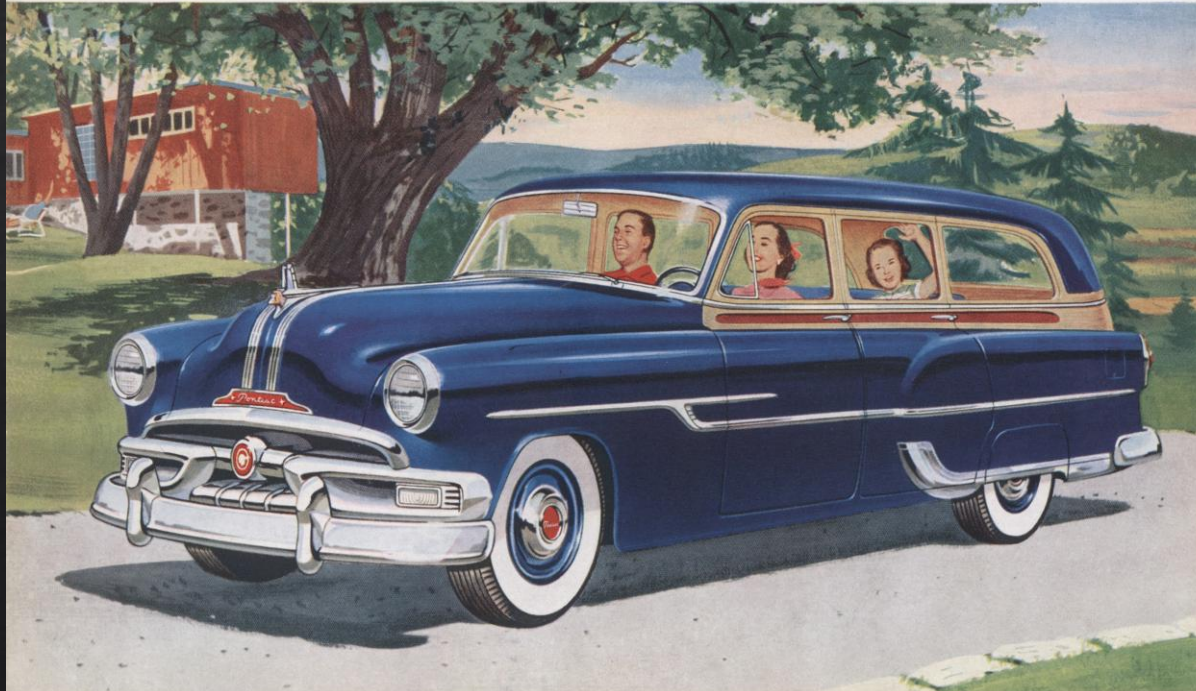


THE 1953 *Pontiac*

STEEL STATION WAGON



The All-Around Car for All-Around Living!

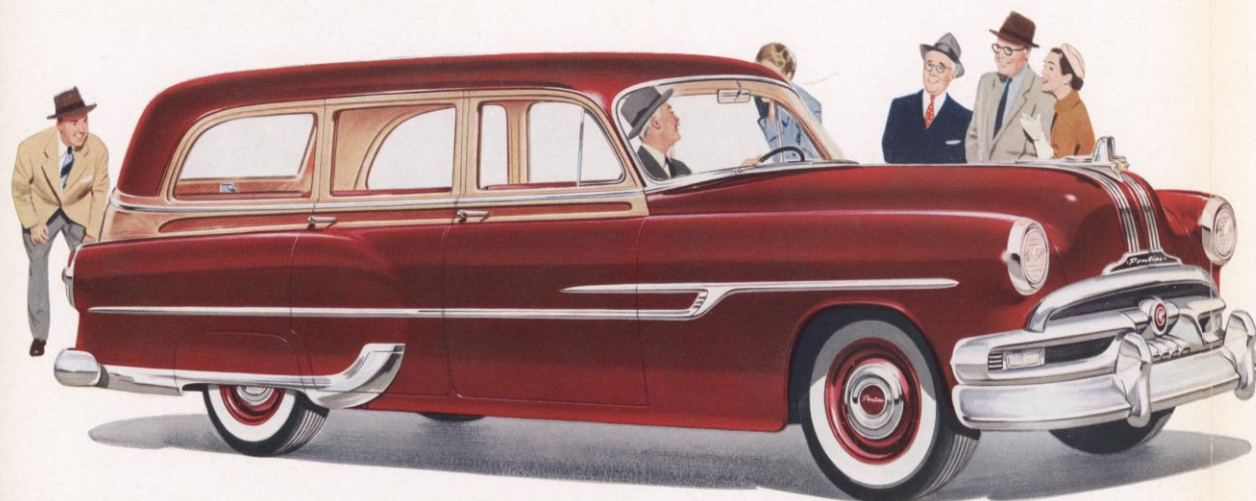




YOU'VE NEVER SEEN A CAR TO MATCH

THE 1953 *Pontiac* STEEL STATION WAGON

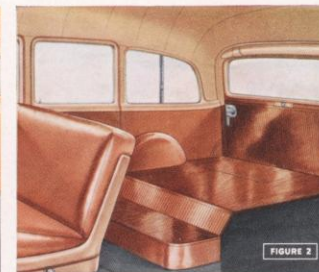
FOR VERSATILITY... DASHING GOOD LOOKS... SOLID DOLLAR VALUE!



CHIEFTAIN DE LUXE STATION WAGON
Wood Grain Trim

INTERIORS OF THE PONTIAC DE LUXE STATION WAGON are truly luxurious. They feature leather and nylon fabric in two-tone combinations of red leather with grey fabric, blue leather with blue fabric or green leather with green fabric to harmonize with body color. These materials are rugged, durable and handsome and will keep their beauty for years.

CONVENIENCE IS THE KEYNOTE of the De Luxe Model's interior. The rear seat can be left upright to furnish maximum sitting room (figure 1) or can be folded in a jiffy to give you more level floor space (figure 2).



THE SPECIAL STATION WAGON is available in two models, both four-doors—the two-seater model with folding rear seat or the three-seater model with both rear seats in place (figure 1) or both rear seats removed for full carrying capacity (figure 2). Interiors are rich and colorful in a handsome combination of Sierra Rust and beige leatherette and fabric.

THE DE LUXE MODEL OFFERS FINE CAR COMFORT PLUS WONDERFUL ROOMINESS!

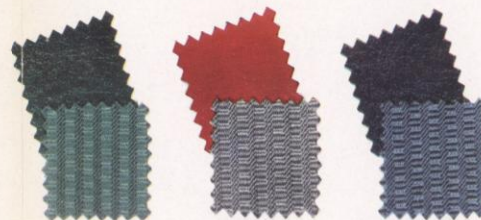
The 1953 Pontiac De Luxe Station Wagon gives you all the luxury and comfort of a fine sedan, roominess and space for matchless versatility and the rugged stamina of its beautiful, all-steel body. The De Luxe Station Wagon is a four-door, two-seater model that gives you grand over-all sitting and carrying room and features the new folding-type rear seat to add even more space whenever you need it. You have your choice of wood grain exterior and interior trim or of solid paint with a side strip of contrasting color. Here is truly an all-around car for all-around living—a car that for beauty, performance and unsurpassed utility offers all you have ever wanted in transportation.



CHIEFTAIN SPECIAL STATION WAGON
Two-Tone Paint Trim

THE SPECIAL MODEL GIVES YOU SMARTNESS AND PRACTICALITY AT LOW COST!

Active, busy folks who want to combine the smartness and roominess of a station wagon with economy will really go for the 1953 Pontiac Special Station Wagon. It offers the same exterior trim options as the De Luxe model—either wood grain or two-tone paint—and gives a flexibility of seating arrangement that adapts itself to your every need. Its handsome styling gives you outstanding motor car beauty. Best of all, this wonderful Special Model gives you station wagon versatility at reasonable cost!



DOLLAR FOR DOLLAR you can't beat a *Pontiac*... A General Motors Masterpiece!

Drive America's Most Versatile Beauty...



THE 1953 *Pontiac* STEEL STATION WAGON



You can set your sights high when you're the proud and very happy owner of a Pontiac Station Wagon, for here's a car that brings the trout streams and camping sites nearer, that makes shopping fun and the home-to-school run sheer pleasure.

Big and husky, but as comfortable and finely appointed as a sedan, the Pontiac Station Wagon is the one car that does everything, the car that—around the clock and around the calendar—will make your life more pleasant than any car you can own.



The road's all yours with this brawny beauty—for at a mere touch you command power to spare and you're surrounded with an all-steel body that's as strong as it is quiet. And like all Pontiacs, this handsome station wagon has an unsurpassed reputation for dependability and economical long life.

ENJOY PONTIAC PERFORMANCE TO THE FULLEST!

PONTIAC POWER STEERING—Available as optional equipment*, Pontiac Power Steering brings a new ease to every mile you drive. Pontiac Power Steering makes parking a snap, cornering or turning practically effortless and every mile more enjoyable. With Pontiac Power Steering, you never lose the feel of the road because it goes to work *only when you need it*—and with only as much help as you need. Once you experience Pontiac Power Steering, you'll find it indispensable.

DUAL-RANGE HYDRA-MATIC—This wonderful automatic drive, available as optional equipment* on all Pontiacs, gives you *two separate driving ranges*—instant acceleration for city driving or velvety cruising power for the highway. Pontiac's Dual-Range Performance gives you the power you want, when you want it, where you want it. Wherever you go, you'll enjoy Pontiac's steady, long-range operating economy.

*At extra cost

