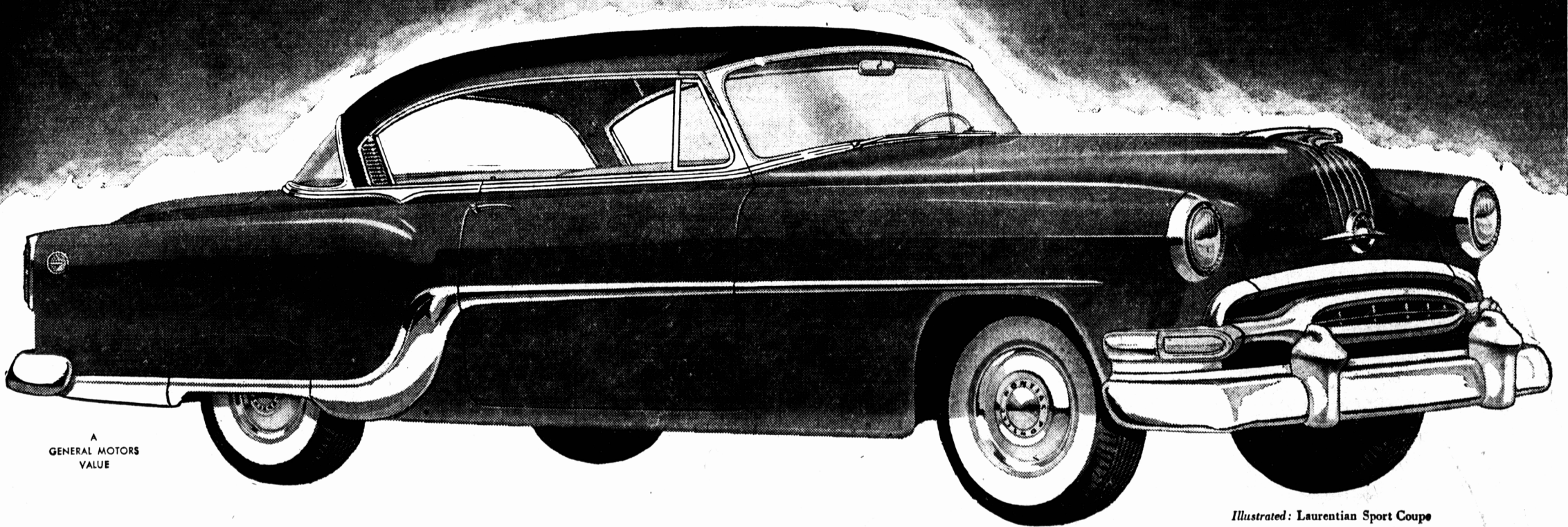


1954 PONTIAC

*The Shining Star Designed to Rise
Even Higher in Public Favor*



A
GENERAL MOTORS
VALUE

Illustrated: Laurentian Sport Coupe

31 MODELS IN 6 GREAT SERIES

★ World's smoothest, most dependable six Cylinder Engine with Increased Compression Ratio for greater efficiency ★ New Aluminum dipped heat treated valves ★ Automatic all-weather Engine Temperature Control ★ Automatic Choke ★ Amazing new Resonant-tone muffler on Pathfinder and Laurentian Series ★ 100% full pressure metered flow lubrication, fullflow built-in permanent oil cleaner ★ Scotch Mist Manifold ★ Rifle drilled connecting rods ★ Also the Famous Pontiac Eight Cylinder Engine with Increased Horsepower ★ Three separate chassis with three different wheelbases ★ Introducing a brilliant new series: "Star Chief" ★ Famous

newly styled Body by Fisher ★ Multiple color preference ★ Color-keyed upholstery fabrics.

WIDEST SELECTION of OPTIONAL EQUIPMENT*

★ TWO AUTOMATIC Transmissions, Improved Powerglide and Dual-Range Hydra-Matic ★ New Pontiac Power Brakes ★ Pontiac's famous Power Steering ★ New Pontiac Air-Conditioning on the Star Chief ★ New Comfort Control Seat and Electric Front Window-Lifts on Chieftain and Star Chief Series ★ New Electric Seat Control and Front Window Lifts on Pathfinder Deluxe and Laurentian Series ★ Autronic Eye for night-time safety ★ Shade-Lite Safety Glass with graduated-tint windshield.

* At extra cost

Pontiac has a wonderful measure of out-of-this-world beauty and features for 1954. Truly, it is motordom's shining star—the star that will rise higher and higher in public favor as its masterful performance becomes known—as its sleek beauty becomes seen in the city and on the highway. **BECAUSE :::**

If you want to be the *proudest driver* in the neighborhood, you can be with 1954 Pontiac's exquisite styling and dramatic colors. If you want *big car prestige*, you can have it with the famous Pontiac reputation, the powerful 1954 six- or eight-cylinder L-head engines, and tasteful, luxurious appointments.

If you want *economical* driving, you can have that too with 1954 Pontiac's low price—its amazing engine efficiency, and its forthright dependability.

Whatever you look for in a car, you'll find your heart's delight in one or more of 1954 Pontiac's 31 brilliant models in six great series . . . *Pathfinder, Pathfinder Deluxe, Laurentian, Chieftain Special, Chieftain Deluxe* and the great new *Star Chief*.

COME IN AND SEE THESE GREAT PONTIACS

On Display Today!

ALLISON MacLEOD

126 Cumberland St.

Charlottetown

Dial 7364