

Surprise Package OF '57 ...Pontiac!



Pontiac Laurentian 4-door Sport Sedan

Six Great Series • Five Super-Smooth Transmissions • Mighty New Engines

It's the biggest surprise of any year... 1957's bright, brand-new Pontiac with a lean, new cleanliness of line—a great new gaiety of color—and a lilting new lift in performance!

One glance at these slim, trim sidelines, happily highlighted with bold color spears, will convince your mind and your heart that this is the ultimate in newness and the only car on the road for you!

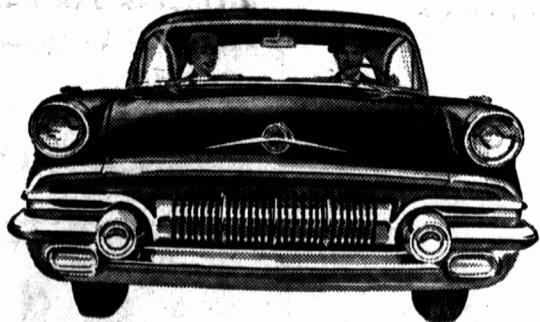
Because Pontiac for 1957 is completely new—from power to personality... completely yours—from prizing to possessing!

Completely new in power, did we say? Well, yes... with a brand-new choice of engines, from the economical dependability of Pontiac's famous Strato-Six with 148 horsepower, right up to the newest thing in automobiles—the 283 horsepower Power Chief Fuel Injection V8 engine*... all the reserve power you'll ever need!

Completely new in personality, too? Surely, with Pontiac's new Star Flight Body Design... the only new car in the lowest-priced field with uncluttered, clean lines that betoken supreme quality and style. And inside, Pontiac's new interiors, new trim, new everything create a classic combination of comfort, luxury and beauty!

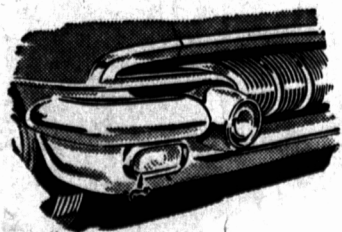
And completely new all the way in between? Definitely—with some striking new "firsts" on Pontiac for 1957. Triple-turbine Turboglide*, for one example... and revolutionary Fuel Injection*—the newest ideas yet in production cars!

But get the full story—first hand. The newest car of any year is on display now at your Pontiac dealer's!



A GENERAL MOTORS VALUE

*Optional at extra cost.



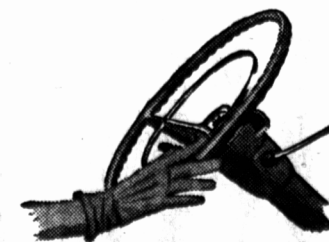
Here's Pontiac's exciting new front end for 1957... with massive bomb-shaped bumper guards... with an all-new grille design... with new boldness in every line.



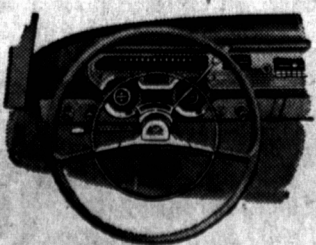
On Pontiac for 1957 there's the added safety of constant-speed electric windshield wipers... offered as an accessory on all models.



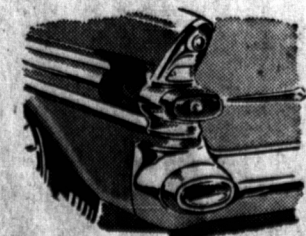
The newness of Pontiac styling extends to these boldly-designed tail-lamp units as well. Striking, but not gaudy, they keep your safety in mind.



All Pontiac models for 1957 have new deep-dish steering wheels, another example of clean Pontiac styling with a practical purpose.



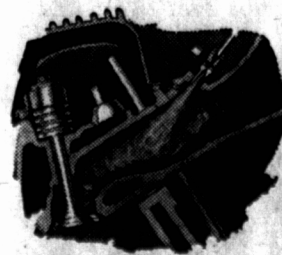
Instruments, steering wheel and controls blend in uncluttered convenience in Pontiac's new instrument panel. Everything is close at hand for immediate use.



Pontiac's new fuel filler door hides behind a glamorous exterior! Neatly tucked away in the windsplit, it's readily accessible when needed.



A new three-position switch provides an accessory position to operate the radio, heater and other accessories with engine and ignition turned off.



A "first" on Pontiac for 1957, Fuel Injection* is the newest of new engine advancements in production cars. Eliminates carburetors completely.

'57 PONTIAC...
Completely new
from **POWER**
to **PERSONALITY**

ON DISPLAY TODAY

ALLISON MacLEOD LIMITED
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