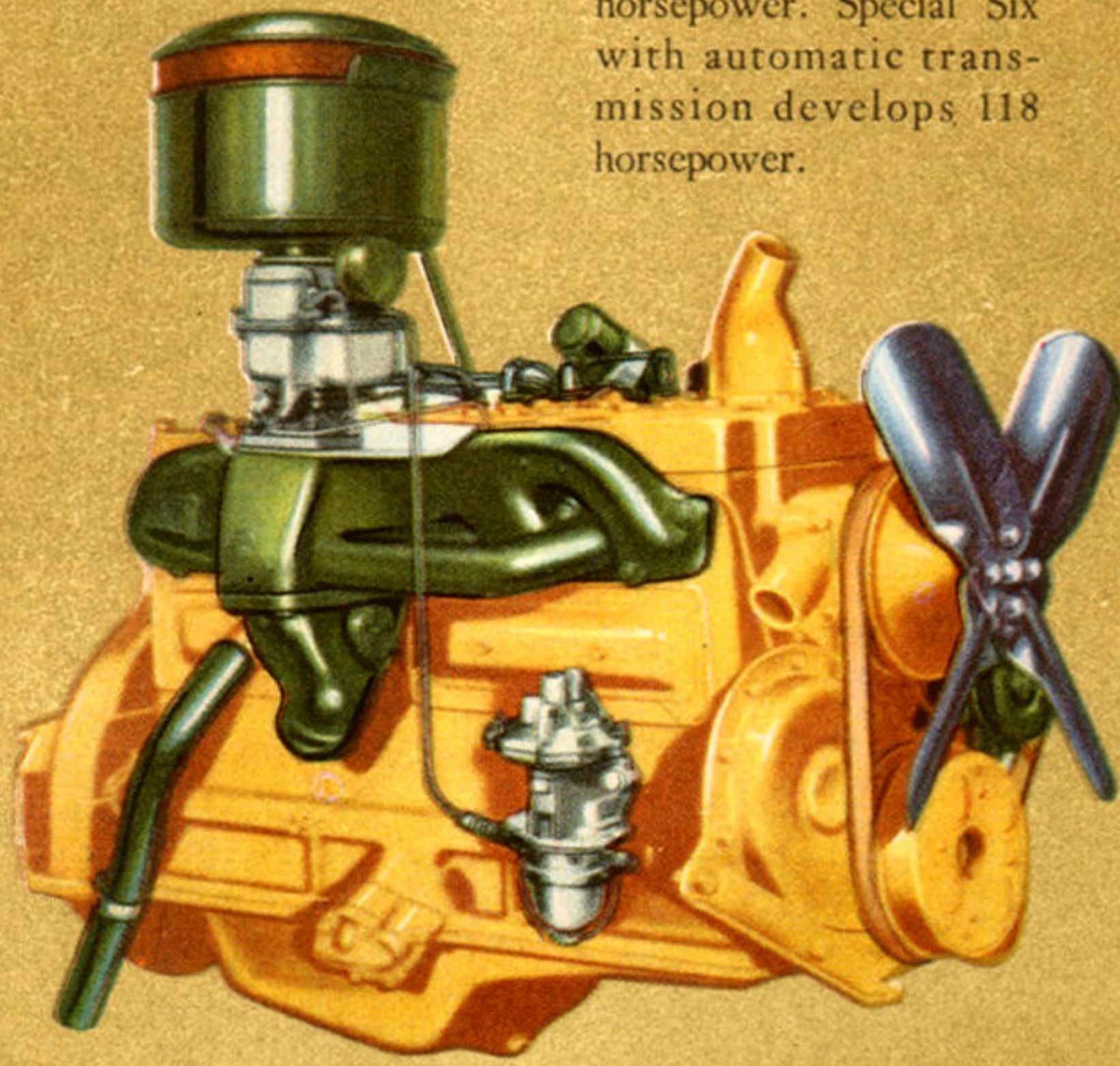
*Illustrated above  
PATHFINDER and LAURENTIAN  
Series chassis*

These big, rugged combinations give you years and years of extra comfort, extra safety, extra economy and extra dependability and long life.

