



PONTIAC OFFERS NEW FOUR-DOOR HARD TOP FOR 1956 — Exciting news in Pontiac's beautiful new line of 1956 automobiles is the Star Chief Custom Four-Door Catalina Sedan. The fleet, luxurious model, finished in custom colors with matching leather and nylon fabric interiors, rides on a road-leveling 124 inch wheel-base. Its new, larger 227 h.p. Strato-Streak V-8 engine and the revolutionary new Strato-Flight Hydra-Matic transmission makes the car the smoothest handling, most powerful ever produced by Pontiac. In 1956, Pontiac offers the popular four-door hardtop sedan in all series. The Pontiac is sold by Parker Pontiac Co.



PONTIAC 860 TWO-DOOR — Pontiac's 1956 two-door sedan, the most economical model in the big-car class, rides in a 122 inch wheelbase with 206 inches over-all length. Its big 205 h.p. Strato-Streak V-8 engine gives it power and performance unequalled in the medium priced range. "Vogue" two-toning and luxurious interiors are other features that make it the best dollar for dollar buy.

'56 Pontiac Strato-Flight Transmission Of New Type

The new 1956 Pontiac models which went on display last fall introduced a General Motors "first," a completely new Hydra-Matic transmission. Valued Strato-Flight Hydra-Matic by Pontiac engineers, the new transmission is designed to provide smoother, quieter shifting of gears.

The Pontiac Strato-Streak V-8 engine, introduced last year, is larger in 1956 with horsepower upped to 227 in the Star Chief and 205 in the 870 and 860 series. Fifteen new body styles, longer by 2.4 inches, include six "hardtop" Catalinas, three of them four-door and three two-door. "Hardtop" models are available in all three series, the Star Chief, 870 and 860.

There is a choice of 57 new colors in "Vogue" two-toning or solid colors. Interiors utilize new fabrics and leather in a wide range of colors. Pontiac is proud to be the first to introduce a big and vital General Motors first — Pontiac's new Strato-Flight Hydra-Matic transmission. R. M. Critchfield, General Motors vice president and general manager of Pontiac Motor Division, said today. "In over two million test miles this revolutionary transmission system demonstrated smooth, effortless shifting. This new Strato-Flight Hydra-Matic transmission combined with Pontiac's more powerful V-8 engine will give Pontiac owners a new experience in positive efficient performance. There is no interruption in transmitting power to the rear wheels and gear action is barely noticeable. This positive action insures unhampered acceleration for quick, safe maneuvering.

The longer and lower look of Pontiac's new body styles combine with big-car riding comfort in the new series," Critchfield pointed out. "The rich colors of Pontiac Vogue

two-tones are picked up in the luxurious interiors. Exciting new fabrics are colorful with durability, cleanability and slideability.

Foremost among the mechanical improvements in the 1956 Pontiacs are the new Strato-Streak V-8 engines — bigger and sturdier than ever and upped in horsepower to 227 in the Star Chief series and 205 in the 870 and 860 series. The upsurge in horsepower comes from the increased displacement, higher compression ratios up to 8.9:1, and improved carburetion.

Pontiac offers three Strato-Streak body series in 1956. Longer by 2.4 inches overall, the 15 new body styles have a longer, lower looking silhouette.

Most luxurious of the three series the Star Chief line consists of the custom Catalina two and four-door "hardtops," four-door sedan, and convertible, on a 124-inch wheelbase and the Safari Station Wagon on 122-inch wheelbase.

In Pontiac's middle-priced 870 series with 122-inch wheelbase are the Catalina two and four-door "hardtops," a four-door sedan, a two-door two-seat station wagon and four-door three-seat station wagon.

Comprising the low priced 860 series are the Catalina coupes and sedans, two and four-door, and two-door two-seat station wagons and four-door three-seat station wagons.

Newly designed for increased cargo space, the Pontiac two-seat station wagons have a folding seat with the back-rest and the cushion folding into the floor. In the three-seat wagons, both the back seat and center seat fold into the floor with a split seat arrangement on the middle seat so that one-third or two-thirds of the seat can remain in place for passengers.

Front-end styling is similar on all three series. A brilliant wrap-around bumper of sturdy, chrome-plated steel protects the entire front end of the car. The cleanly integrated front bumper and grille give the car a spirited, powerful look. Bomb type bumper guards and air-scoop cresscents above the headlamps add to the fleet appearance of the car. The headlamp visors match the color of the front fenders.



THE NEW PONTIAC STATION WAGON, sold in Klamath Falls by Parker Pontiac Co., is one of the many models offered by Pontiac to automobile buyers. One of the new 1956 model Pontiacs will be on display at the Carvalcade Saturday and Sunday in the Klamath Falls Armory. The show is being staged by the automobile dealers of Klamath Falls and the Klamath Falls Lions Club.

Cheaper Line Shows Glamour

Chevrolet has challenged a long-standing automotive tradition with dramatic new evidence that a car can be both thrifty and nifty.

Models of the 1956 One-Fifty series, on display at the auto show shatter the old notion that a manufacturer's lowest priced line must be stripped-down vehicles lacking in glamor.

The One-Fifty Chevrolets have a "new look"—replete with gleaming metal trim and luxurious upholstery—that puts them in a class once reserved for deluxe models.

Underlining a low, rakish appearance, a new side molding sweeping from the front fenders to just shy of the rear wheels appears on the four models in the series for the first time. The molding serves as an artful dividing line for seven eye-catching two-

tone combinations available in the series.

Tasteful metal molding has also been extended for the first time to the windshields of all models and to the rear windows of the sedans.

Keeping pace with the exterior appearance, the interiors of the sedan models—the two and four-door and the utility model—have been finished in an attractive black and gold combination. Cushions and backrests are upholstered with durable gold-flecked black cloth which harmonizes with gold ribbed-vinyl covering cushion and backrest holsters.

Improved night visibility and less glare-back are two of the more important advantages of the new Safety Beam headlamps featured on the 1956 Dodge.

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Fifty-Six Color Selections Produced In 1956 Pontiac

Pontiac's 1956 models display the greatest number of color combinations in its thirty year history of producing one of America's favorite cars.

Pontiac owners this year will be able to pick from fifty-six different color combinations for the exteriors of their cars alone. Added to this are seventy-nine trim combinations available on the interiors which offer Pontiac customers a variety of choice in colors that staggers the imagination.

Leading the color parade this year for Pontiac are combinations of Sandalwood tan and Sun beige, and Catalina blue and Nimbus grey, exclusive on the Custom Star Chief series, which are expected by Pontiac to be popularly leaders in the color field.

Colors are not the only feature of the 1956 Pontiacs to win new enthusiasts, for this year fabrics of leather, nylon, Morrokide, and metallic thread are in such profusion as to intrigue the most discriminating tastes.

Pioneering in colorful interiors for many years, Pontiac offers for

1956 such colorful combinations as: top grain hand buffed leather in handsome rust and beige or two-tone blue color tones or nylon faced fabrics in a combination of satin and repp weaves to give a three dimensional effect.

Some discriminating owners may choose "stardust" covered fabric sprinkled with flecks of silvery ornamentation, or modern Morrokide, electrically welded to a sponge rubber core in a stitched ribbed pattern.

And those seventy-nine trim combinations which provide for at least two, or in some cases as many as nine different interiors for color additions, for even the 1956 instrument panel has joined the color parade. Besides the addition of cool frosted aluminum trim the new panels in some models boast new two-toning, complementing both the colors of the interior and the exterior. Add to this a new trend to white this year with white control knobs, white lettering and trim, even to a beautiful new white steering wheel for the exciting Convertibles and Station Wagons, and you have a car designed to please the most discriminating customer.

Optional Filter Aids Engine Life

A new full-flow oil filter, developed as an optional accessory on all Chevrolet V8s for 1956, helps prolong engine life by assuring the cleanest possible oil supply.

With the new device, all the engine oil normally passes through the filter element, providing filtered lubricant to the bearings, cylinder walls and moving parts of the engine. It is mounted in a vertical position on the cylinder block at an especially designed location.

The paper filter element, replaceable from beneath the car, permits rapid flow of oil with a minimum drop in pressure. A special by-pass guards the engine against any restriction in the filter. Whenever pressure in the filter inlet and outlet ports varies by as much as five pounds, a spring-loaded valve opens to route oil directly to the main gallery.

Chevrolet Makes Big New 'Wagon'

Chevrolet's new station wagons have the hauling versatility for everything from 70 bushels of cargo to a full-sized baseball team.

Available in both the Two-Ten and Bel Air series, the 1956 wagon adds a third row of seats to the conventional layout to achieve nine-passenger seating capacity. Even when all nine seats are in use, some cargo space is available at the tail-end of the wagon.

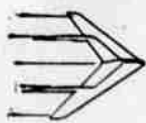
If additional cargo space is needed, the back row of seats can easily be removed. This gives 45 cubic feet of cargo space and still allows room for six passengers.

Maximum cargo space is obtained by folding the second row of seats flush with the floor. This gives a load platform nearly seven feet in length with total cargo capacity of 87 cubic feet — the equivalent of nearly 70 bushels.

At the show you'll see its GLAMOUR



...on the road you'll feel its GO!



If you've an eye for the newest, you'll head straight for the Pontiac exhibit—for nowhere else in the show will you find such smart distinction, such tasteful luxury as you'll see in Pontiac's three glamorous lines for 1956. But remember—that's only half the wonderful Pontiac story for 1956. The other half no automobile show can even hint at—the exclusive performance team of blazing 227-h.p. Strato-Streak power coupled with all-new Strato-Flight Hydra-Matic* to give you the greatest "go" and the smoothest drive that ever brightened a highway. Performance so new and dramatic it must be experienced to be believed! We invite you to visit our exhibit at the show and see the newest in glamour—and to visit our showroom and drive the greatest in "go!"

*An extra-cost option

THE FABULOUS '56 Pontiac

PARKER PONTIAC CO.

606 So. 6th St.

Klamath Falls, Ore.



A FEW MOMENTS after it plunged through a "front page" announcing the event, the 34 millionth Chevrolet joined the fight against infantile paralysis. Chevrolet dealers of Greater Baltimore donated the milestone car to the March of Dimes at a ceremony honoring Tommie Woodward, 5, the "poster boy" of the national campaign. Also shown (l to r) are Gov. T. R. McKeldin of Maryland and L. C. Fitzgerald, plant manager.