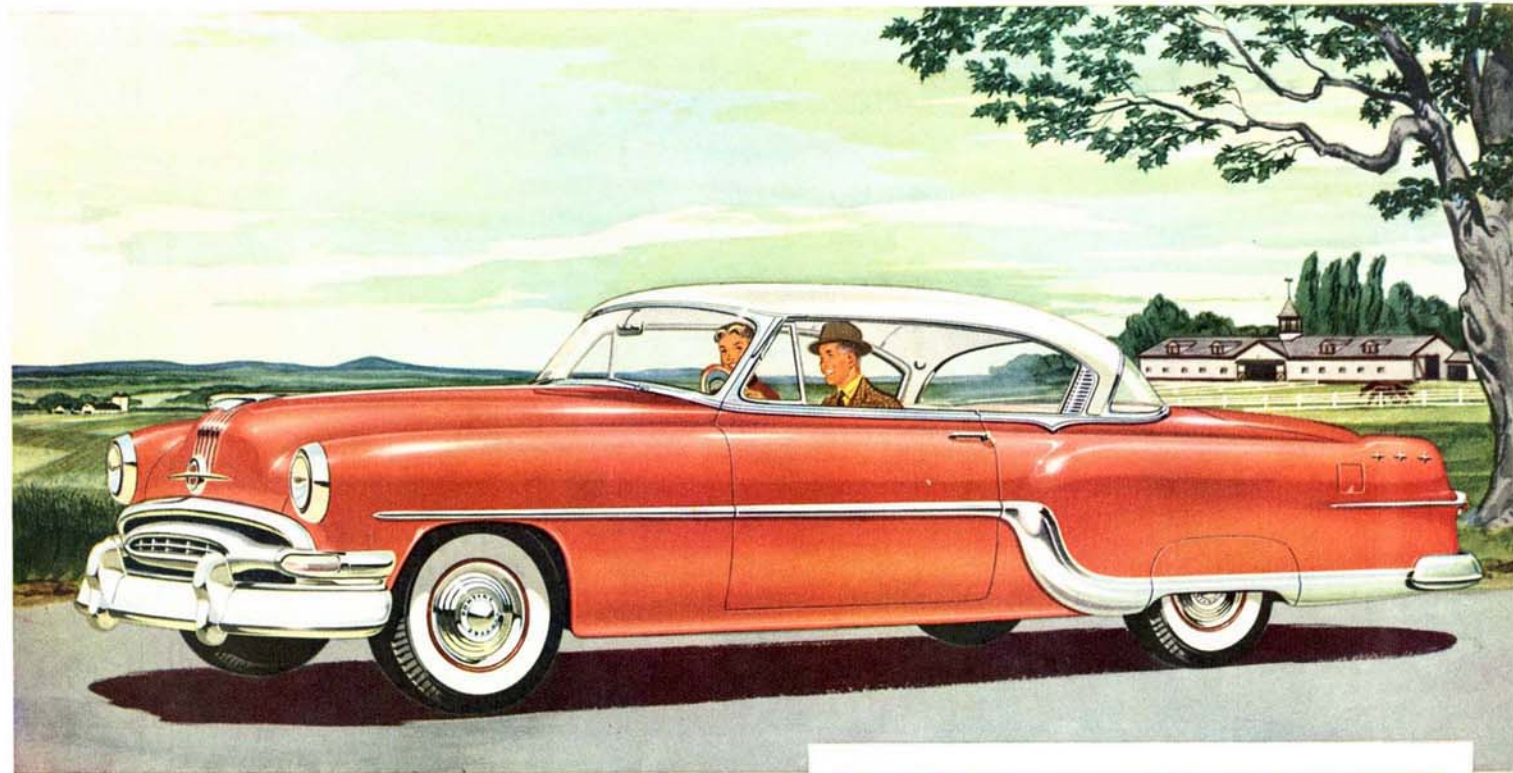
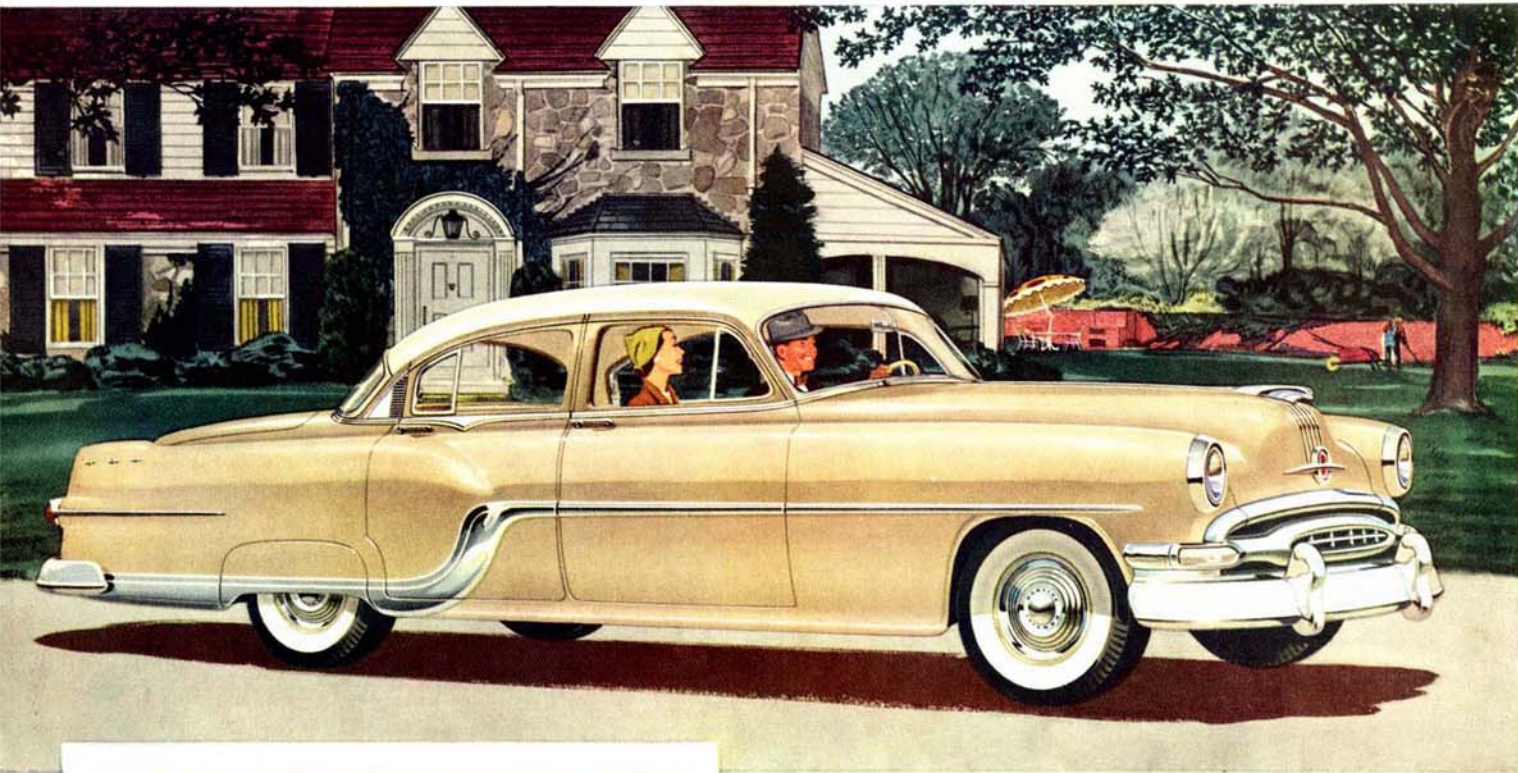


**THE** *NEW '54 PONTIAC*



**A GENERAL MOTORS MASTERPIECE !**





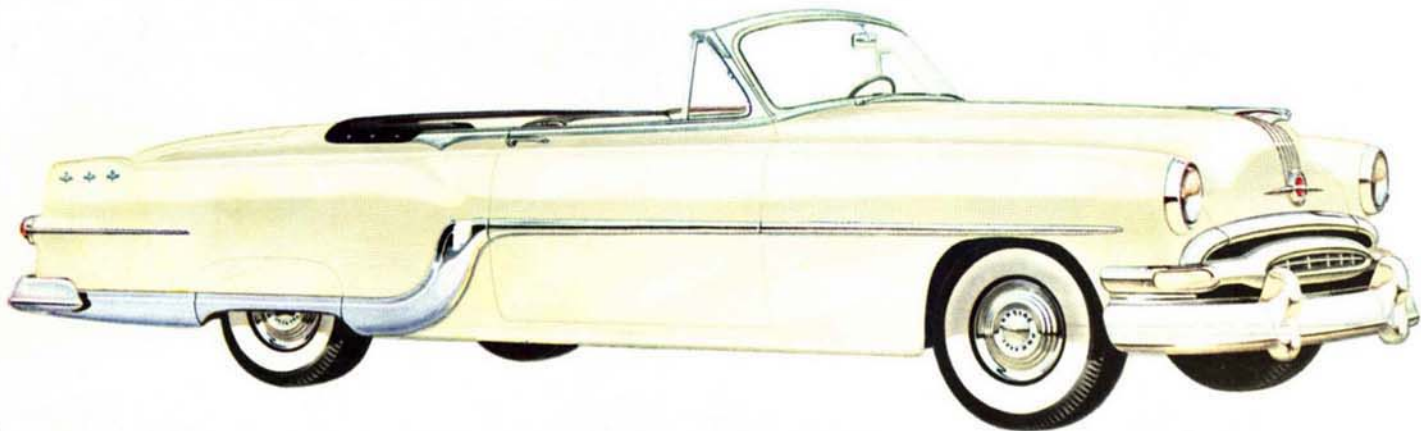
**THE PONTIAC *Star Chief* BRINGS THE DRAMATIC SIZE AND LUXURY OF AMERICA'S FINEST CARS TO THE PONTIAC PRICE RANGE!**

Here is an automobile that is surely destined to become an aristocrat of the road. You can see it in the sweep of its long, distinguished lines. You can see it in the colorful splendor of interiors designed to match the luxury of America's most expensive cars. Its name? The Star Chief, a completely new line of automobiles—built by Pontiac for the most discriminating, yet *priced* within the reach

of almost any new-car buyer! The Star Chief's wheelbase is 124 inches, its over-all length almost eighteen feet and its styling—*simply magnificent!* Masterful use of color, dramatic rear deck lines and exclusive design details will make the Star Chief recognized and admired wherever it goes! It is the finest Pontiac ever to bear the nameplate—at a price that's the least you can pay for the best!

**THE STAR CHIEF CUSTOM SEDAN** is an all-new model in an all-new line—a brilliant counterpart to the Pontiac Catalina—offering the Catalina's colorful elegance to those who desire the roominess and added dignity of a four-door sedan. This gorgeous interior combines the finest of leather—top-grain, hand-buffed, butter-smooth—with an especially woven, richly textured nylon fabric. It's yours in any one of three exclusive color schemes, perfectly color-keyed—even the jewel-bright steering wheel and deep carpeting—to the body color of your choice: Biloxi Beige (as shown), Coral Red or Maize Yellow—in solid shades or two-toned with white.

**PONTIAC'S CUSTOM CATALINA**—traditional pace-setter for all things beautiful and luxurious—soars to exciting new heights of style in the Star Chief Series. Its dashing lines are swept with color as beautiful as all outdoors—here, brilliant coral from the sea, a white as white as winter snow. With sumptuous upholstery of all-leather or leather-and-nylon, you can have your Custom Catalina in any one of six exterior color schemes which it shares with the Custom Sedan: Coral Red, Biloxi Beige or Maize Yellow in solid shades or two-toned with Winter White. The ultimate in "hardtop" luxury at *far less than the ultimate in price!*



**THE STAR CHIEF CONVERTIBLE**—perfect companion for sun-filled, fun-filled lives! *Color shown: Cirro Grey.*

**THE STAR CHIEF DELUXE FOUR-DOOR SEDAN**—Star Chief size and luxury at its very lowest cost! *Colors shown: Raven Black upper, Shannon Green lower.*



THE PONTIAC Chieftain CUSTOM AND DELUXE • NEVER MORE BEAUTIFUL, NEVER MORE LUXURIOUS, NEVER BETTER VALUES!



CHIEFTAIN CUSTOM CATALINA—Colors shown: Winter White upper, Maize Yellow lower.



CHIEFTAIN DELUXE CATALINA—Color shown: Cruiser Grey.



CHIEFTAIN DELUXE FOUR-DOOR SEDAN—Color shown: Arlington Maroon.



CHIEFTAIN DELUXE TWO-DOOR SEDAN—Color shown: Brookmere Green.

