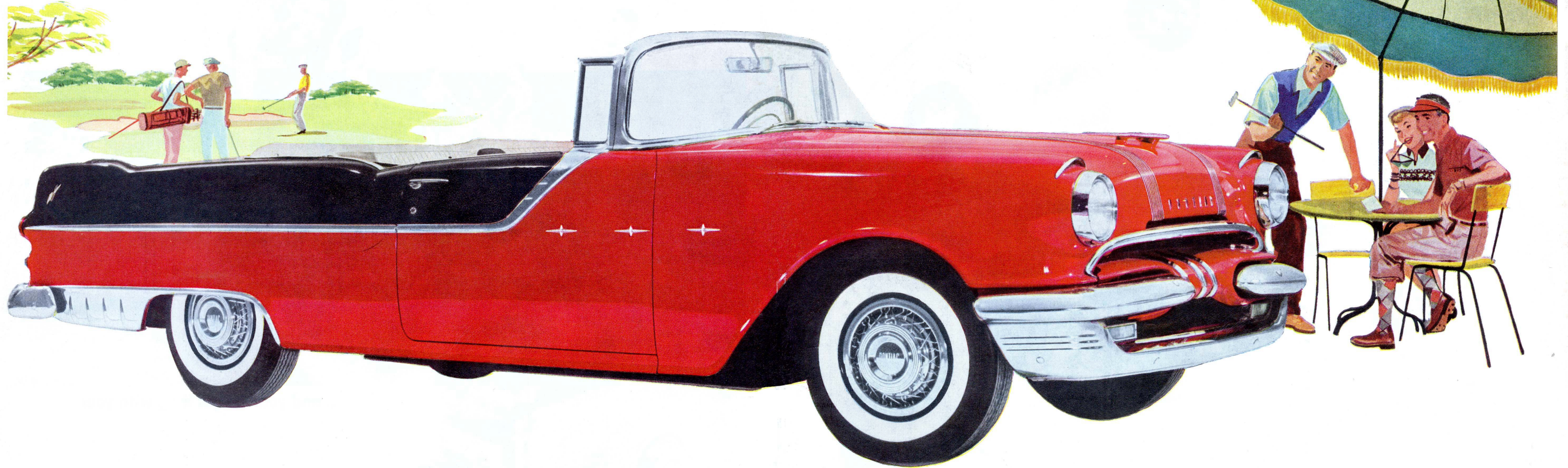
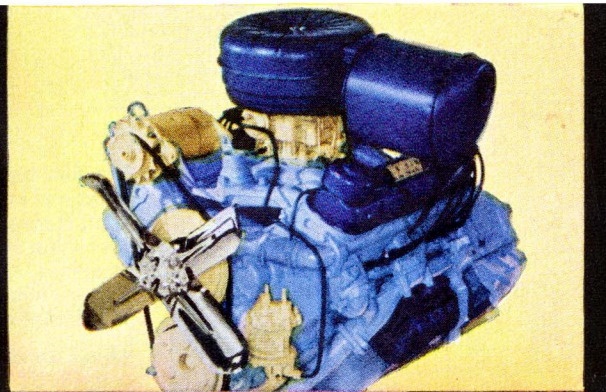
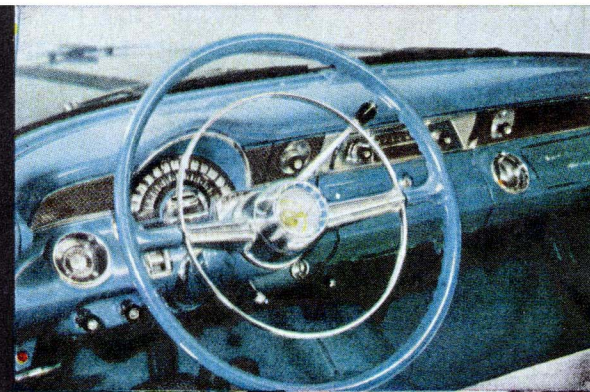


Style-Setting Beauty...Pace-Setting Power



...and Record-Setting Value!



How do you describe a car like this magnificent new Pontiac—with all the wonderful things it offers?

Well, the best way to do it is with your eyes, your hands at the wheel and your foot on the accelerator! Come on in and drive a Pontiac, then pose it in your driveway.

Here are some of the things you will learn:

You will learn that you are in control of the most modern, most efficient, high-horsepower, high-compression engine on the road. You will learn that this means brilliant performance and alertness in traffic—and the easiest, smoothest

miles you ever knew rolling down the open road.

Your whole body—and your peace of mind—will tell you what it means to be driving a big, solid car—with a long 122" or 124" wheelbase.

When you pull up in your own neighborhood, you'll know what it means to be seen in a new Pontiac—the one really new car instantly recognized and admired everywhere!

Then come on in and we'll give you another important bit of knowledge: The fact that you can own a Pontiac at a cost less than many models of the lowest-priced cars!

There is simply no mistaking a new Pontiac! Of all the cars on the road today Pontiac is the one instantly recognized everywhere because it's distinctively beautiful. Pontiac's famous Silver Streak styling and exclusive new Vogue Two-Toning have been designed to stay young for years. And you'll agree that's important—for your pride today and also for your resale value when you trade again.

Of course you want the finest in automatic transmissions, and Pontiac has it in Dual-Range Hydra-Matic. Naturally you would like the modern driving ease of Power Brakes and Power Steering. Well, you can easily have them! Pontiac's very modest price makes it possible for you to add these extra cost options and still pay less than the price of many, many cars without these modern conveniences!

Here's the secret of Pontiac's sensational performance—the all-new Strato-Streak V-8—most modern and efficient power plant in the industry with a built-in reputation for durability and economy. Standard with all three lines of Pontiacs, the Strato-Streak V-8 delivers 180 horsepower and moves you up to 200 blazing horsepower with the four-barrel carburetor, optional at low extra cost.

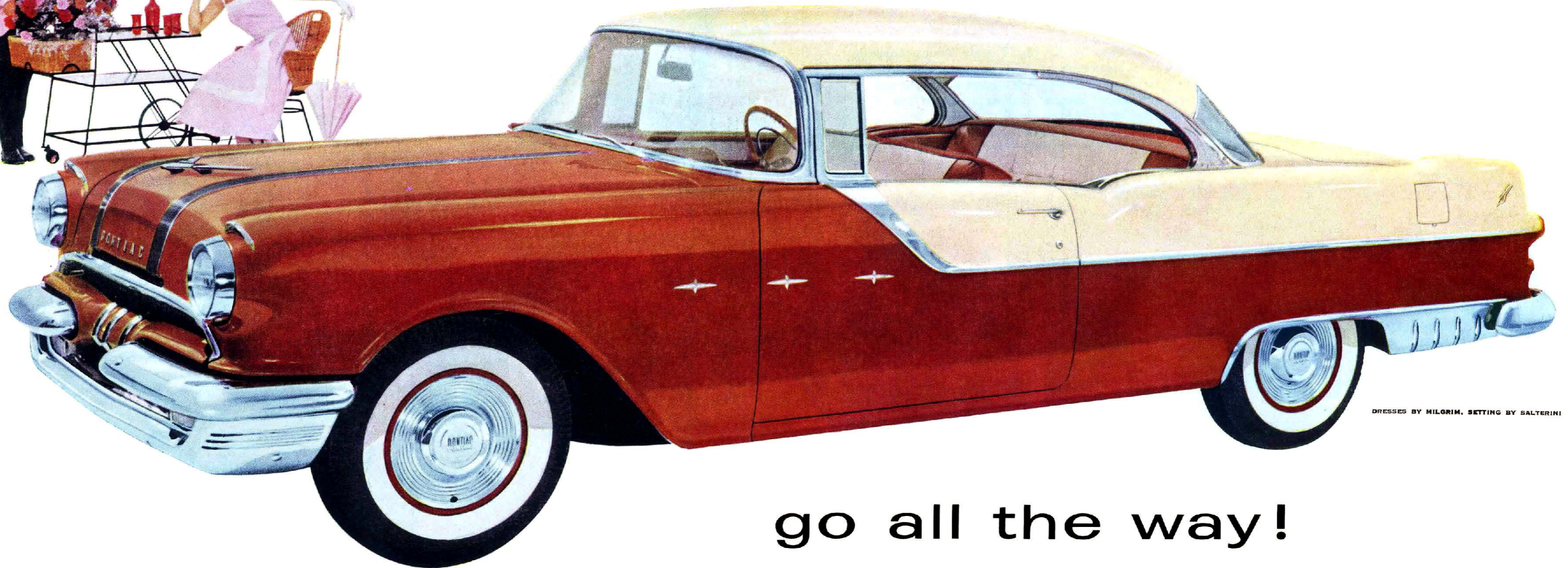
SEE YOUR NEAREST PONTIAC DEALER

Go Modern
... Go

Pontiac



when you go modern...



DRESSES BY MILORIM, SETTING BY SALTERINI

go all the way!

Here is the latest in decorator-styled interiors—perfect complement to Pontiac's exclusive Vogue Two-Tone exterior styling. Modern luxury fabrics in modern colors... modern picture-window vision all around... modern, functional instrument panel design and placement of controls... and a careful regard for the length of modern legs and the width of modern shoulders make these spacious bodies smart and comfortable as a modern living room.

Here is today's closest approach to automatic control—a Pontiac with power steering, power braking and Dual-Range Hydra-Matic—America's most thoroughly proved automatic drive. At modest extra cost, they make starting, steering and stopping virtually effortless, provide response as fast as thought. Add the extra ease of the Comfort-Control driver's seat and Air Conditioning and you'll find that you will enjoy your Pontiac even more!

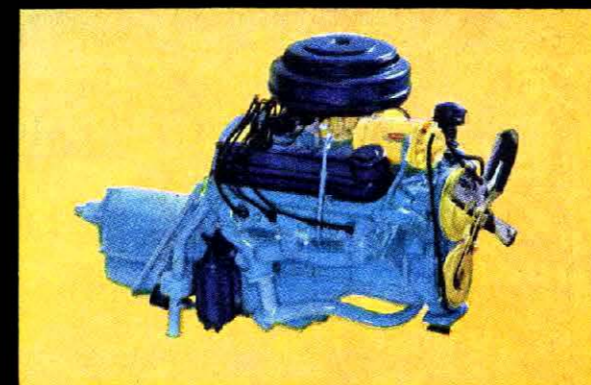
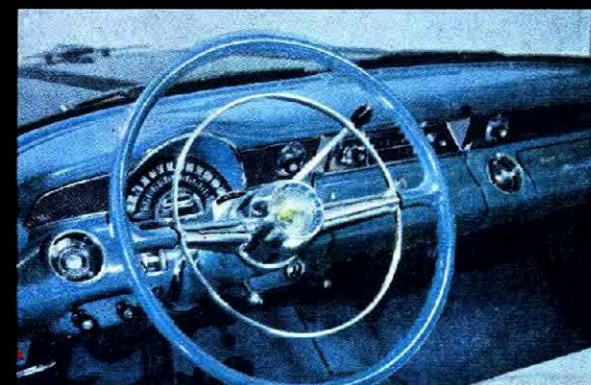
Here is the last word in automotive power plants, the mighty Strato-Streak V-8—and all three lines of Pontiacs have it! Its terrific drive, flashing response and wondrous flexibility give the big, comfortable Pontiac the youthful dash and vigor of a well-tuned sports car, while its years-ahead design provides equally phenomenal economy and reliability. For the finest, freshest performance thrill of any year, go modern—go Pontiac!

When you answer the lure of Pontiac's future-fashioned beauty and come in to take the wheel, you'll make a valuable discovery. This car is ultra-modern all the way through. Engine, chassis, body and styling—every part and feature steps you straight into tomorrow.

This all-out modernity means a lot to you—now and in the future. You have the prideful satisfaction of piloting one of the "most-wanted" cars of any year. You have the thrilling

delights of response, control and riding ease entirely new to motoring. You enjoy the superior thrift and dependability that naturally follow from out-front engineering. And you obviously acquire a trade-in asset of the very highest worth.

Come in, drive this all-new General Motors masterpiece and check its sensible price. You'll learn, to your pleasure and profit, that if you can afford any new car you can afford to go Pontiac—and go modern all the way!



SEE THE RED BUTTONS SHOW, FRIDAYS—NBC-TV

'55 Pontiac



SEE YOUR NEAREST PONTIAC DEALER



PONTIAC

860

No car so **BIG**
at a price
so **LOW!**

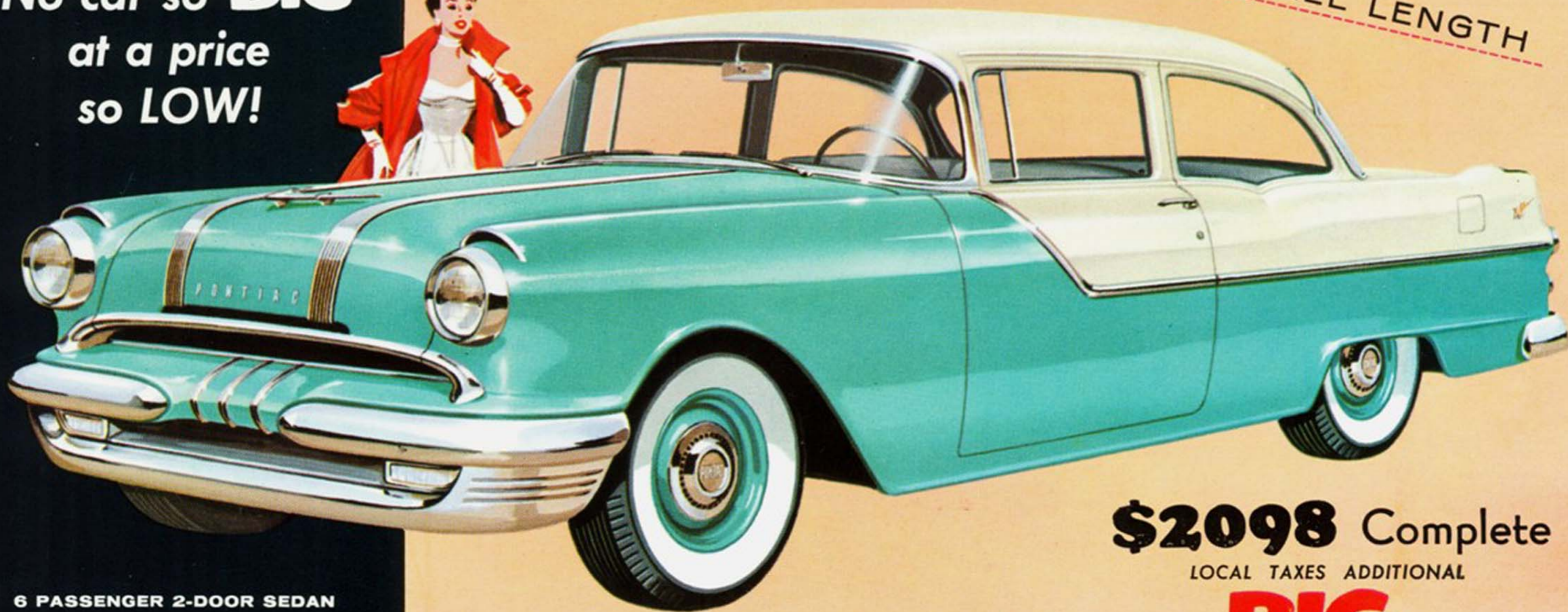


BIG 180 HP V8 ENGINE

BIG 122 INCH WHEELBASE

BIG CAR LUXURY

BIG 203" OVERALL LENGTH



6 PASSENGER 2-DOOR SEDAN

\$2098 Complete
LOCAL TAXES ADDITIONAL

AMERICA'S OUTSTANDING **BIG** VALUE