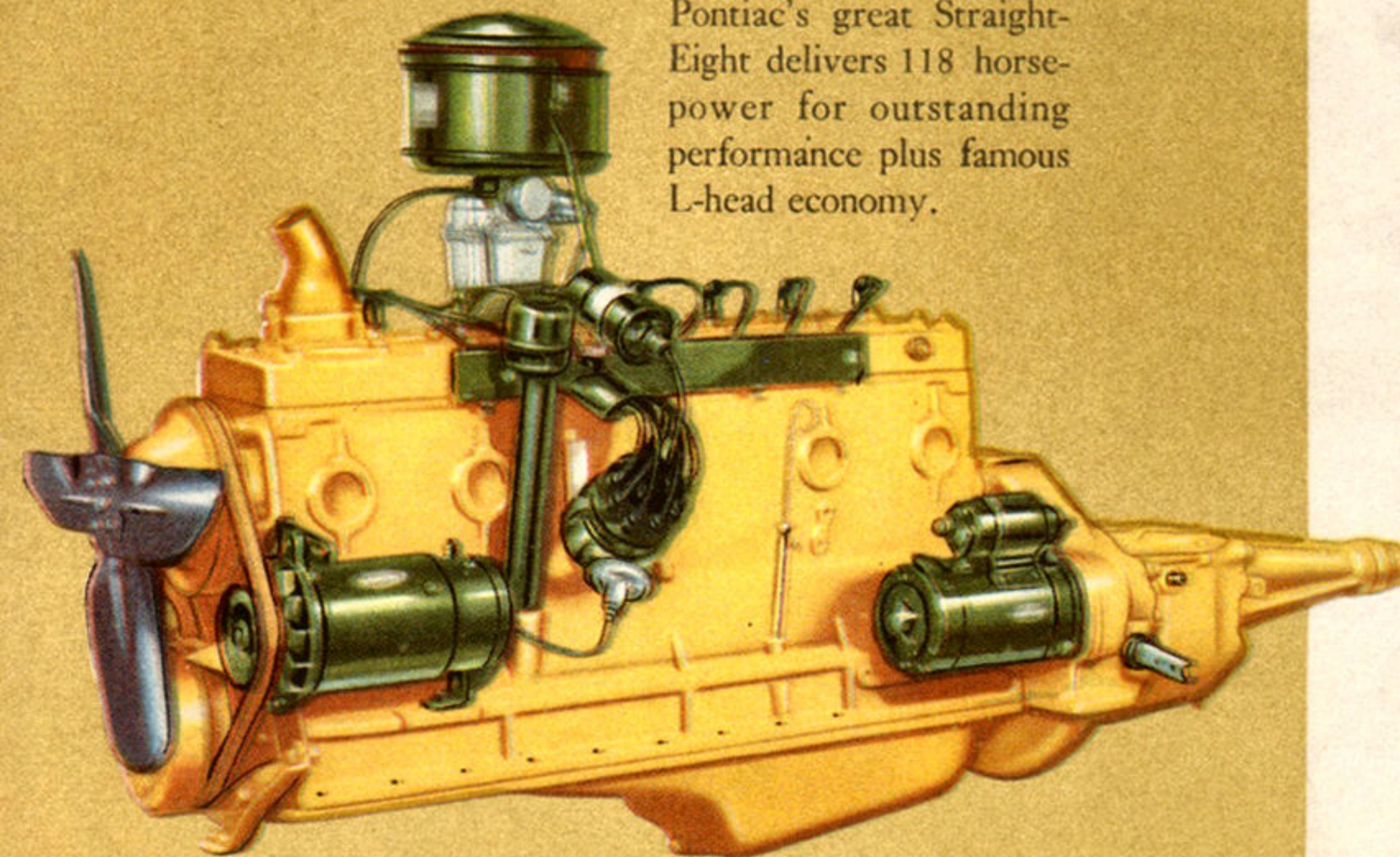
*Illustrated above  
CHIEFTAIN Series chassis*

# S P E C I F I C A T I O N S

Standard L-Head Pontiac Six now delivers 115 horsepower. Special Six with automatic transmission develops 118 horsepower.



Pontiac's great Straight-Eight delivers 118 horsepower for outstanding performance plus famous L-head economy.



**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	118 @ 3600 rpm	118 @ 3600 rpm
Compression Ratio.....	7.0:1	7.7:1	6.8:1	6.8:1
Bore and Stroke.....	3 <sup>9</sup> / <sub>16</sub> x 4	3 <sup>9</sup> / <sub>16</sub> x 4	3 <sup>3</sup> / <sub>8</sub> x 3 <sup>3</sup> / <sub>4</sub>	3 <sup>3</sup> / <sub>8</sub> x 3 <sup>3</sup> / <sub>4</sub>
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<sup>1</sup>/<sub>3</sub> Imperial gallons. Chieftain series 16<sup>2</sup>/<sub>3</sub> 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<sup>1</sup>/<sub>2</sub> inches in diameter on the six—10 inches on the eight. Disengaging pressure approx. 25 lbs. Permanently lubricated bearings.

**TRANSMISSION**—All-silent, synchro-mesh. Steering column gearshift control. POWERGLIDE optional at extra cost on Pathfinder Deluxe and Laurentian Series. Dual-Range Hydra-Matic optional at extra cost on Chieftain Series.

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

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

**BRAKES, Service**—Duo-Servo Hydraulic, multiseal internal expanding with moulded linings. Eleven-inch drums, with alloyed iron brake surface.

**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. Safety glass throughout. Fisher No-Draft Ventilation. "Centre-Poised" seating. Adjustable front seat. Rear view mirror. Shade-Lite glass available at extra cost on all models.

**LIGHTS**—Sealed-Beam headlamps. Separate parking lamps in grille. Single license plate lamp. Dome light with integral switch.

**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. Autronic Eye optional at extra cost. Mounts on left-hand top side of dash panel.

**TIRES**—Pathfinder, Pathfinder Deluxe and Laurentian, 6.70 x 15, 4-ply. Chieftain 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.

**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 ratio 19 to 1.

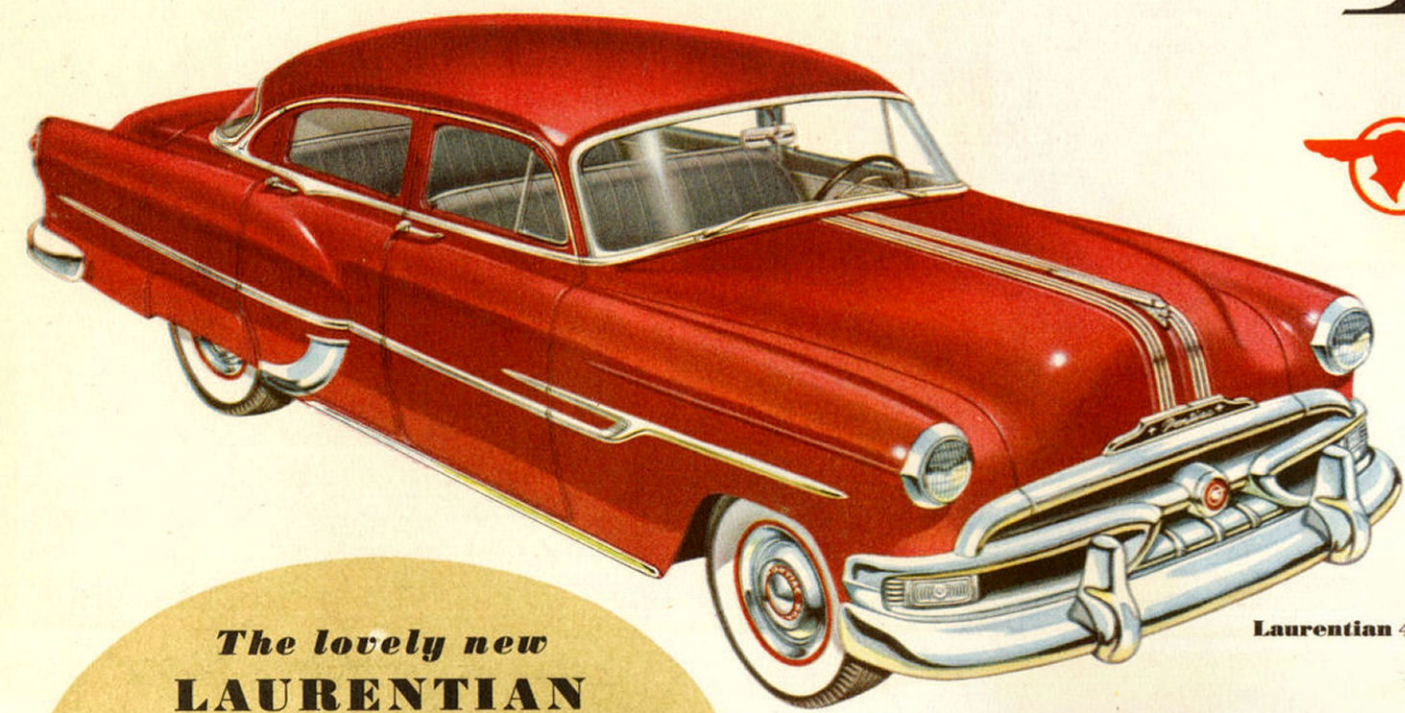
**POWER STEERING**—Optional at extra cost on Pathfinder Deluxe, Laurentian and Chieftain Series but only in combination with the automatic transmissions.

*General Motors Products of Canada Limited reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.*

**DOLLAR FOR DOLLAR  
YOU CAN'T BEAT THE '53**

# Pontiac...

**5 Spectacular Series... More Beautiful, More Powerful  
More Dependable than ever before!**



Laurentian 4-Door Sedan

**The lovely new  
LAURENTIAN  
Series**

In the magnificently appointed new Laurentian Series, Pontiac proudly presents styling and comfort details which, till now, have been found only in the costliest cars — plus youthful spirited lines accented with tasteful elegance.



Laurentian 2-Door Sedan



Laurentian Sport Coupe



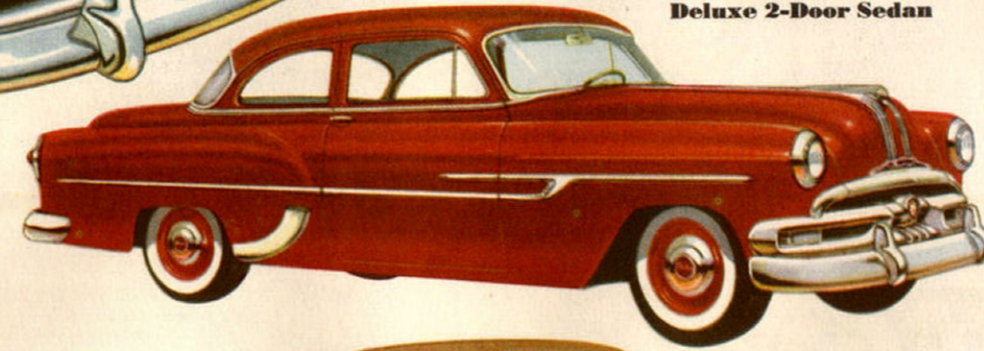
Pathfinder Deluxe 4-Door Sedan

**The  
PATHFINDER  
DELUXE  
Series**

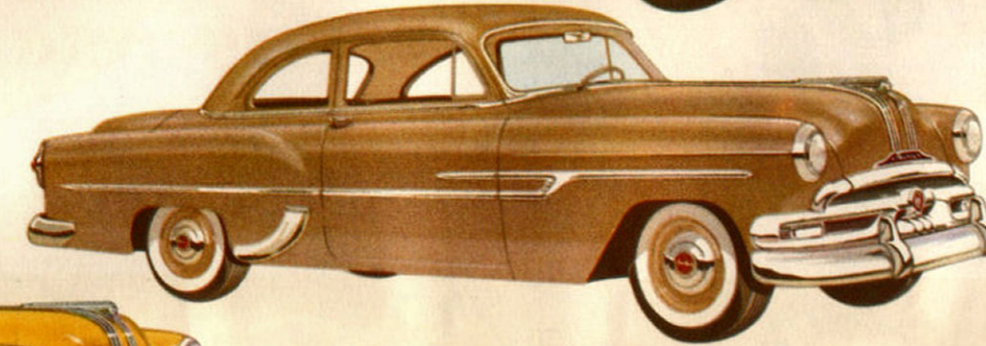
Richly appointed and smartly styled with new luxury of trim and fittings, the Pathfinder Deluxe Series for 1953 offers outstanding newness, comfort and convenience... every inch a Pontiac and every inch a beauty.



Pathfinder Deluxe Sport Coupe



Pathfinder Deluxe 2-Door Sedan

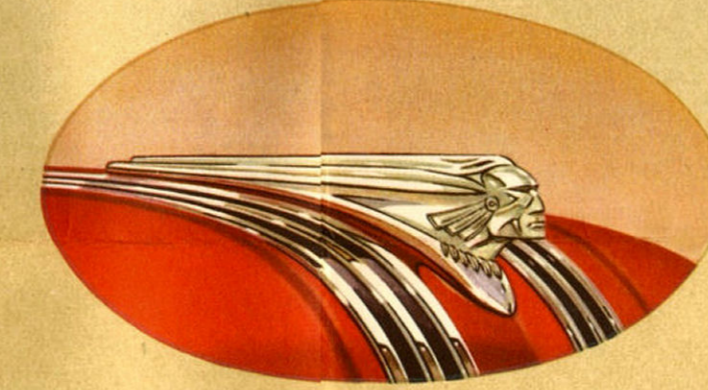


Pathfinder Deluxe Club Coupe Sedan

**Dramatic  
Exciting  
Brilliant**

**Dual Streak PONTIACS  
for 1953**

Never before such a wide and exciting range of colours and combinations of colours, inside and out to choose from. Never before such a wide range of models—models to suit every purpose, every personal taste and preference. Never before such abundant proof of Pontiac's thorough goodness, such convincing new proof that, wherever you go, Pontiac is the finest, most beautiful, most luxurious car... Classed with the finest... Priced with the lowest.



Yes, whatever you want in an automobile, you'll find you get it in magnificent measure in the 1953 Pontiac. Pontiac gives you a choice of six or eight cylinder engines, Powerglide, Dual-Range Hydra-Matic or Synchro-Mesh transmissions and Special or Deluxe appointments. Choose your favourite 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!

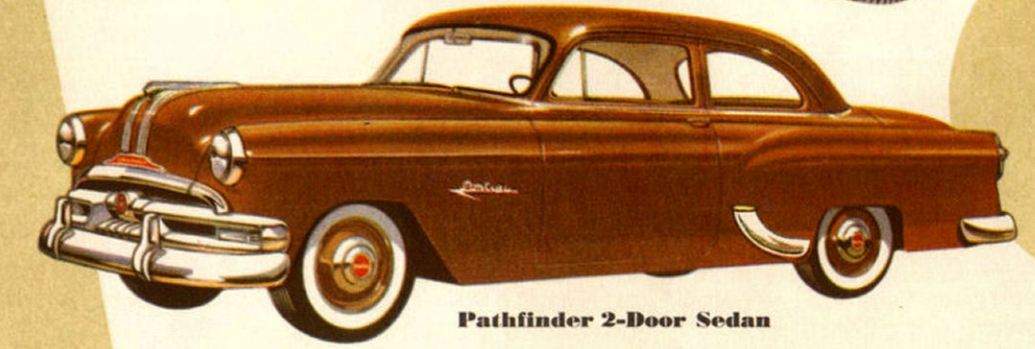
**A Masterpiece of Design —  
A Masterwork of Engineering**



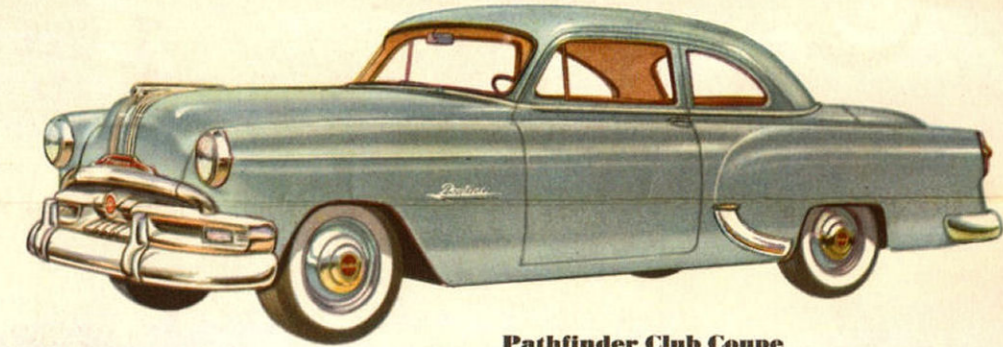
Pathfinder 4-Door Sedan

**The  
PATHFINDER  
Series**

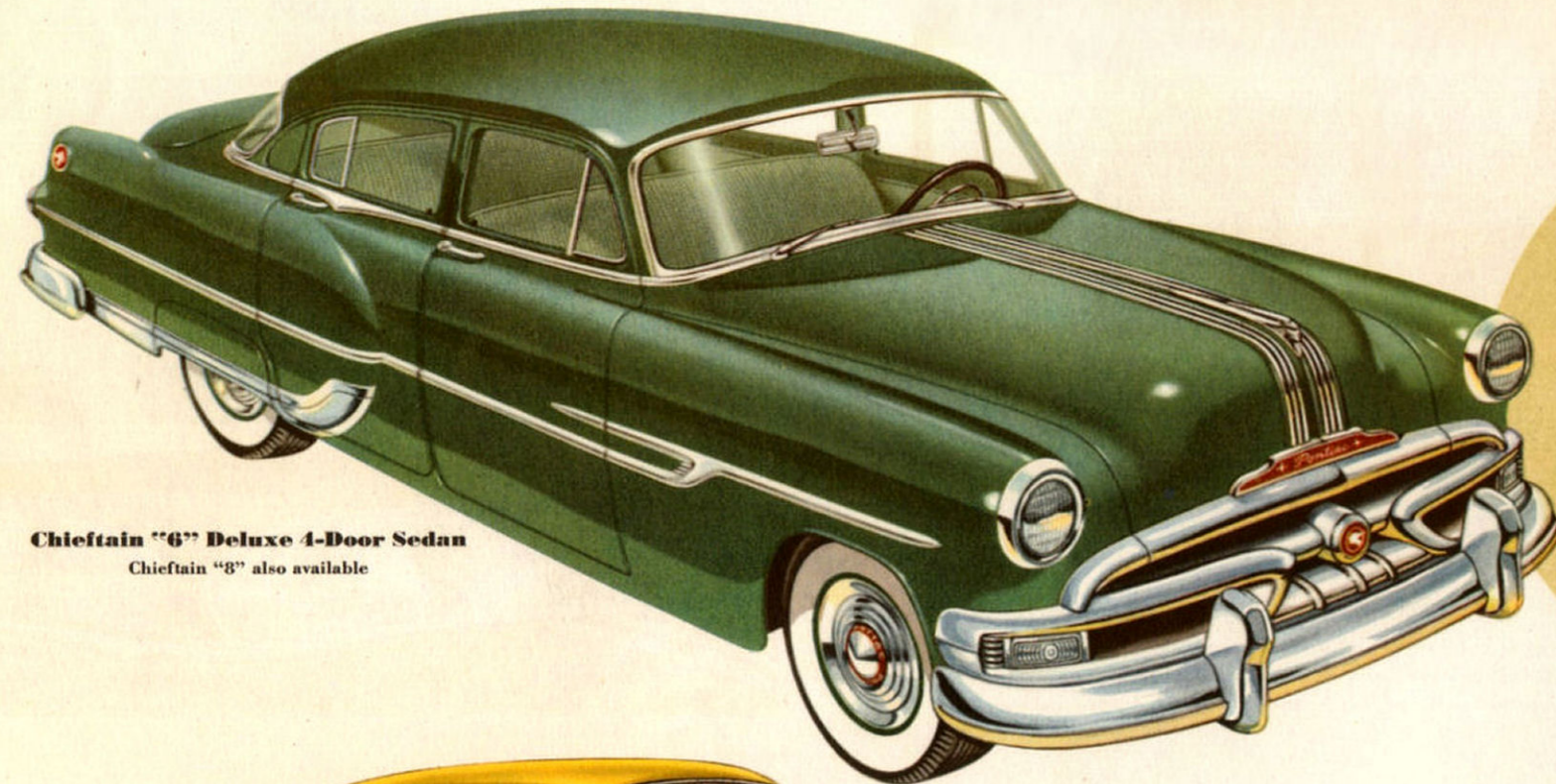
Here's beauty on a budget! Pontiac's great new Pathfinder Series is the answer to the challenge of cost-conscious buyers, with all the comfort of Pontiac's smoother-than-ever ride, new, roomier interiors and all-new styling inside and out.



Pathfinder 2-Door Sedan



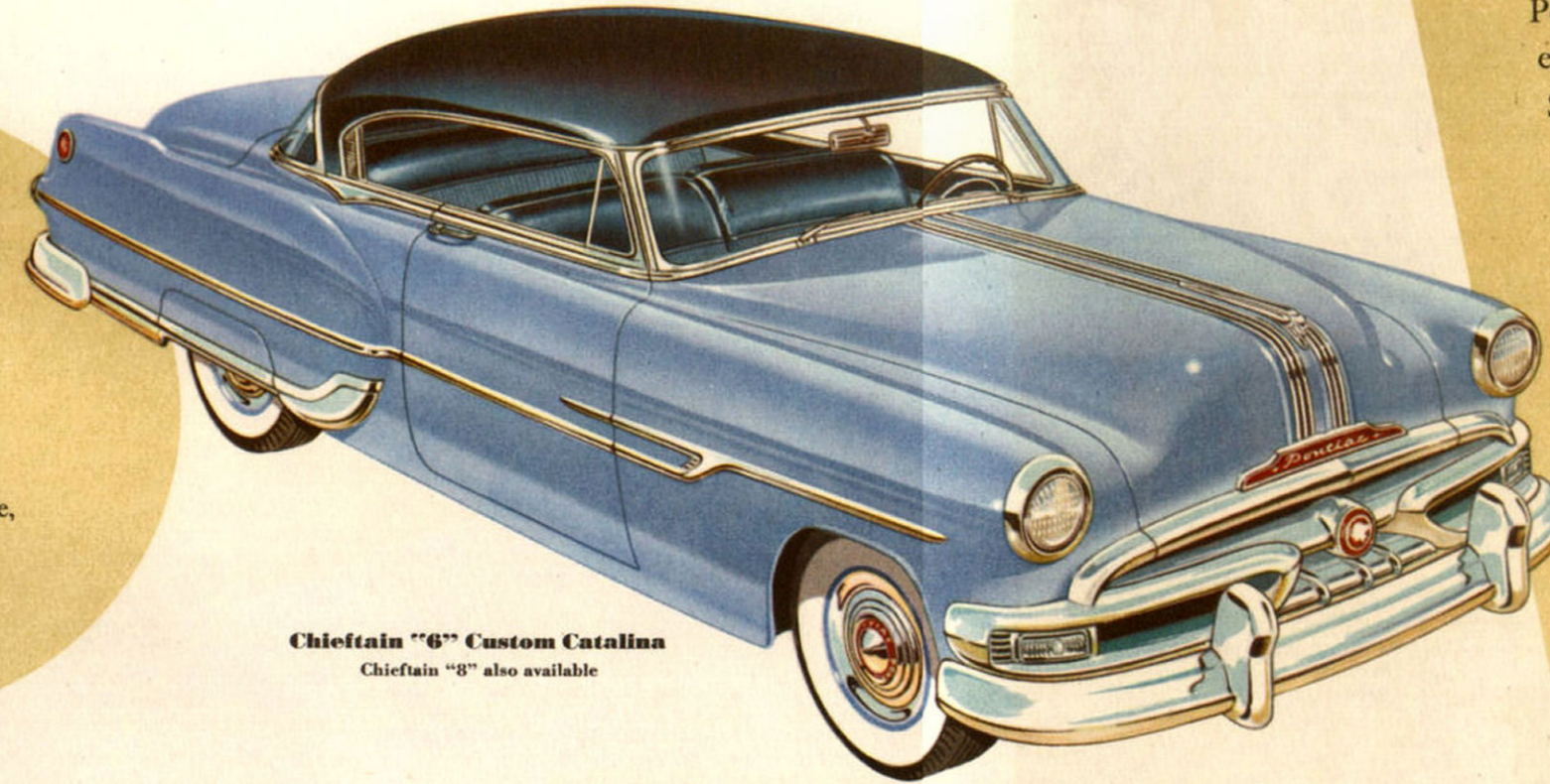
Pathfinder Club Coupe  
Pathfinder Business Coupe also available



Chieftain "6" Deluxe 4-Door Sedan  
Chieftain "8" also available

**The superbly styled  
1953 CHIEFTAINS  
Special and Deluxe Series**

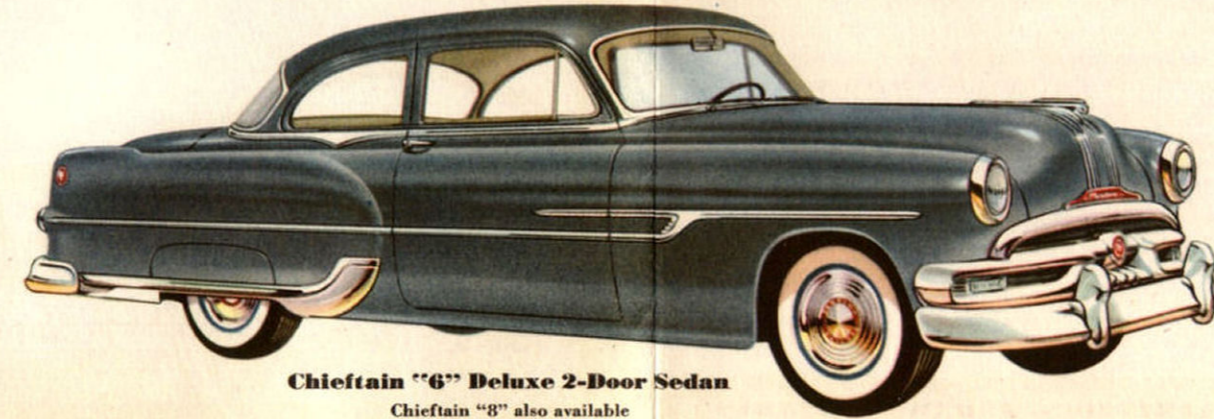
Easy to look at... easy to recognize... that's the eye-catching appeal of Pontiac's thrilling new Chieftains. The ultimate in style and luxury, longer, roomier, heavier, to give you an even better ride, the Chieftain for 1953 is a truly great car, a car that carries on the great Pontiac tradition in every line and part.



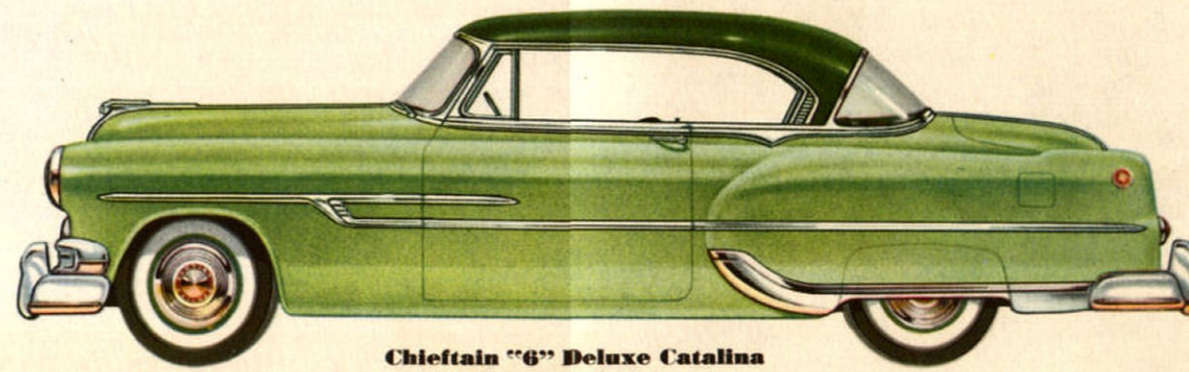
Chieftain "6" Custom Catalina  
Chieftain "8" also available



Chieftain "6" Special 4-Door Sedan  
Chieftain "8" also available



Chieftain "6" Deluxe 2-Door Sedan  
Chieftain "8" also available



Chieftain "6" Deluxe Catalina  
Chieftain "8" also available

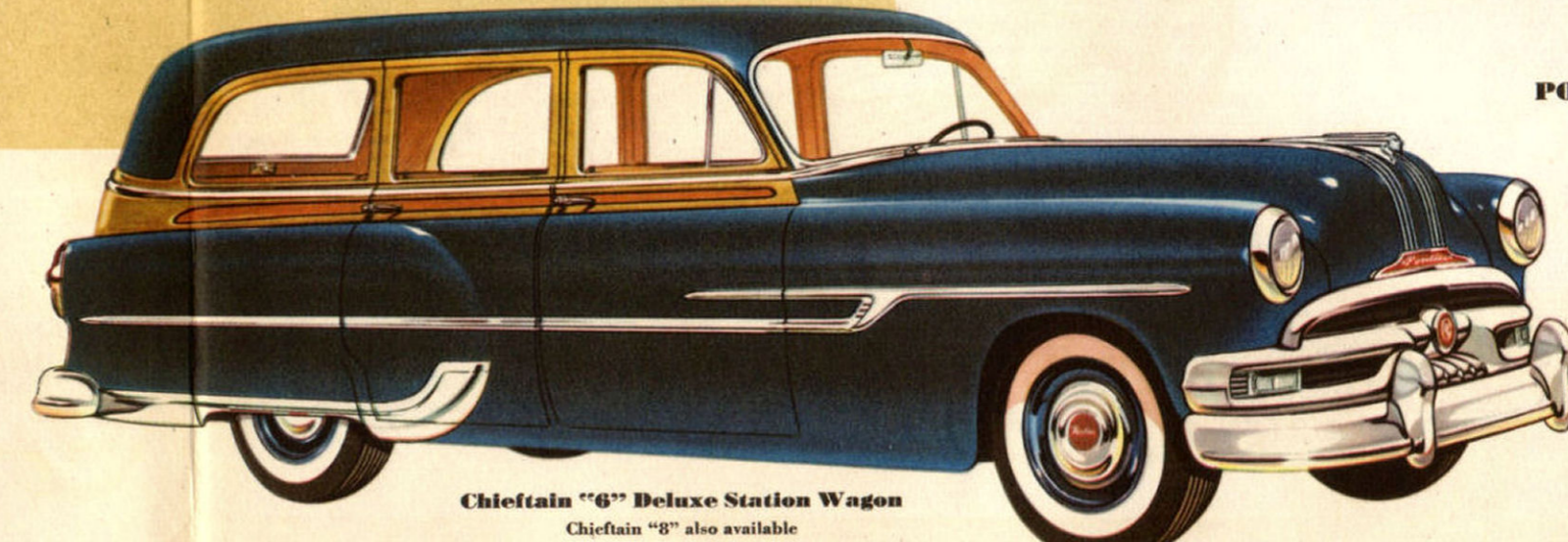


Chieftain "6" Deluxe Convertible  
Chieftain "8" also available

**PONTIAC CHIEFTAIN STATION WAGONS**

**"The Two-Seater"**  
This versatile six-passenger model provides two full-width seats with the rear seat designed to fold flat for extra carrying capacity. This model is available in the following series and finishes:  
Chieftain Special "6" or "8" cylinder with painted exterior paneling or with wood-grain exterior paneling and interiors finished to harmonize.  
Chieftain Deluxe "6" or "8" cylinder with painted exterior paneling or with wood-grain exterior paneling and interiors finished to harmonize.

**"The Three-Seater"**  
Designed to seat eight passengers, this model has the usual full width front seat, a shorter two-passenger intermediate seat and a full-width rear seat. The rear seat is removable to provide spacious luggage carrying space. Available only in the Chieftain Special "6" or "8" series, the "Three-Seater" may be obtained with either painted exterior paneling or with wood-grain paneling and harmonizing interior finish.



Chieftain "6" Deluxe Station Wagon  
Chieftain "8" also available