These five Pontiacs are perennial favorites—with good reason! To the traditional pleasures of Pontiac performance and rugged dependability, they add the sparkling distinction of their new 1954 exterior styling . . . and decide the issue with luxurious new quality and fine-car details that compare with far more expensive automobiles. Built

on a long, road-leveling 122-inch wheelbase—unmatched at the price—these beautiful Pontiacs “personify” the *Pontiac idea*: Pontiac’s plan for offering you a *great deal* of extra value for *very, very few* extra dollars in price! Consider what a Pontiac like this offers and consider its low price . . . and you’ll consider it a very sound investment indeed!

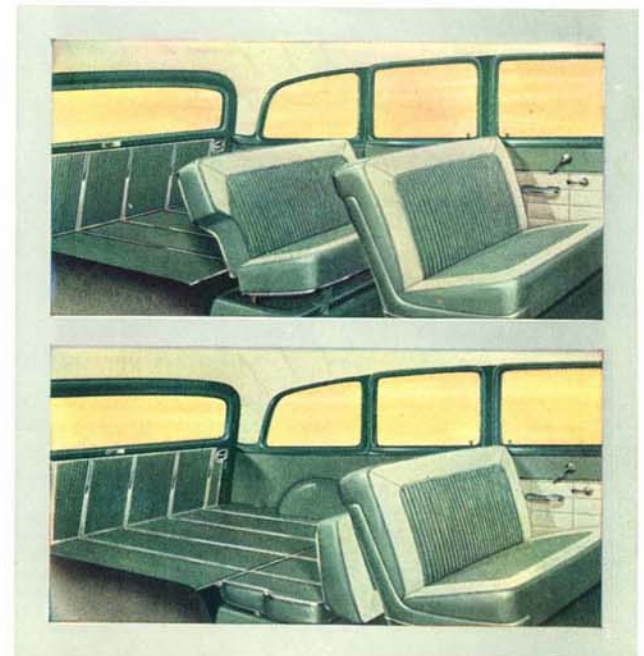


If you didn't know this was a Pontiac booklet, it would be difficult to imagine that the gracious automobile interior pictured above actually belongs to a car priced just one small step above the very lowest-priced field. Look at the handsome details, the colorful harmony of expensive upholstery fabrics—subtly checked nylon and lustrous nylon gabardine—shown here in light and dark grey. With appropriate body colors, you may specify a color-keyed interior of either two-tone green or blue as well. Behind this wheel is one perfect place for making all your travels more fun!



CHIEFTAIN DELUXE STATION WAGON—Color shown: Seneca Brown.

Here's the most versatile car you can own. The all-steel, four-door Pontiac Station Wagon helps you make light work of so many tasks, yet you can convert it to sedan luxury in a matter of seconds. The rear seat folds *up* to provide seating comfort for six adults, folds *down* level with the floor for maximum cargo room. That handsome upholstery is rugged Morrokide—available in red or green with ivory contrast.







**CHIEFTAIN SPECIAL TWO-DOOR SEDAN**  
Colors shown: Raven Black upper, Picador Red lower.



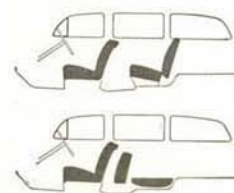
**CHIEFTAIN SPECIAL FOUR-DOOR SEDAN**  
Colors shown: San Marino Blue upper, Mayfair Blue lower.

**THE CHIEFTAIN Special • PONTIAC SIZE, PONTIAC PERFORMANCE AND PONTIAC BEAUTY—AT ITS VERY LOWEST COST!**

Nowhere else in the automotive world can you find the quality inherent in the Pontiac Chieftain Special at so low a price. Only a very few dollars separate it, model for model, from the very "lowest-priced field"; yet these sparkling, clean-lined cars provide 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 and the undeniable prestige of Pontiac ownership. Their Silver Streak beauty and luxurious Body-by-Fisher quality have never been equalled at the Special's low price. For value where it means the most, investigate the Pontiac Chieftain Special!

**PONTIAC OFFERS MORE POWER . . . BETTER PERFORMANCE . . . AND A WHOLE NEW WORLD OF DRIVING EASE AND COMFORT!**



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.

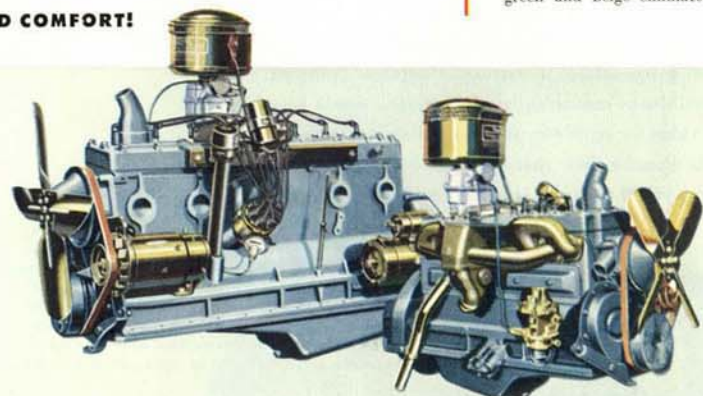


Or *like this*—with comfortable room for eight adults. Both rear seats are easily removed to give you 9½ feet of cargo space with the tail gate down. With either option goes handsome, built-to-take-it upholstery of green and beige simulated leather.



**THE CHIEFTAIN SPECIAL STATION WAGON**—shown here in Shannon Green—is also available in two-tone combinations or with simulated wood-grain trim and a wide range of Pontiac colors. Its handsome interior is upholstered for rugged wear and easy-to-clean maintenance with two-tone green and beige simulated leather. This big, all-steel, four-door beauty offers you the size and versatility and performance of a Pontiac Station Wagon at its very lowest cost!

**MORE POWER FOR THE EIGHT! EVEN MORE DEPENDABLE SIX!**  
No more dependable engines have yet been devised than the pair of high-compression Pontiac power plants you see here. In 1954, the performance pleasure they can deliver has been advanced still further. Pontiac's big Straight Eight, with a 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 record for dependability: new aluminum-dipped valves promise to double valve life. A new distributor cap improves performance.



**DUAL-RANGE HYDRA-MATIC DRIVE\***

Team the willing, high-compression horsepower of Pontiac's famous engines with Dual-Range Hydra-Matic Drive, and discover the pleasure of driving the world's *best-proved* automatic way! You command your Pontiac up to legal speed in a matter of seconds—smoothly, quietly, efficiently and all at a touch on the accelerator! Versatile Dual-Range Hydra-Matic lets you choose the extra-alert performance of Traffic Range, wonderful for city driving . . . or the gas-saving economy of Cruising Range for the smoothest, quietest highway-going you've ever enjoyed!

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



**NEW POWER BRAKES\***—Now—with Pontiac's new Power Brakes—you can stop your Pontiac smoothly and surely 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". Foot and leg movement is reduced, reaction time decreased, fatigue erased to a minimum! You'll find yourself *ready for more* after miles and miles of stop-and-go driving with Pontiac's safe, easy-to-operate Power Brakes—thoroughly tested and proved dependable!



**NEW COMFORT-CONTROL FRONT SEAT\***—Whatever their stature, every driver in your family can now "custom-tailor" his driving comfort with the new Pontiac Comfort-Control Seat. Mechanical finger-tip adjustment of a lever 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! Choose the precise one that offers you the most comfort, best vision, *safest* driving. You'll find that a simple adjustment now and then will relieve "long-trip fatigue" amazingly!

**NEW AIR-CONDITIONING\***  
Will cool your Pontiac quickly—lets you enjoy delightfully refreshing and comfortable temperatures in the hottest weather! Easy-to-operate instrument panel controls . . . compact front-end installation. Eight-cylinder models only.

**NEW ELECTRIC FRONT WINDOW LIFTS\***  
Let you raise or lower front windows automatically—at a finger-touch. Individual motors in each front door control the windows. You command them up or down at the touch of a switch.

\* These wonderful engineering advances will add to your driving pleasure and to the long-range worth and resale value of your car. They are available on all 1954 Pontiac models as optional equipment at additional cost.



**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 $\frac{3}{8}$  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 filter-changes or other routine service attention. Pressure-suction crankcase ventilation. Oil refill capacity, 5 quarts.

## SPECIFICATIONS

**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 $\frac{3}{4}$  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 Overall Steering Ratio. Minimum Turning Circle of 40 ft. 10 in. for Chieftain, 42 ft. 8 in. 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.

*Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. White sidewall tires and rear fender panels on car illustrations are not standard equipment and are available at extra cost.*

**DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC**