

**One Chose America's Hottest Car...The Other Chose America's Most Dependable Car !**



*They're as different in their wants as in their looks—yet both are supremely happy behind the wheel of a Pontiac!*

You will be, too—because in all the things that make a car great, Pontiac stands out! No other car combines so well so much of all you hold worth-while!

*A touch of your toe proves the point in performance.*

Instantly, Pontiac's blazing 227-h.p. Strato-Streak V-8 comes to life with a torrent of high-compression power.

Alert, split-second take-off for traffic. A tremendous reserve that lets your engine literally loaf in cruising range. The extra-might for safer passing at any speed.

You enjoy smoothness beyond belief in all-new Strato-Flight Hydra-Matic\*—smoothness that takes you from standing start to cruising speed without a hint of hesitation!

Back of all this high-styled, high-powered beauty is the most enviable reputation in the industry—a record for de-

pendability, carefree operation and year-in, year-out economy unsurpassed by any other car at any price!

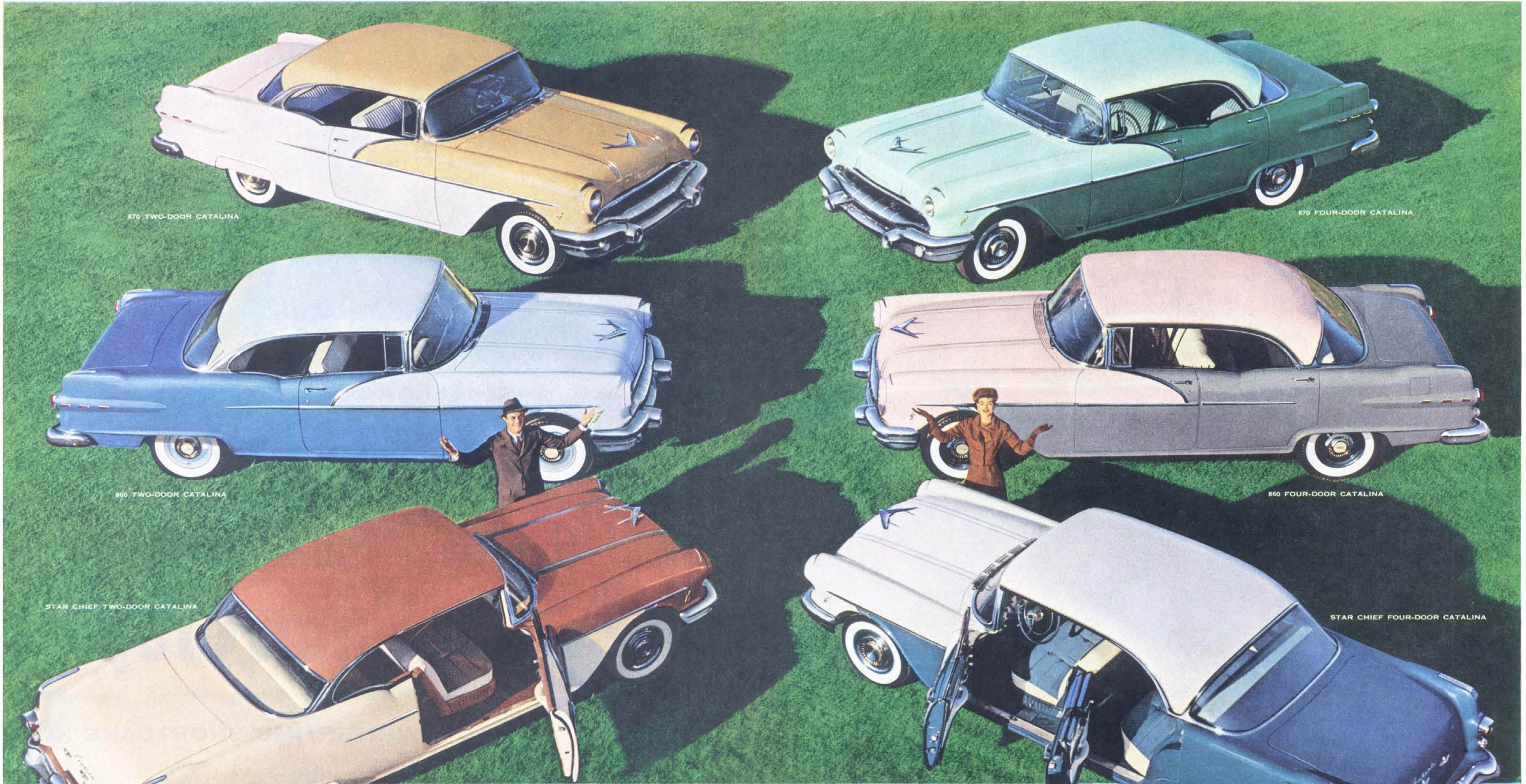
Come in soon and see how easy it is to satisfy both your craving for action and your respect for a sound investment. How easy? Listen to this—you can actually buy a big, glamorous Pontiac 860 for less than you would pay for 44 models of the low-priced three!

\*An extra-cost option.

**SEE YOUR PONTIAC DEALER**







870 TWO-DOOR CATALINA

870 FOUR-DOOR CATALINA

860 TWO-DOOR CATALINA

860 FOUR-DOOR CATALINA

STAR CHIEF TWO-DOOR CATALINA

STAR CHIEF FOUR-DOOR CATALINA

## Pontiac Covers The Field With Hardtops

Meet America's "first family" of hardtops—six gorgeous two- and four-door models, Catalina styled as only Pontiac can do it.

What a field to choose from: three price ranges, two wheelbases, two horsepower options and so wide a variety of colors and fabrics that virtually the only limit on your choice is your own imagination!

Here are cars that beg for action in every long, sleek, luxurious line! When you give them the nod to go—they go—like no car has ever gone before! You feel the instant surge of 227 blaz-

ing horsepower—smoothed almost beyond belief by Pontiac's exclusive Strato-Flight Hydra-Matic®.

While you're thrilling to the greatest "go" on wheels, you're relaxing in the solid comfort of Pontiac's spacious interiors, extra-long wheelbase and cradled ride. You enjoy, too, the safety of Pontiac's rugged construction and easy handling.

So when you're caught by the hardtop mood—and it likely will be soon—pay us a visit. You'll find exactly the car you want—at exactly the price you want to pay. \*An extra-cost option.

'56 STRATO-STREAK

**PONTIAC**

SEE YOUR PONTIAC DEALER

THE CAR SAYS "GO" AND THE PRICE WON'T STOP YOU!



# No Hint in the Price Tag of its *Extra Size and Go!*



Guess at Pontiac's price without looking at the price tag and chances are you'd be way too high. As a matter of fact, in a recent survey the average guess was *more than \$300 too high* . . . and it's easy to see why!

In size, Pontiac provides more wheelbase—122 or 124 inches—than many cars costing hundreds more! And obviously this extra size extends inside, too!

But it's in performance that Pontiac really outstrips its price tag with an all-new kind of "go" you can't get anywhere else no matter what you pay!

It's "go" that starts with the industry's newest high-compression, high-torque V-8. It's power born in a big, husky 205 or 227\* horsepower Strato-Streak engine. And you can boost that 227 another 12 with low extra-cost dual exhausts!

Team this power with Pontiac's Strato-Flight Hydra-Matic\*, America's newest automatic trans-

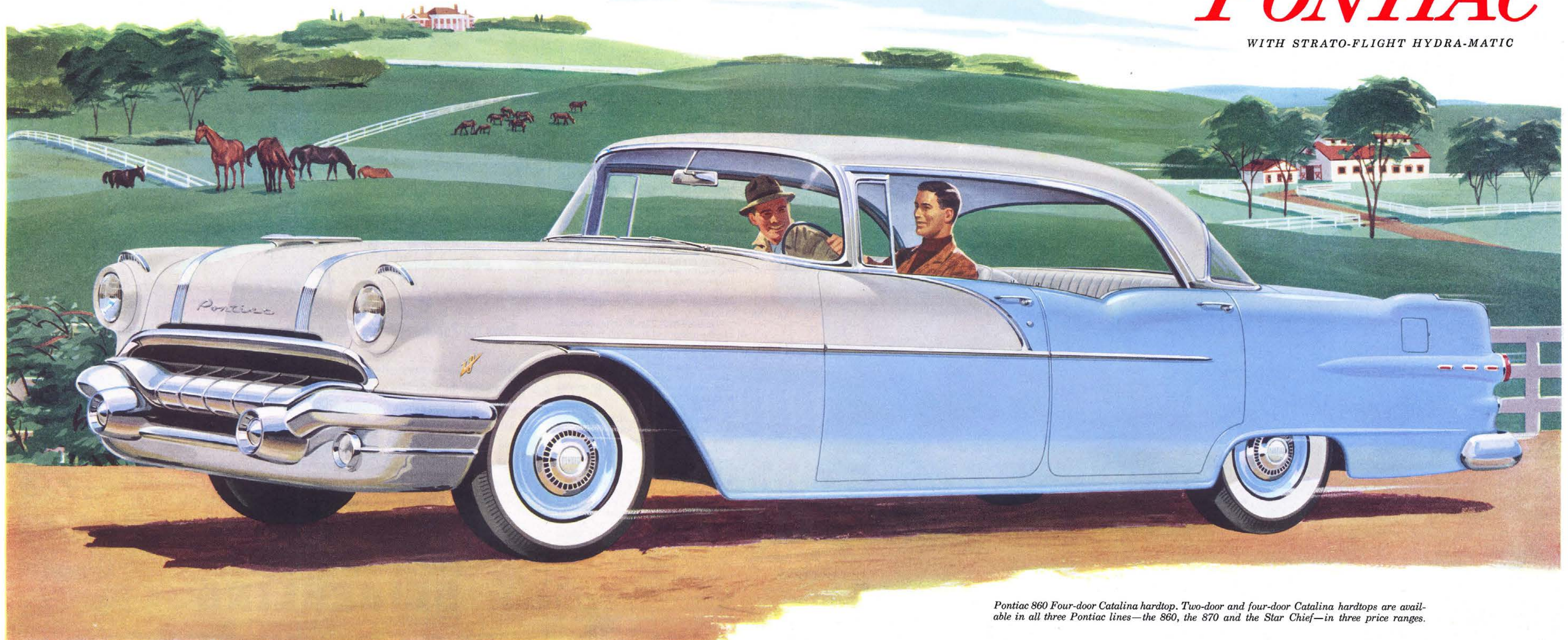
mission, and you have a team *especially designed to go together*—a combination that provides performance so alert, so unbelievably smooth you know from the first touch of your toe that there's nothing like it anywhere!

The first traffic light tells you you're on even terms with anything on the road. The easy way you master hills, curves and rough roads tells you that in one handsome package here's the excitement of a sports car and the comfort of a big car. You know instinctively you're bossing the greatest "go" on wheels!

But don't for a minute think it's too rich for your blood, for Pontiac's price tag makes it as easy to own as it is to want. Fact is—you can actually buy a big, glamorous Pontiac 860 for *less* than many models of the low-priced three! Is there any reason *not* to see your Pontiac dealer?

\*An extra-cost option; 227 h.p. standard on Star Chief series only.

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



→ '56 STRATO-STREAK  
**PONTIAC**

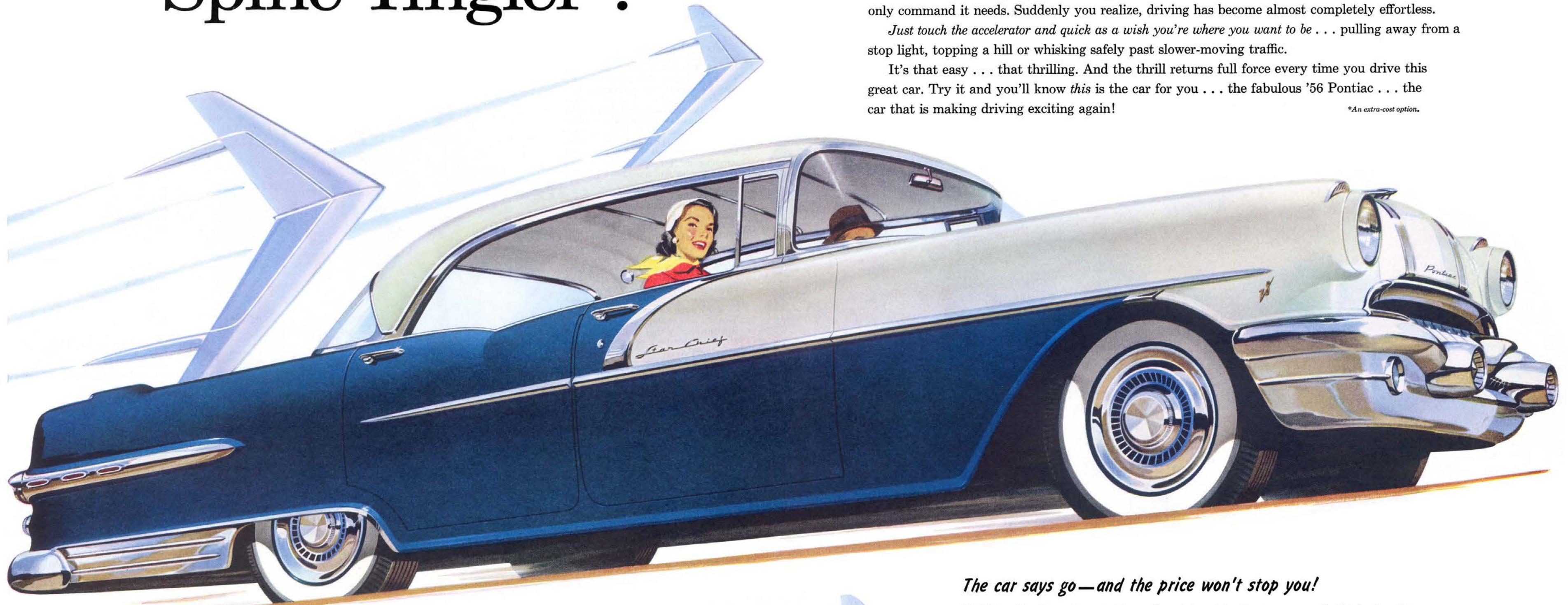
WITH STRATO-FLIGHT HYDRA-MATIC

Pontiac 860 Four-door Catalina hardtop. Two-door and four-door Catalina hardtops are available in all three Pontiac lines—the 860, the 870 and the Star Chief—in three price ranges.



America's **Number 1**

“Spine-Tingler”!



*You get that feeling of supercharged excitement right from the start!*

This fabulous '56 Pontiac is action personified—the sum and substance, the very meaning of the word—ACTION!

It should be . . . you're piloting the most modern high-compression power plant on the road, the mighty Strato-Streak V-8, pouring out a blazing 227 horsepower . . . gentled by the revolutionary Strato-Flight Hydra-Matic\* to smoothness almost beyond belief.

The car seems alive, eager, rarin' to go—and the featherweight pressure of your foot is the only command it needs. Suddenly you realize, driving has become almost completely effortless.

*Just touch the accelerator and quick as a wish you're where you want to be . . . pulling away from a stop light, topping a hill or whisking safely past slower-moving traffic.*

It's that easy . . . that thrilling. And the thrill returns full force every time you drive this great car. Try it and you'll know *this* is the car for you . . . the fabulous '56 Pontiac . . . the car that is making driving exciting again!

\*An extra-cost option.

*The car says go—and the price won't stop you!*

*Get this—Pontiac prices start lower than 44 models of cars you usually think of as the lowest-priced field. That's right—you can have all of Pontiac's big car glamour and go for less than you would pay for 44 models of cars in the lowest price group.*

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



'56

Strato-Streak

**Pontiac**



"Takes off like a jet!"

"My choice for years for dependability!"

"Greatest mile-shortener yet!"

"By far the favorite of our three cars!"

"Best buy—and I've shopped them all!"

"Makes city driving a picnic!"

"No car is better engineered!"

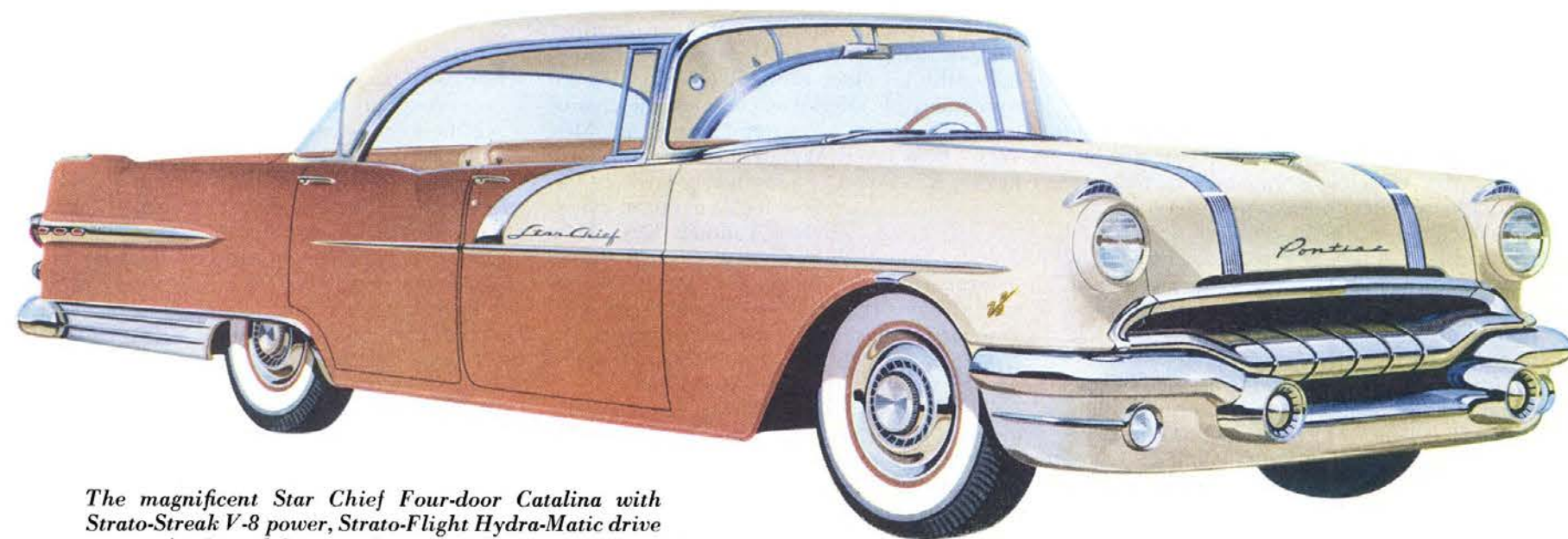
"So safe and easy to handle!"

"Smart as a Paris original!"

"Greatest GO on wheels!"



## Pardon our boastful owners!



The magnificent Star Chief Four-door Catalina with Strato-Streak V-8 power, Strato-Flight Hydra-Matic drive—one of 15 models in 3 lines—overlapping the lowest in price, overtaking the finest in Glamour and Go.



Take a cross section of Pontiac owners and you'd have a typical group like the one above—people from all walks of life with one thing in common—they're the world's happiest drivers!

Pontiac gives them everything they want in a car no matter where they live, what they do, or what they've been driving before.

Consider a few facts about Pontiac—and see if you don't get the urge to own one, too.

Start with performance and let a test track stop watch do the talking! From standstill to 60 in 10 seconds flat! From 45 to 60 in 4 seconds to get you safely past the dawdlers in a hurry! And that tremendous thrust of Pontiac's brilliant 227-h.p. Strato-Streak V-8—the most

advanced power plant in the industry—is transmitted with silken smoothness by Pontiac's revolutionary new Strato-Flight Hydra-Matic\*.

Now see what's new in handling! Steering as effortless as modern engineering can make it. Brakes that stop you as smoothly and easily as Pontiac's mighty Strato-Streak V-8 gets you going! The comfort and security of big-car length and huskiness.

Why not come in soon and see for yourself what all the boasting's about? And get the facts and figures on this clincher . . . you can actually buy a big, glamorous Pontiac 860 for less than you would pay for 44 models of the low-priced three!

\*An extra-cost option.

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



'56 STRATO-STREAK

# PONTIAC

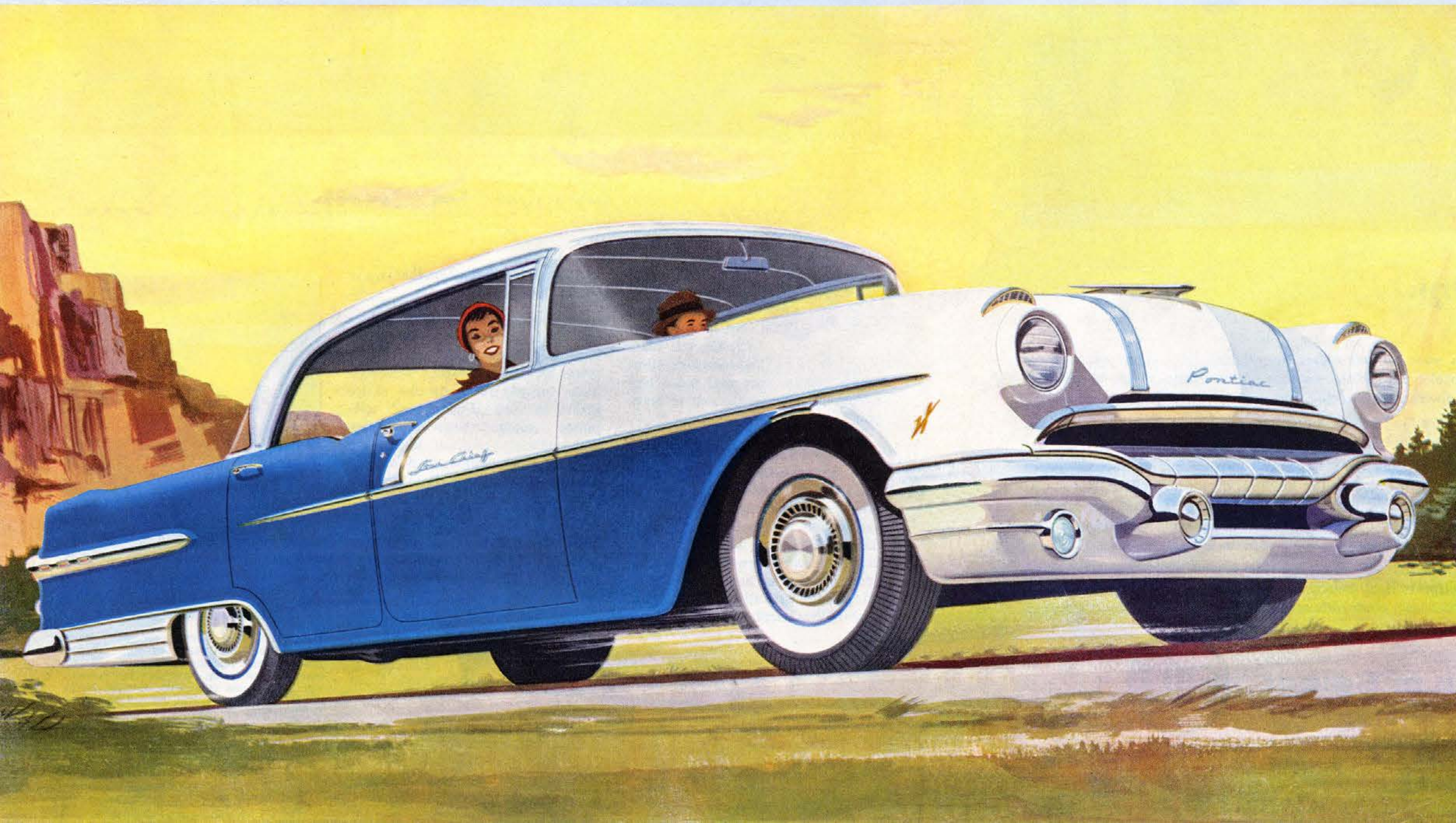
WITH STRATO-FLIGHT HYDRA-MATIC



# Fabulous '56 Pontiac Introduces A Big And Vital General Motors "Automotive First"!

NEW STRATO-FLIGHT HYDRA-MATIC COUPLED WITH PONTIAC'S 227-H.P. STRATO-STREAK V-8

... RESULTING IN PERFORMANCE SO NEW AND DRAMATIC IT MUST BE EXPERIENCED TO BE BELIEVED!



Get out your best superlatives. You'll need them all today—and then some! For Pontiac presents a car that corners the market on glamor—and brightens your life with fabulous new "go"!

*Here is high fashion at its haughtiest!* The shimmering beauty of jewel-like, new two-tone colors. The touch of tomorrow in jet-styled adornments front and rear. Long, low lines as clean and *right* as the conformation of a racehorse.

But the surprise for your eyes is nothing at all to what greets you at the wheel!

*Here is performance as hot as gasoline can get.* A tremendous new drive at take-off. A startling new sharpness to response. A blithe new vigor and dash that was never yours before!

It sets you wondering how machinery can be so wondrously smooth and alive.

It's teamwork that does it—the inspired coupling of General Motors super-smooth new Hydra-Matic and Pontiac's super-powered new Strato-Streak V-8. Words won't do to convey the result. *It literally seems that magic has come to motoring.*

You'll be *hearing* plenty about this one—that's a certainty! But why settle for second-hand thrills? See it, drive it—and let your heart lift to the greatest "go" on wheels! *\*Optional at extra cost.*

PONTIAC MOTOR DIVISION, GENERAL MOTORS CORPORATION

*The smartest hardtops in the world—six of them—in the luxurious Catalina line.*







Chasen's



THERE'S MORE BEHIND THE DOOR OF A PONTIAC

And a very important "more" it is—this famous Fisher Body coach emblem. For—like such dramatic style advances as the four-door hardtop and the panoramic windshield—it represents those added values of exterior line and color—of interior luxury—of sturdier, safer construction which only generations of experience and the latest tools and techniques can build into a car body.

Hollywood Set by Chasen's

Star Fashions by Maurice Rentner

Catalina Four-Door Hardtop by Pontiac

Body by Fisher 

found only on General Motors Cars

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



in 4-door hard tops  
- and safer stops -



1956 Pontiac 4-Door Catalina

"Be careful—drive safely"

BY NOW just about everyone knows that the new 1956 General Motors cars are as far out in front in performance and safety as they are in eye-catching beauty.

You will find convincing proof of that in the extra reserve power of their higher-compression engines—instantly delivered through newly improved automatic transmissions offered on GM cars — Powerglide, Variable Pitch Dynaflow and fluid-coupled Hydra-Matic.

You'll find it, too, in the swift-sure tiptoe response of GM Power Brakes, and in other available features like Power Steering and Seat Belts. You find it in Precision-Aimed Head Lamps and in the solid construction of GM Unisteel Bodies with double-locking safety door latches.

Combine all these engineering advances with GM's pace-setting styling in hardtops, estate wagons, convertibles and sedans, and you'll see why so many agree that the key to any '56 GM car is your key to greater value.

GENERAL MOTORS *leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • All with Body by Fisher • GMC TRUCK & COACH