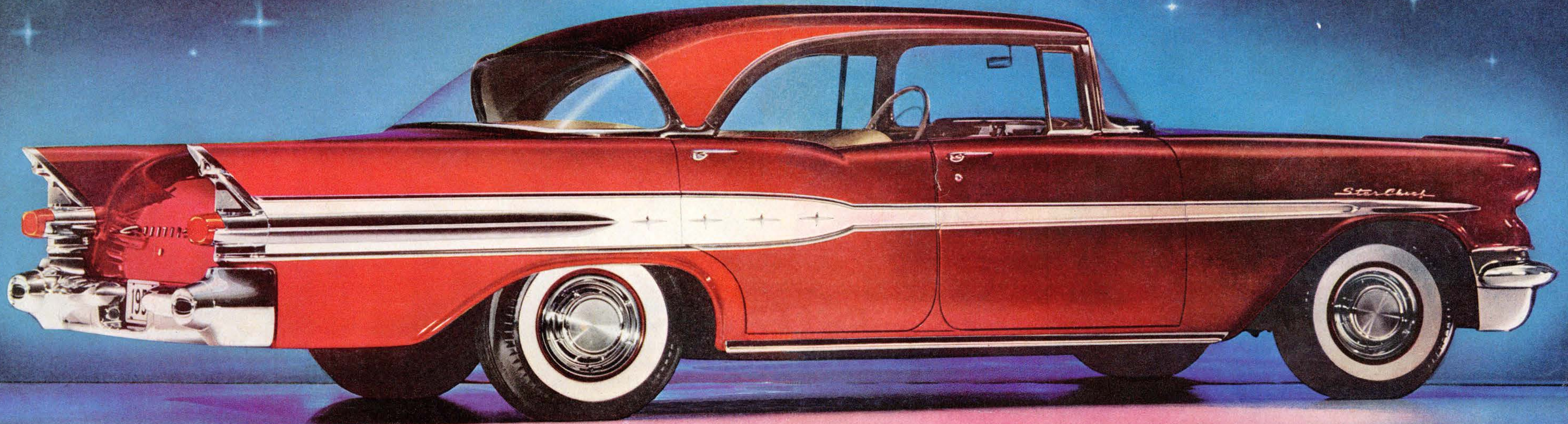


PRESENTING THE

# Surprise Package OF '57!



## THE NEW Pontiac is

Fresh from 100,000 miles of road tests, the '57 Pontiac is on display!

Better go see it because this is the biggest surprise package of any year—the car that beat them all to the big-time changes in every department of motoring.

Even a brief once-over of Pontiac's sleek new styling tells you that you're in at the start of an automotive revolution. Those taut, wind-tunnel lines literally point the way for the others to follow.

And there's plenty for them to follow! That glistening sheath conceals a carload of engineering "firsts"—all polished to watch-work perfection in the toughest test ever given a new car.

A prototype of this '57 Pontiac pounded the road through 100,000 miles of tests . . . over country lanes, city streets and superhighways. Through it all Pontiac engineers refined, redesigned and perfected.

They made Pontiac's big new power plant even more efficient than its predecessor, the engine that set over fifty new world records and led all eights in miles per gallon! They perfected the new suspension system, new controls and new Strato-Flight Hydra-Matic\* to give you the smoothest riding, easiest handling—and safest—new car ever to hit the road!

See and drive this new '57 Pontiac before another sun sets. Sample in a single mile all that's been proved by 100,000 miles of testing.

\*An extra-cost option.

IT'S AMERICA'S NUMBER 1 ROAD CAR!

## Completely New from Power to Personality

AND THE FIRST CAR AT ANY PRICE WITH . . .

**Star Flight Body Design**—a Pontiac Exclusive—longer and lower than ever before—'57's most distinctive new automotive styling.

