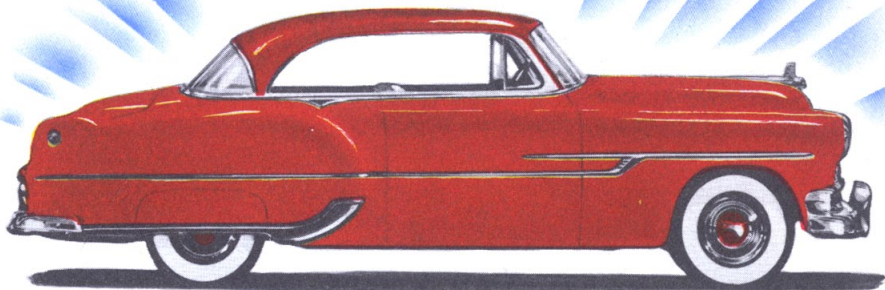


DOLLAR ^{FOR} DOLLAR



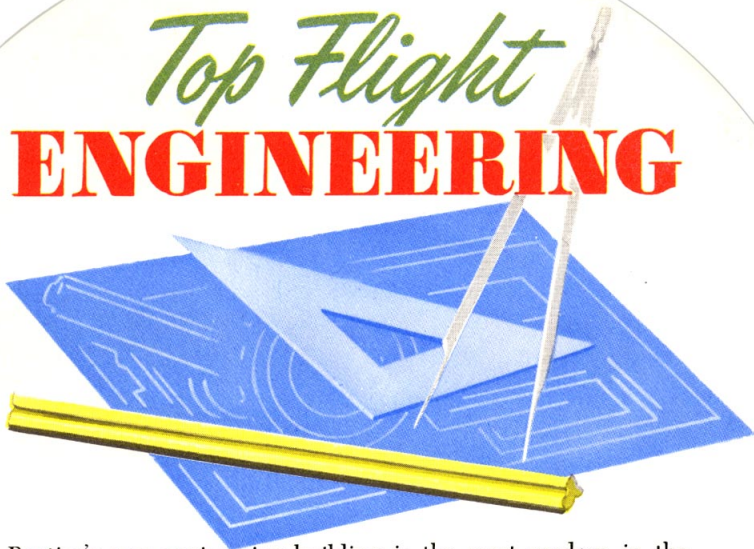
YOU CAN'T BEAT A PONTIAC

Mechanical **ACHIEVEMENT**



Pontiac is quality built every inch of the way. From start to finish, every Pontiac is as nearly perfect mechanically as modern design and production can make it. Literally hundreds of tests and inspections safeguard this Pontiac quality and contribute to its reputation for being "Built to Last 100,000 Miles."

Top Flight **ENGINEERING**



Pontiac's new engineering building is the most modern in the industry and its engineers are famous for developments which have been pioneered by Pontiac and adopted by the entire industry. In addition, Pontiac's engineering staff has at its command the vast facilities of General Motors. No car is better engineered.

Buy

SAFETY

New Curve-control front suspension, triple-sealed brakes, Full-Circle Vision, rugged chassis and strong, rigid Body by Fisher all contribute to Pontiac's safety. And because it's long, low, wide and heavy, Pontiac hugs the road better.

a *Star Performance*



STYLE and BEAUTY

Long acknowledged the most beautiful thing on wheels, the 1953 Pontiac is completely restyled from bumper to bumper with brilliant new Dual-Streak distinction. And Pontiac's interiors offer beauty, luxury and convenience far beyond Pontiac's modest price.

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PLEASURE

Because it's a big car, a beautiful car — and because it performs so wonderfully — your Pontiac is a constant source of pride. And because it performs so economically, so dependably, your pride of ownership actually increases as the miles go by.

a *Star Performance*



COMFORT

The 1953 Pontiac is bigger, wider, longer – with more headroom and leg room. Its famed Travelux ride smooths out the roughest roads without loss of stability, and Pontiac's spectacular Dual-Range performance tailors power to traffic conditions, lets you drive all day without fatigue.

a *Star Performance*



LIBERTY

BUY

WITH

BOTH SIDES

OF YOUR

DOLLAR

1953