

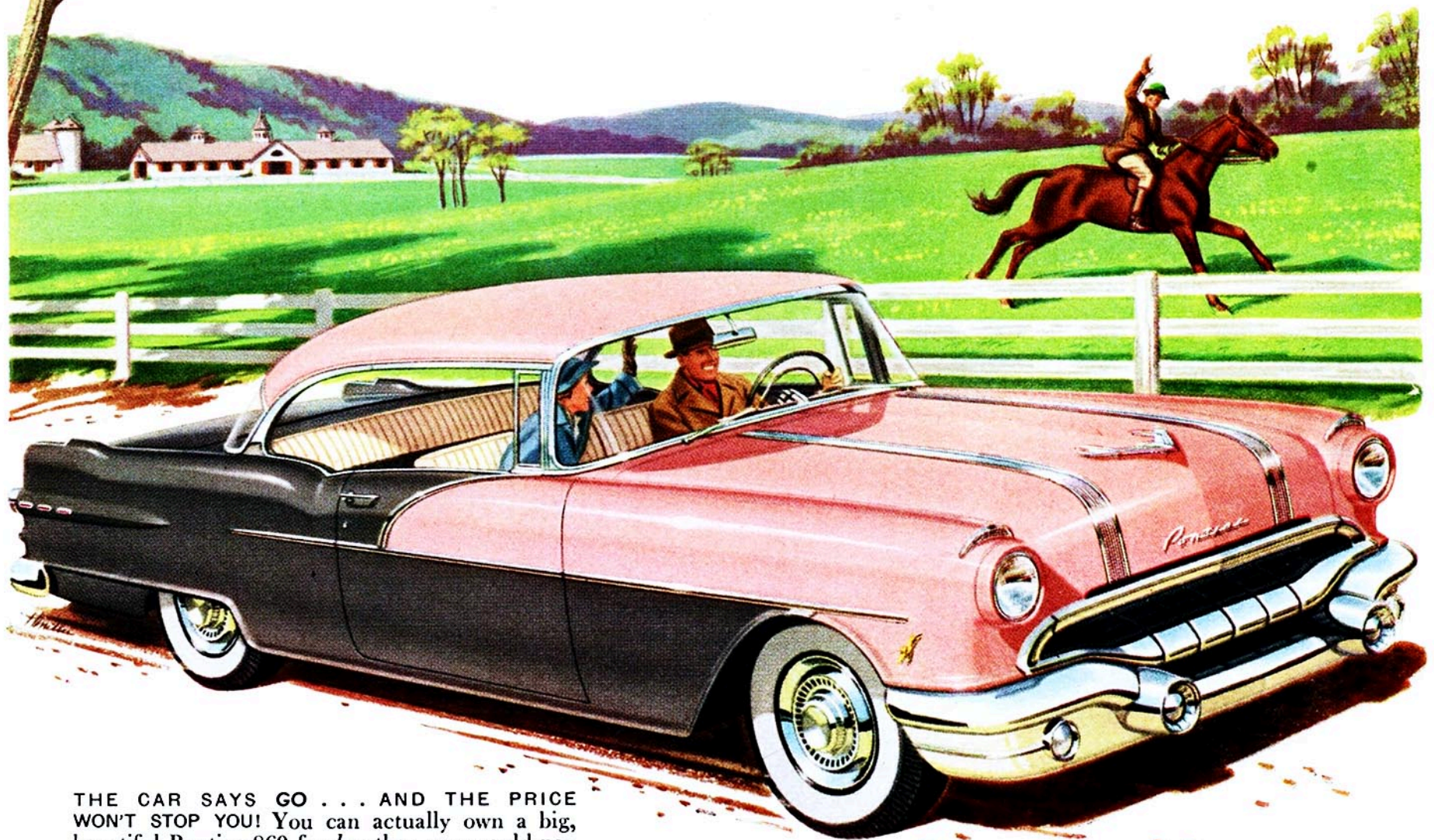
America's Best Dressed Car Puts on its Running Shoes!

Try this one for sighs!

A glance at the fresh, new beauty of its twin-streak styling tells you *this* is easily the most distinctive car on the road. And there's *new go* to match that glamour! Test America's newest and greatest power team . . . the mighty Strato-Streak V-8, and revolutionary, oil-smooth Strato-Flight Hydra-Matic*. Whatever you're looking for . . . beauty, blazing action, dependability, price . . . *here's your car!*



Pontiac

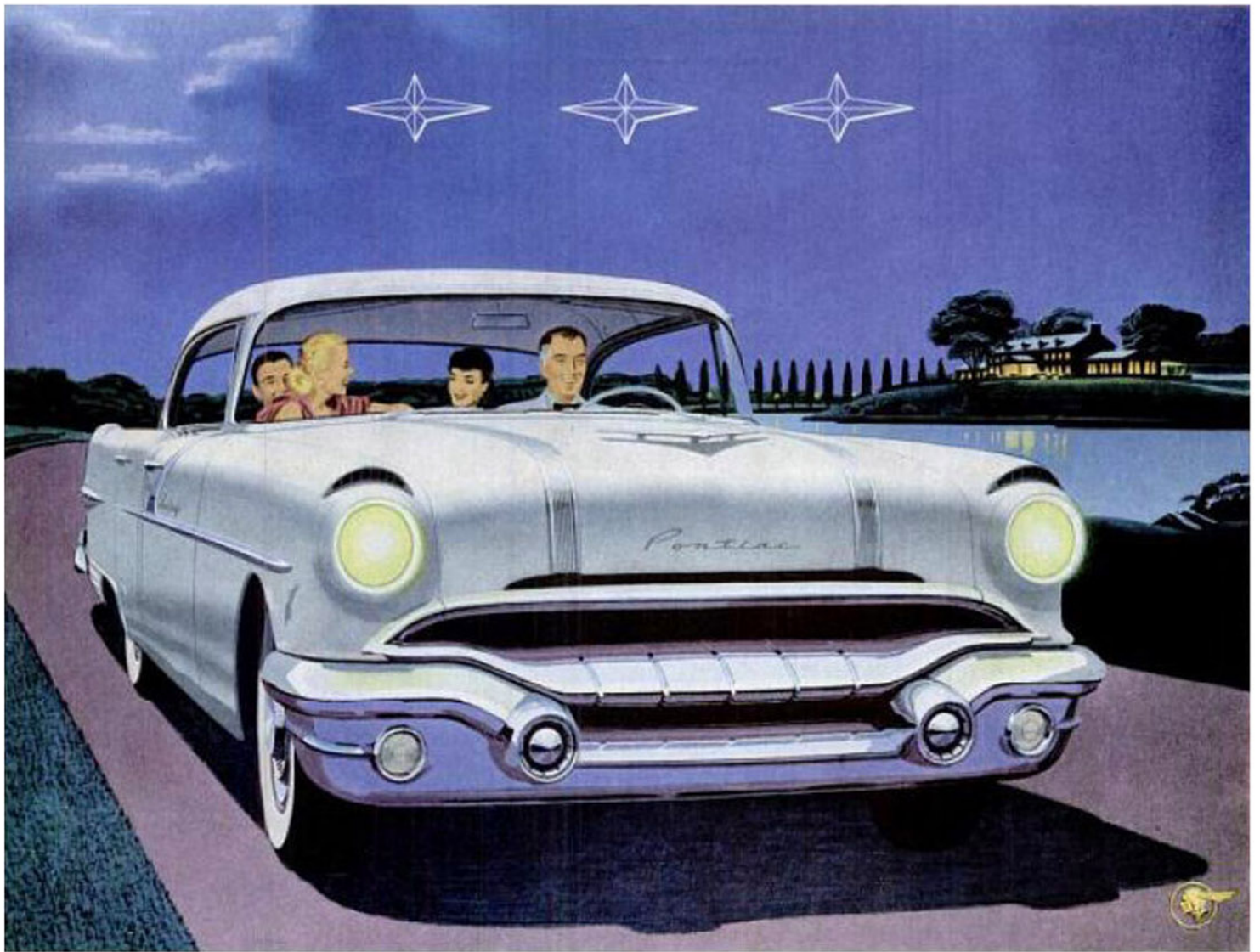


THE CAR SAYS GO . . . AND THE PRICE WON'T STOP YOU! You can actually own a big, beautiful Pontiac 860 for *less* than you would pay for 44 models of cars of the low-priced three!

**An extra-cost option.*



PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



The Magnificent **STAR CHIEF**

WRAPS UP EVERYTHING !



*Customized Luxury and Sports Car Performance
put this Strato-Streak Beauty in a Class by Itself!*

Every ride in this gleaming masterpiece is a sparkling special occasion!

You're surrounded by the soft glow of exclusive Catalina colors translated in shimmering nylon, supple, hand-rubbed leather and rich carpeting. You command America's newest and most thrilling performance team—the breath-taking power of the mighty Strato-Streak V-8, the hair-trigger quick, yet creamy-smooth response of Strato-Flight Hydra-Matic*.

In the way it looks and the way it goes, there's no match for this regal Catalina—at any price! A brief inspection and short demonstration drive will prove it. Come in and see.

*As extra cost option.

SEE YOUR PONTIAC DEALER



The **PONTIAC** *Catalina*



much more
 than a
 hardtop...
 it's a



Pontiac gave America its first look at hardtop styling . . . and ever since has been giving hardtop styling its best look—the *Catalina* look.

In the magnificent Custom Catalina by Pontiac you get interior glamour that is unsurpassed by even the costliest cars. The finest hand-buffed top-grain leather money can buy . . . rich, durable nylon . . . deep-pile carpeting—everything *perfectly matched* to its exclusive exterior colors.

And with all this you can enjoy another luxury—

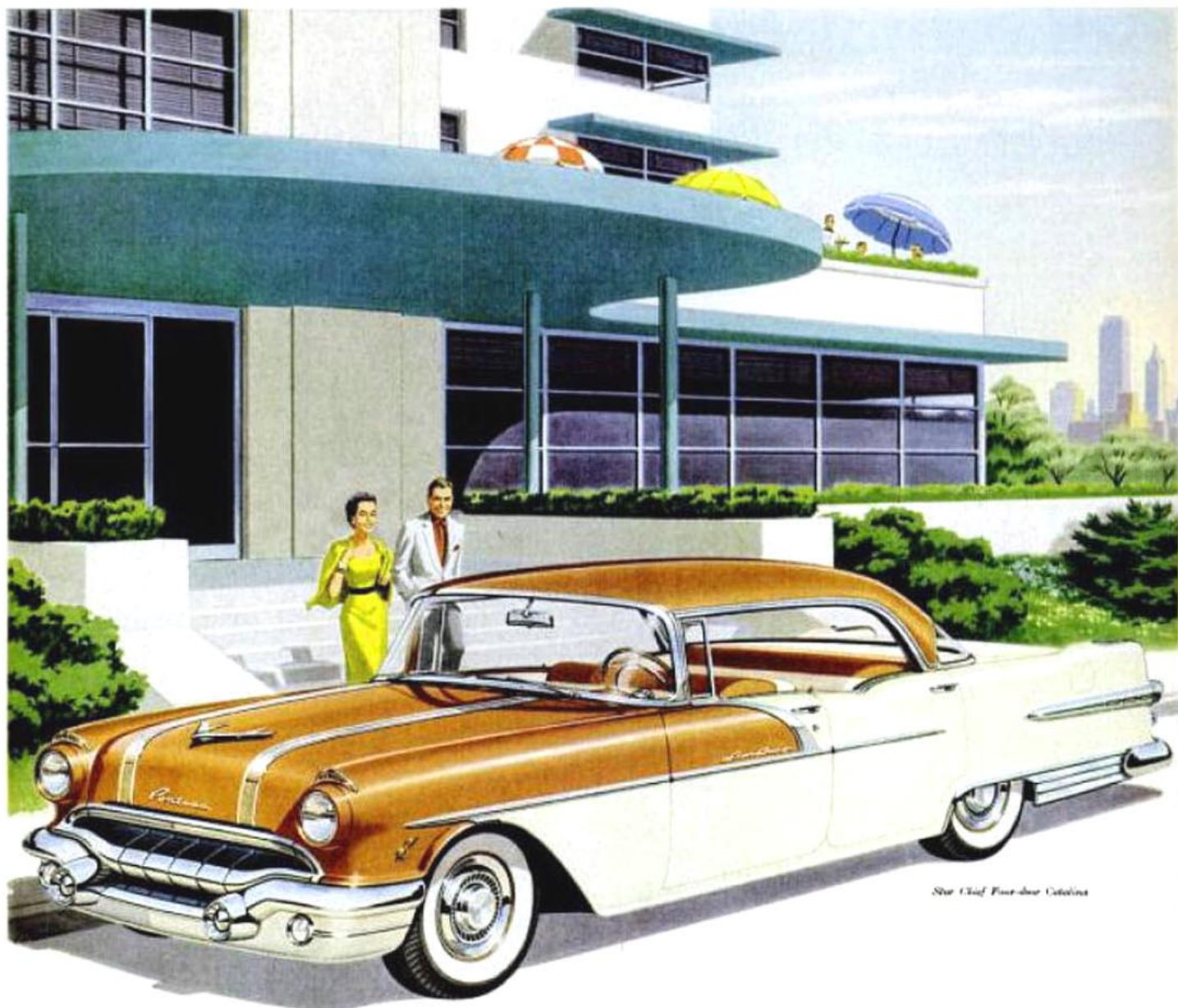
the luxury of America's finest performance—sparked by a mighty 227-h.p. Strato-Streak V-8 and smoothed to perfection by Strato-Flight Hydra-Matic*.

But don't think all this is too rich for your blood, because the price tag on this remarkable car hasn't yet caught up with its goodness. Come in soon. You'll find the drive as pleasant as the price.

And remember, Pontiac is America's proven performance and economy champion. *Low extra-cost option

SEE YOUR PONTIAC DEALER

PONTIAC *Custom Catalina!*



Star Chief Four-door Catalina

Born to Go Together!

STRATO-STREAK V-8



**STRATO-FLIGHT
HYDRA-MATIC**

Wheeling this big beauty down the road you're in command of a *very special* kind of performance—performance reserved exclusively for the pleasure of Pontiac owners!

Why so special? Well, first of all, under that broad, gleaming hood there's the industry's most advanced high-torque, high-compression engine—the brilliant new 227-h.p. Strato-Streak V-8. Most cars would be satisfied to stop right there—but not Pontiac! A new transmission was developed to refine all that

power—and refined it is, with the oil-smooth Strato-Flight Hydra-Matic*, tailor-made for Strato-Streak power—and *nothing else!*

The result? America's newest, smoothest, most modern performance team and *the greatest "go" on wheels!*

Why not come in and take up our invitation to try it? And don't hesitate to ask about prices. When you do, we're betting you and Pontiac will be going steady! *An extra-cost option

SEE YOUR PONTIAC DEALER

You can actually buy a big, glamorous Pontiac 860 for less than you would pay for 43 models of the low-priced three!

The '56 Strato-Streak
PONTIAC
WITH STRATO-FLIGHT HYDRA-MATIC



presenting the

STAR CHIEF

Custom Convertible

*A Very Special Car
for a Very
Special Person!*

If you think this long, low creation is America's *handsomest car*, you'll find plenty of support among connoisseurs of such things.

But performance is its forte . . . performance that creates for this great car a class all its own! Under that sleek hoodline is the 227-h.p. Strato-Streak V-8 (there's 12 more horsepower

with low extra-cost dual exhausts)!

Pontiac's oil-smooth Strato-Flight Hydra-Matic* completes the most thrilling power team on the highway.

For those who demand the first word in *glamour* and the last word in *go*—look no further, here is your car—the magnificent Star Chief Custom Convertible by Pontiac. *An extra-cost option



PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Sports Car—Family Size!

If your heart lifts to the rakish lines and dashing "go" of a well-tuned sports car—but your family needs demand abundant comfort and room—Pontiac is tailor-made for you! This low-slung beauty with blazing Strato-Streak power and cream-smooth Strato-Flight Hydra-Matic* packs a punch like nothing else in your experience. Yet in length and spaciousness it's about as big as they come! Try it for size—and America's peak performance thrill—today!



Pontiac



THE CAR SAYS "GO" AND THE PRICE WON'T STOP YOU — Pontiac's three great lines, with up to 227 horsepower, completely encompass every requirement from peak luxury to low price. You can actually buy a big, glamorous Pontiac for less than 44 models of the "low-priced three"!

**An extra-cost option.*



Governor's Palace by Williamsburg Chiffon Dress by Pierre Balmain Star Chief Convertible by Pontiac




THERE'S MORE BEHIND THE DOOR



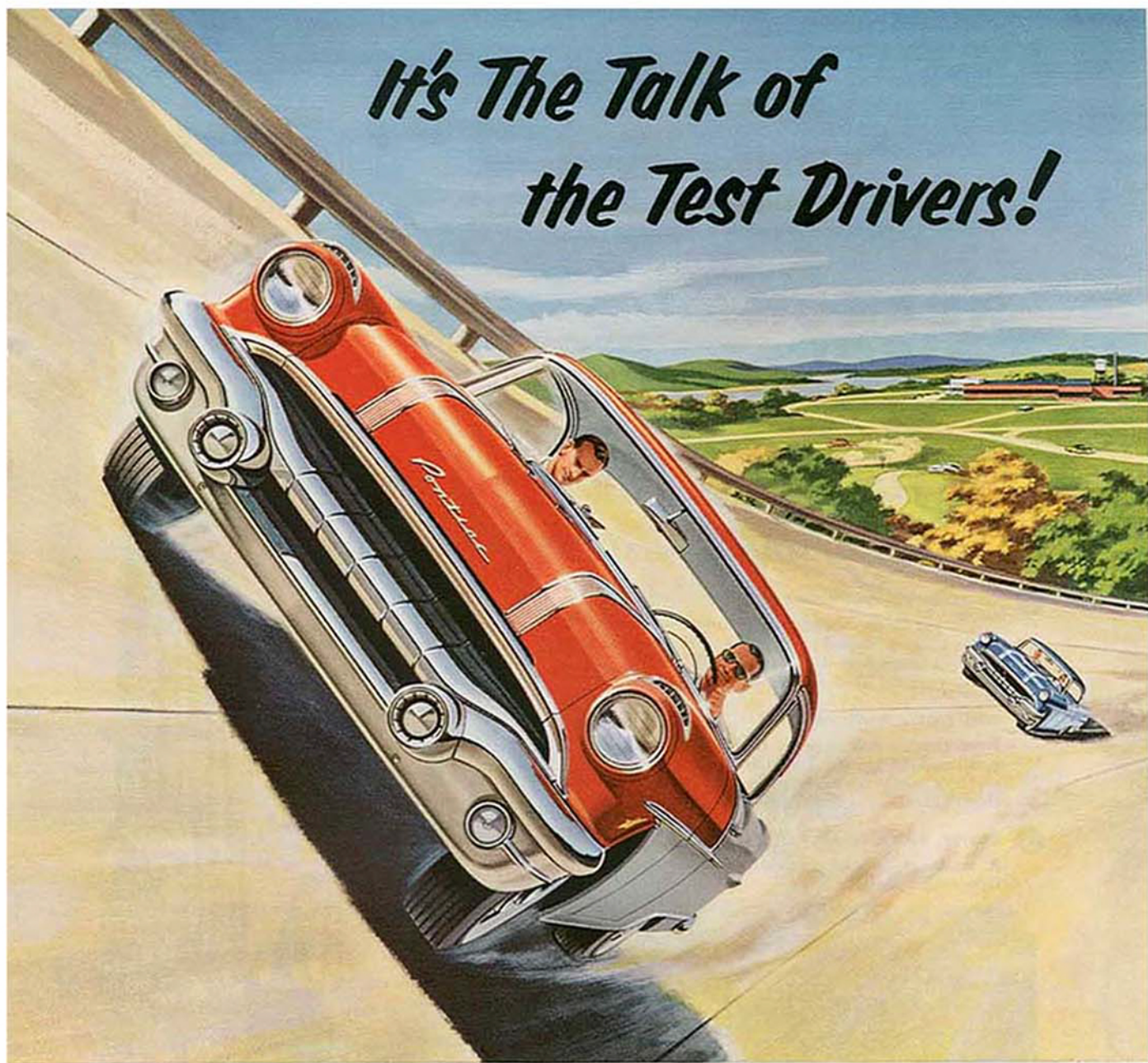
OF A PONTIAC

Behind the door is a world of the daring design you associate with the Fisher Body emblem. This classic symbol is a sure sign of the superb in styling, comfort and safety. It speaks of craftsmanship, ingenuity, tools, techniques and generations of building the finest — as expressed in the Pontiac Star Chief Convertible — with Body by Fisher!

Body by Fisher 

found only on General Motors Cars CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

It's The Talk of the Test Drivers!



THE FABULOUS '56 PONTIAC WITH A BIG AND VITAL GENERAL MOTORS "AUTOMOTIVE FIRST"!

Believe us—it isn't easy to impress a test driver!

But they're cheering Pontiac in a big way.

What's set them buzzing is that big and vital General Motors "First" combining:

Pontiac's new big-bore Strato-Streak V-8 with the terrific thrust of 227 horsepower.

General Motors' new Strato-Flight Hydra-Matic that gentles this mighty "go" to smoothness beyond belief.*

You don't need a test track to prove that here is the lift of a lifetime.

Traffic tells you. Here's "stop-and-go" response as fast as thought itself. A hill helps. High or low, it's left behind without a sign of effort. And passing definitely pins it down. Gun it and in-

stant, flashing power sweeps you swiftly by the loitering car ahead. No drag, no lag—just safe and certain "go"!

There's plenty more to charm you. The safety of big new brakes, a steady ride, advanced controls. Glamorous new beauty.

But, above all, it's that fabulous new "go" that gets you!

Drive a Pontiac today for a glorious double thrill. There'll be pride in your heart, a torrent at your toe-tip. What more could anyone want?

*An extra cost option.

'56 PONTIAC



They're Driving the Biggest Thrill of the Trip



Hitting the vacation trail?

Pamper yourself—in a '56 Pontiac wonder wagon! From the spacious cockpit of today's station-wagon stand-out, pick a spot anywhere on the map:

As easy as wishing . . . you're there!

And every fleeting mile is a vivid experience in the excitement of *command*. For here is a wagon with a brilliance entirely new to its husky breed! In its every response you will feel the presence of its eager power team, the liveliest on any car of *any body style*.

Pontiac's Strato-Streak V-8 is literally the most modern power plant on the go today. Its surging 227* horses perform with such authority that even long-time Pontiac owners are thrilled as they've never been thrilled before!

And another great engineering triumph, Strato-Flight Hydra-Matic†, turns all this power to flashing action with an all-new, sparkling-smooth alertness *exclusive* with today's Pontiacs!

Remember, too, that along with this go comes glamorous *bigness*—the kind of

bigness that gives your Pontiac wagon its "limousine" riding qualities—safety, steadiness, solid stability.

And you've four to choose from! And, for all their massiveness and power, any of these sleek Pontiac station wagons is astonishingly easy to own. A Pontiac wagon can be yours for less than many lower-powered, "small-car" wagons!


Come in, pilot a Pontiac station wagon before you complete your vacation plans. You'll reset your sight-seeing sights!

*227 A.p. standard on Star Chief Series. †An extra-cost option. SEE YOUR PONTIAC DEALER

The '56 Strato-Streak

WITH STRATO-FLIGHT HYDRA-MATIC

PONTIAC



Pride in your heart . . .
a thrill at your toe-tip!

From the way it looks to the way it goes . . . everything about this breathtaking new car is a constant source of exhilarating pleasure and pride. The admiring glances that come your way endorse your choice of America's smartest, most distinctive styling. And when the urge or the need for action comes—you get it! At a touch of your toe, Pontiac's blazing Strato-Streak power comes alive with *the greatest go on wheels*. See your Pontiac dealer and drive this eager beauty today—*for the thrill of a lifetime!*

Pontiac's fabulous for '56

The greatest go on wheels—goes for wagons, too! Take your choice of 205-h.p. or the mighty 227-h.p. Strato-Streak V-8 engines teamed with the super smooth new Strato-Flight Hydra-Matic!**
**An extra cost option; 227 h.p. is standard for Star Chief Series*

SEE YOUR PONTIAC DEALER