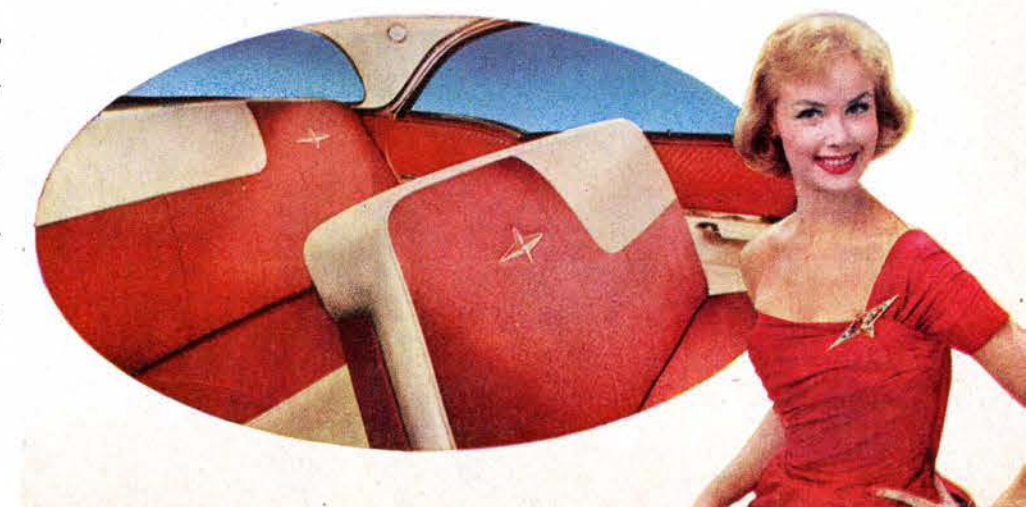
**The "Off-the-Shoulder" Look Interior Styling**—a fashion "first" for '57—perfectly color-matched with the exterior of your choice.

**New World-Record V-8 Engine**—270 h.p. in Star Chief and Super Chief, 252 h.p. in the Chieftain—with smoother Strato-Flight Hydra-Matic.

**Cloud-soft, Level-Line Ride**—the ride sensation of the year—a new suspension system based on a big, road-hugging 124- or 122-inch wheelbase.

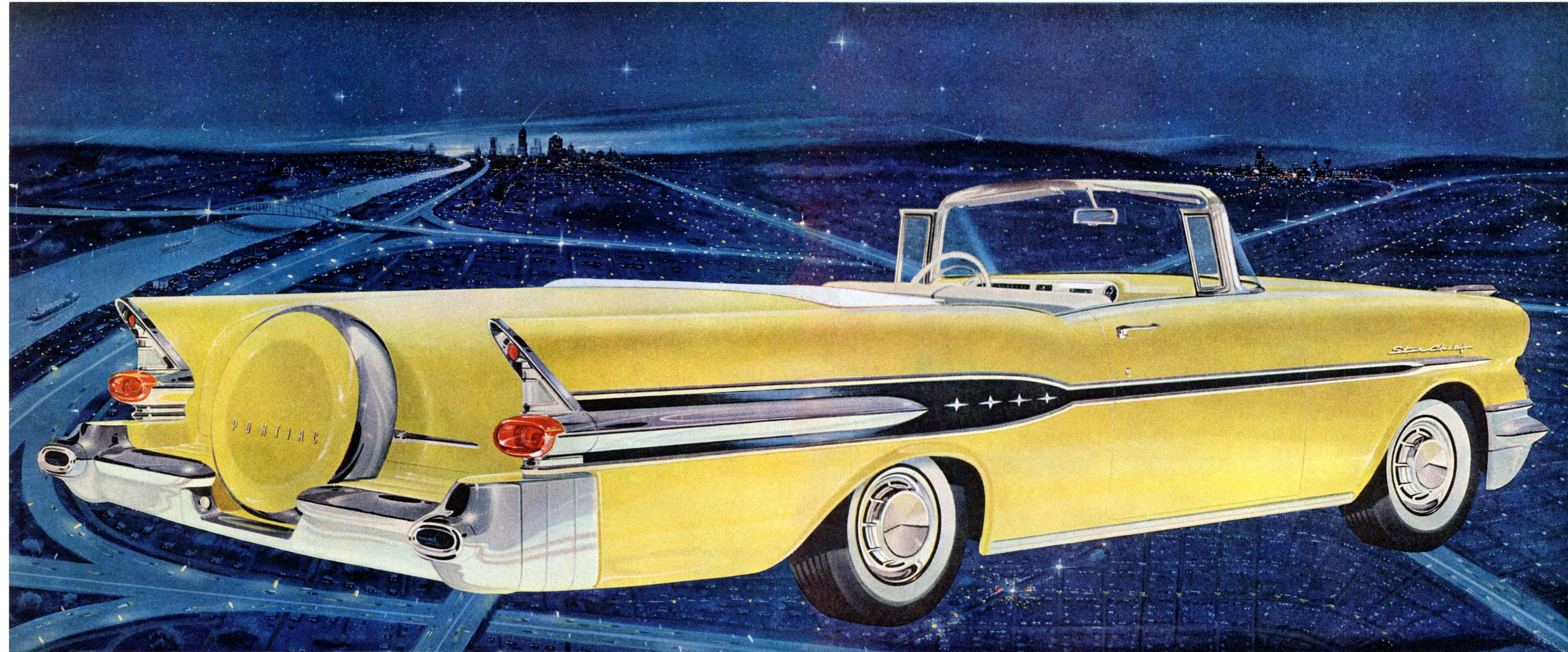
**3 Popular-Priced Series:** Star Chief • Super Chief • Chieftain

SEE YOUR PONTIAC DEALER





# The Most Sweeping Change of All!



## Pontiac has it in the Surprise Package of '57!

OVER SIX DOZEN "FIRSTS", INCLUDING . . .

**STAR FLIGHT BODY DESIGN**—a Pontiac Exclusive—longer and lower than ever before—  
the year's most distinctive new automotive styling.

**THE "OFF THE SHOULDER" LOOK INTERIOR STYLING**—a fashion "first" for '57—perfectly  
color-matched with the exterior of your choice.

**NEW WORLD-RECORD V-8 ENGINE**—270 h.p. in Star Chief and Super Chief, 252 h.p. in the Chieftain—  
with smoother Strato-Flight Hydra-Matic.

**CLOUD-SOFT, LEVEL-LINE RIDE**—the ride sensation of the year—a new suspension system  
based on a big, road-hugging 124- or 122-inch wheelbase.

**THREE NEW POPULAR-PRICED SERIES: STAR CHIEF • SUPER CHIEF • CHIEFTAIN**

In the boldest new-car move of the year, Pontiac for '57 leaves them all behind—in beauty, in performance, in ride!

Here's the year's most clear-cut break with the commonplace. It's a fresh, new styling story told in crisp, dramatic lines—giving the cue for a trend that's sure to follow!

And its newness goes all the way through: Brand-new power even more efficient than its predecessor that broke over 50 stock car records and led all eights in miles per gallon . . . Strato-Flight Hydra-Matic\* that's nothing short of perfection . . . new suspension ideas and pre-

cision handling that crack the whip over the wildest roads imaginable. And it comes to you proved as no other car in history, because a prototype of this big, eye-opening dazzler strutted its easy way through 100,000 miles of the most rugged road tests the engineers could devise!

Be among the first to bring yourself up to date on the car that caught them all napping.

Drive this '57 Pontiac and sample in a single memorable mile all that's been proved by 100,000 miles of testing! \*An extra-cost option

SEE YOUR PONTIAC DEALER

**IT'S AMERICA'S NUMBER ① ROAD CAR!**





The *"Off-the-Shoulder" Look* — just One of the  
wonderful New Firsts in the  
*'57 Pontiac*

See it **NOVEMBER 9** at Your Pontiac Dealer's



"No More Little Cars For Us!"

"It Sure Stopped Me!"

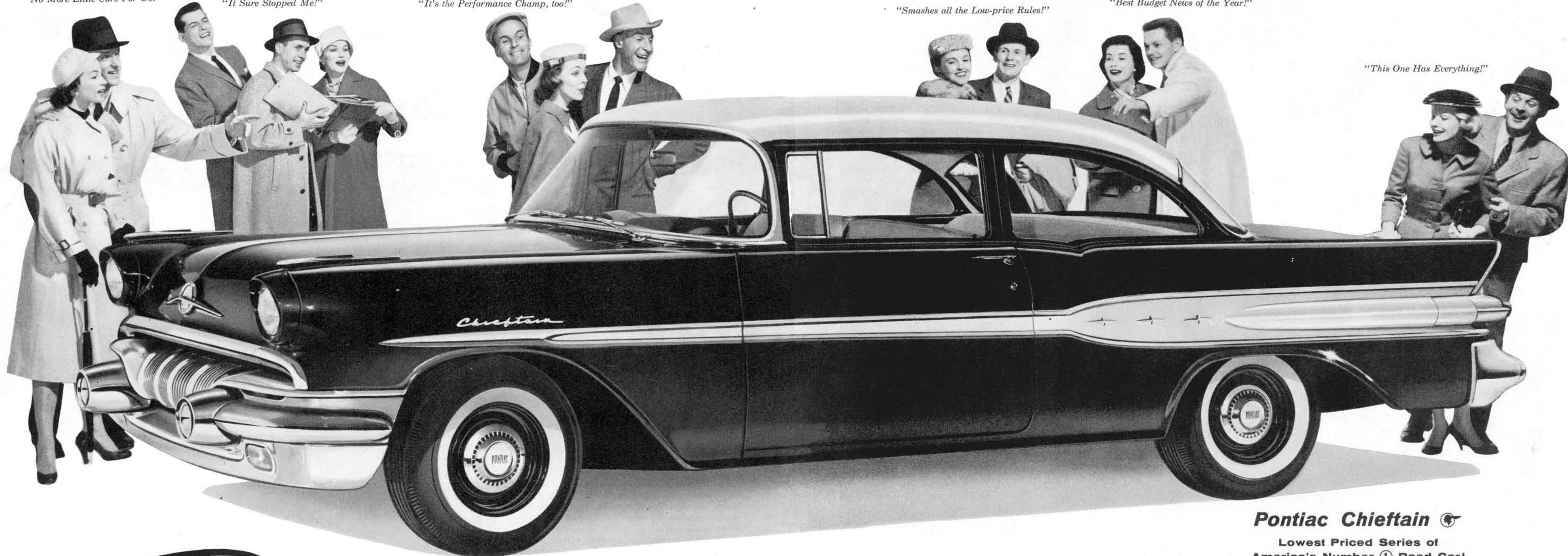
"It's the Performance Champ, too!"

"Gives 'Em All Something to Shoot at!"

"Smashes all the Low-price Rules!"

"Best Budget News of the Year!"

"This One Has Everything!"



**Pontiac Chieftain**   
 Lowest Priced Series of  
 America's Number ① Road Car!

*Pontiac's* **Stoppin' the shoppin' with America's**  
**Number ① Buy!**

When this big, tempting Chieftain hit the low-price field, it got 'em all in a whirl! And why not? No car has ever smashed the low-price rules like this one. "Shopping around" is a thing of the past now! Slip into the driver's seat and bring yourself up to date on what Pontiac has put within reach of any new-car buyer. Feel the solid security of an extra 4 to 7 inches of whopping, road-loving 122-inch wheelbase . . . the instant response of 347 impatient cubic inches of big-engine displacement . . . the thrill of commanding the only car near its price with a 10 to 1 compression ratio! And for genuine championship performance you can get Pontiac's track-proved Tri-Power Carburetion as an extra-cost option—and really have something to brag about! Cradle all this eager action with a downy Level-Line Ride . . . put it all under your command with effortless Precision-Touch Control . . . wrap it in a sheath of Star Flight styling—and you have a Chieftain! By now you're as eager as the car—so why not let your Pontiac dealer show you how it all can be yours at prices starting less than 30 models of the low-price three! Ever find a better reason for startin' and stoppin' your shoppin' with Pontiac?

*Manufacturer's Suggested Price for this full-sized Chieftain 6-passenger sedan (including delivery and handling charges and federal excise taxes). Transportation charges, state and local taxes, accessories and optional equipment, including Hydra-Matic, Tri-Power Carburetion, radio, heater, white sidewalls and two-tone paint, additional.*

**\$2463<sup>39</sup>**

SEE YOUR AUTHORIZED PONTIAC DEALER

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION