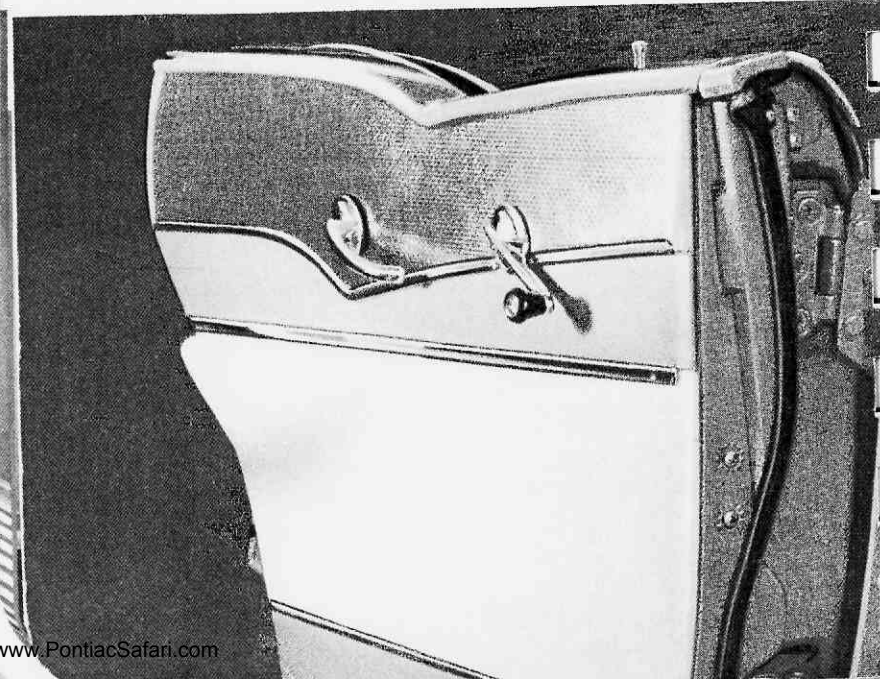


1956 INTERIOR

Combines beauty and eye-appeal

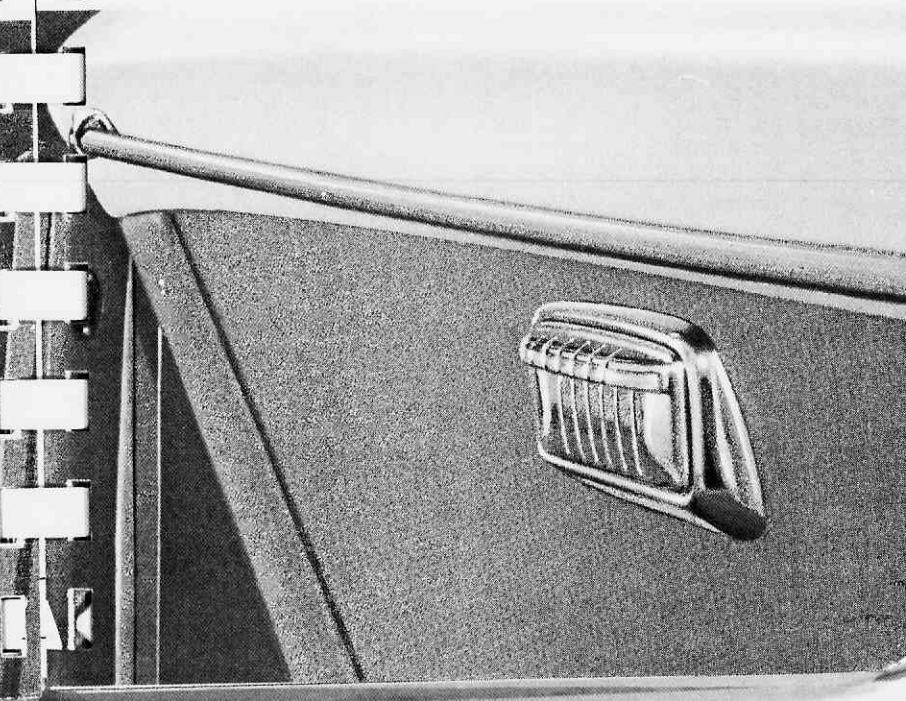
42



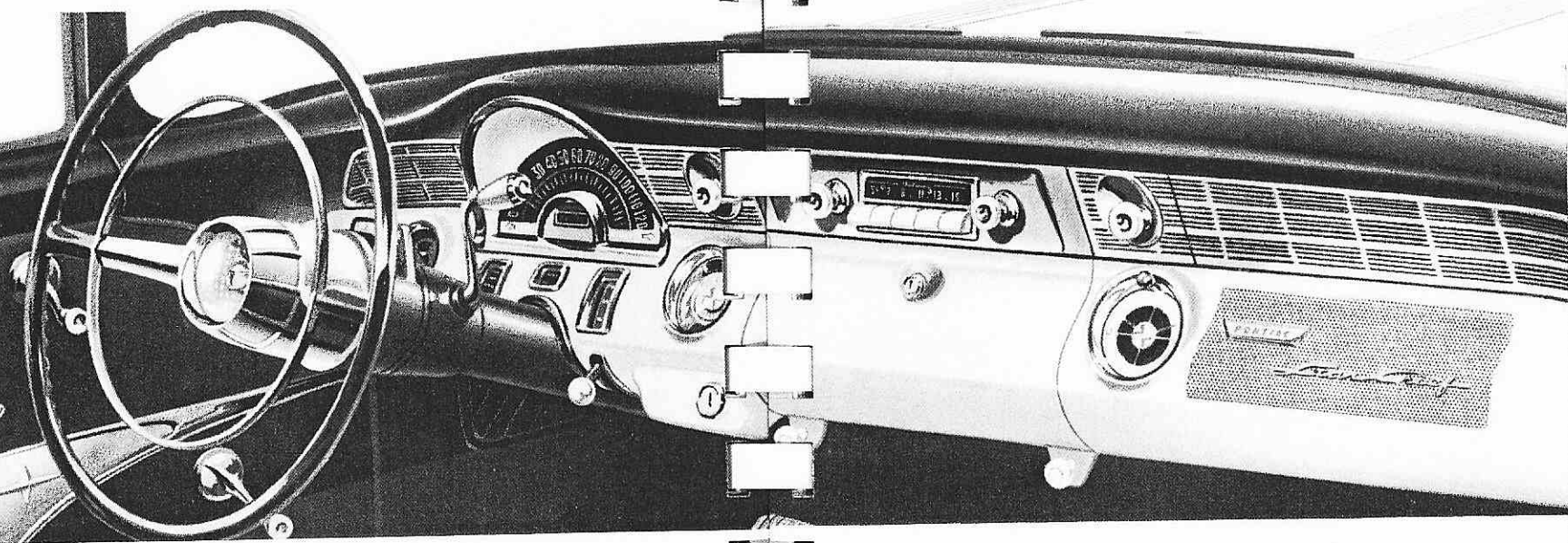
STYLING

with luxury and comfort

43



1956 GENERAL INTERIOR STYLING



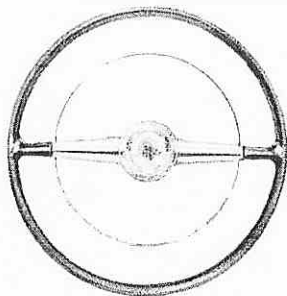
Completely new interiors have been designed for 1956 to blend harmoniously with the gorgeous exteriors of the new models. Looking first at the instrument panel, we see that the control knobs are now a marbled white and that the former "Green-Glo" illumination has been changed to white in keeping with the color scheme. As an added convenience, the ash tray has been placed at the right of the radio control panel and the cigar lighter is at the left of the radio control panel. The instrument panel radio speaker grille has been decorated with new name plates. On the Star Chief series, the name "Pontiac" is in the upper left-hand corner

in block type and the name "Star Chief" is attractively scribed below. All the other models have the block printed word "Pontiac" centered on the speaker grille.

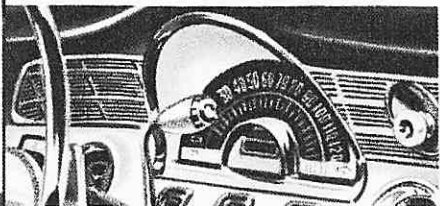
Over to the right of the glove compartment we see that the electric clock has been redesigned and the hands and numerals are painted white. The trim plates have been designed to create a louvered effect. The surface is ribbed with black painted depressed areas and is bordered and spaced with polished heading which blends into the panel.

DE LUXE AND CUSTOM STEERING WHEEL

Star Chief and 870 steering wheels are cleverly designed and are mounted on Pontiac's concealed gearshift steering columns. As illustrated, the Star Chief and 870 model horn button has been artistically redesigned for new appearance. The 860 model steering wheel (not illustrated) has a new horn button color treatment.



SPEEDOMETER AND SPEED-LINE INDICATOR

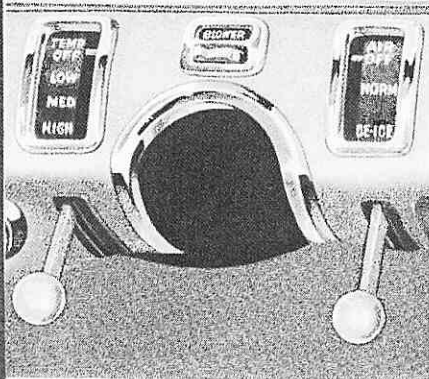


This beautiful chrome-trimmed speedometer tilts rearward and has a prominent hood, underpainted with wrinkle paint . . . designed to give you quick, glare-free vision. Popular in 1955, the Speed-Line indicator has

been retained for 1956. This is a disc type speed-indication device tinted with luminescent red paint that subtly warns drivers against speeding.

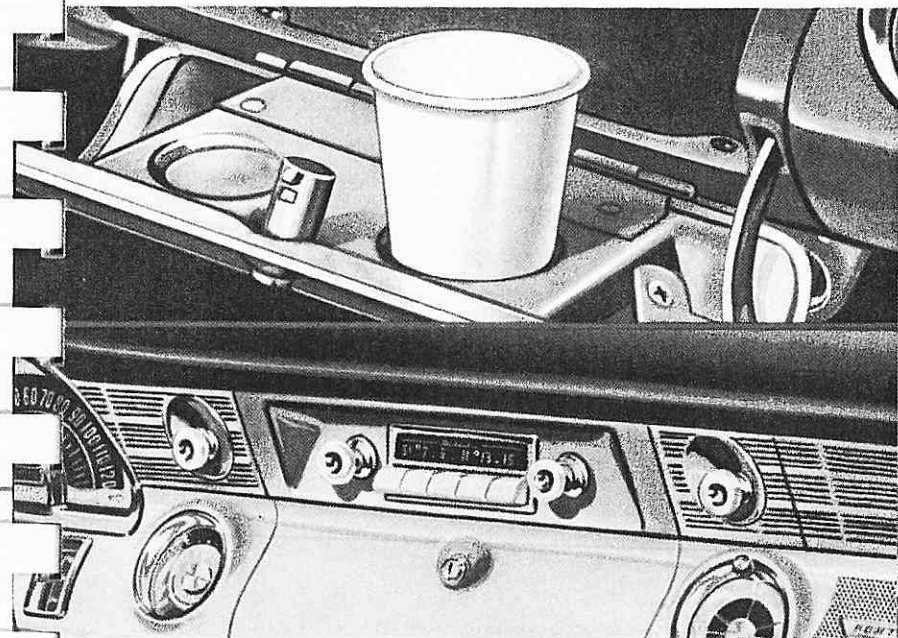
HEATER CONTROLS

Illuminated heater controls are located just to the immediate right and left of the steering column. By movement of the levers, indicators point out the temperatures and air selected. Just above the blower switch and indicator for easy accessibility and grouping.



GLOVE COMPARTMENT

The center location of the glove compartment was a new feature in the 1955 models and is being continued in 1956. As was expected, this change was greatly approved and appreciated by the thousands of 1955 Pontiac owners. It was found that by having it centrally located, it was more easily accessible both to the driver and his front seat passengers. Another 1955 change being retained in 1956 is the twin recessions for liquid containers that are in the glove compartment door. These, too, proved very popular, especially handy in drive-in restaurants and movies.



RADIO, ASH TRAY AND LIGHTER

Here is a perfect example of Pontiac's ingenuity . . . the convenient grouping of the recessed ash tray, cigar lighter and radio controls all within easy reach of the front seat passengers. The ash tray and lighter are standard equipment on all Pontiacs, and their knobs are recessed for maximum safety and fastidious design. The radio controls have new colors for 1956 to blend in harmoniously with the rest of the instrument panel décor. A chrome finish plate is used on all models where a radio is not specified.

INTERIOR STYLING FEATURES OF STAR CHIEF MODELS

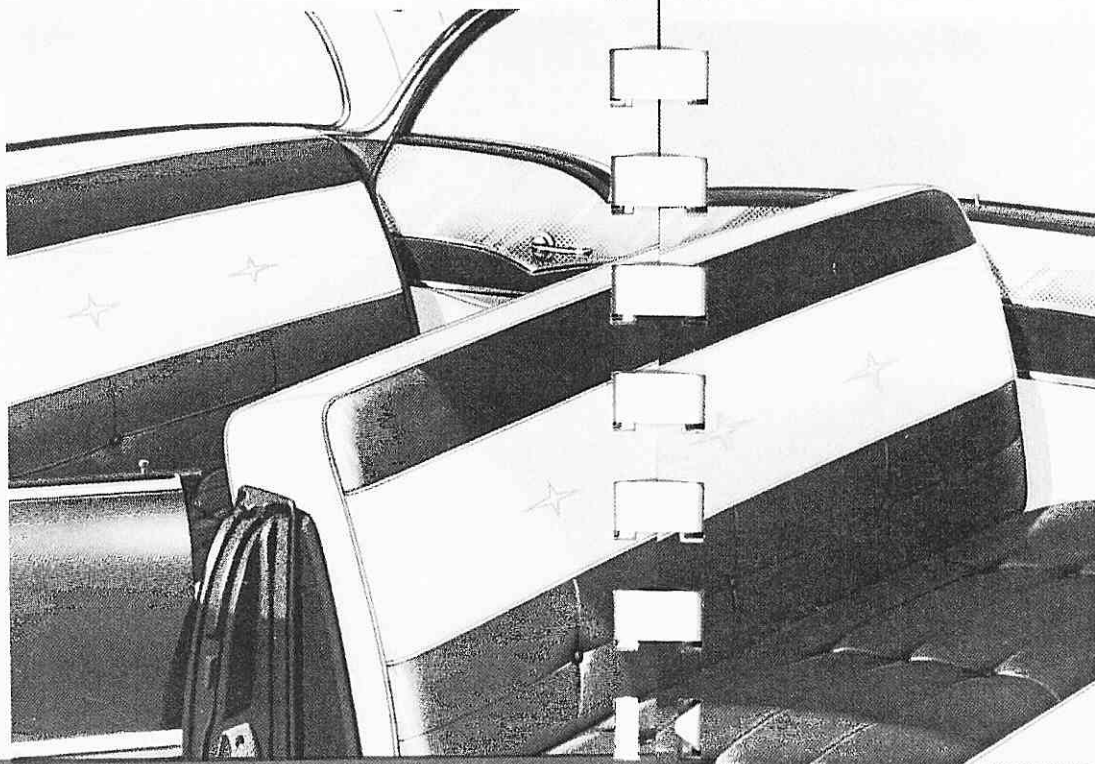
The name "Star Chief" has become synonymous with beauty and luxury, and the Star Chief interiors for 1956 are no exception. One look at the fine leathers or fabrics used to adorn the Star Chief models, and you'll quickly see that here indeed is luxury and comfort beyond description. Each interior of every Star Chief model has been carefully selected for harmony in color as well as for comfort and practicality. Let's take them one at a time and see exactly why the Star Chief interiors have been called "beauty unequalled at a price so low!"

STAR CHIEF FOUR-DOOR CATALINA

The upholstery of this brand-new member of the Star Chief family is magnificent. On the back of each seat is a wide

band of the finest hand-rubbed, light-colored leather; the seat and the lower part of the back cushions are in dark-colored leather (or dark-colored Jacquard-woven, nylon-faced fabric ornamented with metal spun nylon yarn, if desired).

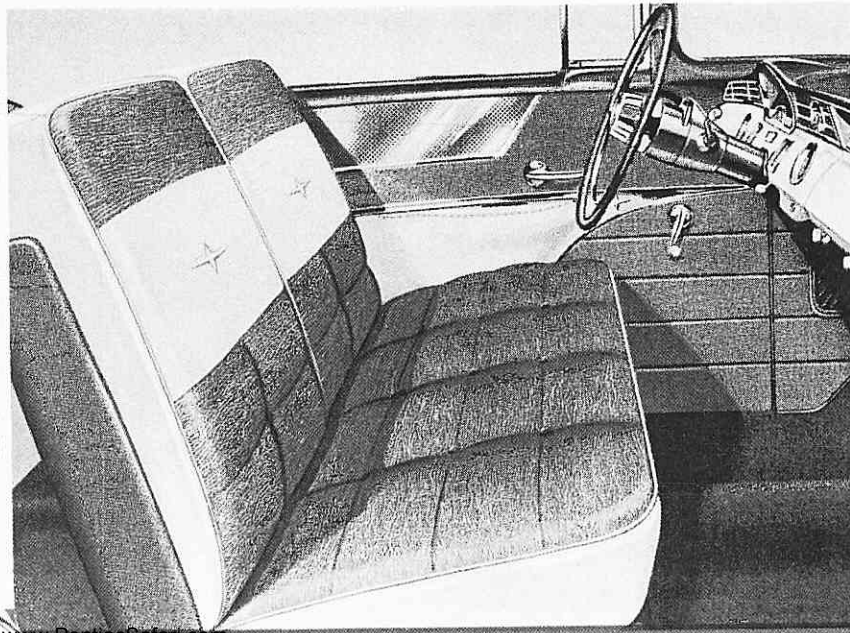
Kick trim on front seats is made of light-colored durable plastic embossed in a handsome design. Long-wearing, dark-colored coated fabric enhances the contour of the back of the front seat. Thick, luxurious carpeting graces the floors adding to the beauty of the upholstery. Door panels on this Star Chief 4-Door Catalina (see illustration below) harmonize with the upholstery motif and boast simulated leather panels. Instrument panel, steering wheel (and components) and garnish moldings are finished in exact exterior color specified, i.e., Sandalwood, Sun Beige, Catalina Blue or Nimbus Grey. Interior of the center pillar (on the 4-Door Catalinas) is covered with plastic embossed material of matching color to also blend with the other interior colors.



STAR CHIEF TWO-DOOR CATALINA

The interiors of this popular "hardtop" are more beautiful than they have ever been since this model first came into existence. The 1956 interior choices are the same as the 4-Door Catalina and consist of: Rust and Beige leather; Light Blue and Dark Blue leather; Rust pattern cloth and Beige leather; or Blue pattern cloth and Light Blue leather. Door trim, instrument panel, steering wheel, steering column and garnish moldings are all finished in exact exterior color specified. Deep, luxurious carpeting blends with interior color to give this model the luxury look that is usually associated with competitive cars much higher priced. Twin courtesy and dome lights flash on when either door is opened, illuminating the interior, and make getting in and out of the car at night much simpler and safer.

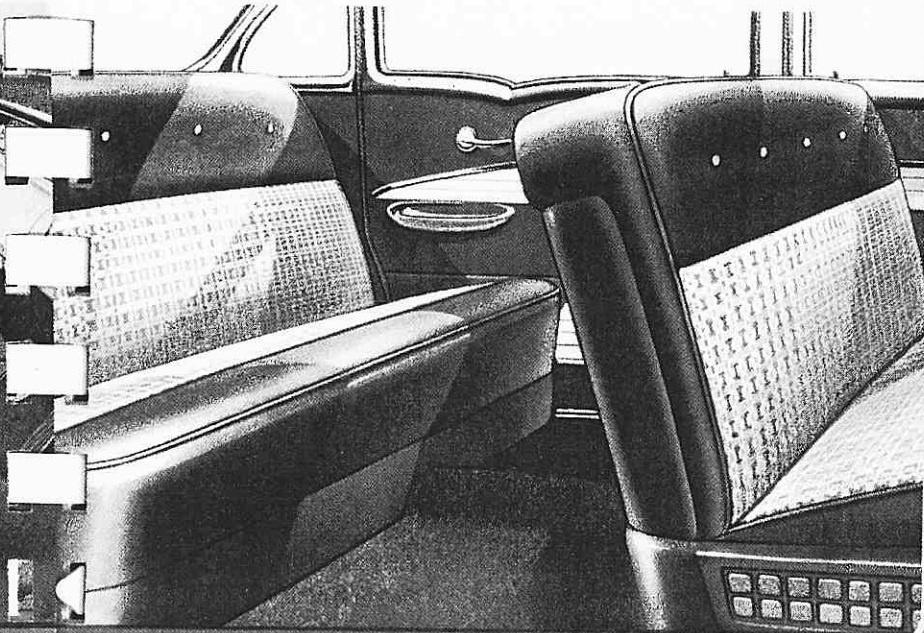
50



STAR CHIEF FOUR-DOOR SEDAN

The interior trims of this handsome model are the ultimate in smart simplicity and beauty of design. For 1956, the interior trim color selections have been increased to a total of six different combinations from which to choose. Seats are upholstered with body cloths in six different combinations with front edges done in contrasting body cloth or Morrokide. Lower portion of the seat backs are light-colored while the upper portion is either Morrokide having a vertical line pattern, or a smooth, dark cloth. Door panels are handled in two-tone simulated leather and the floors covered with a durable patterned rubber mat.

51



STAR CHIEF CONVERTIBLE COUPE

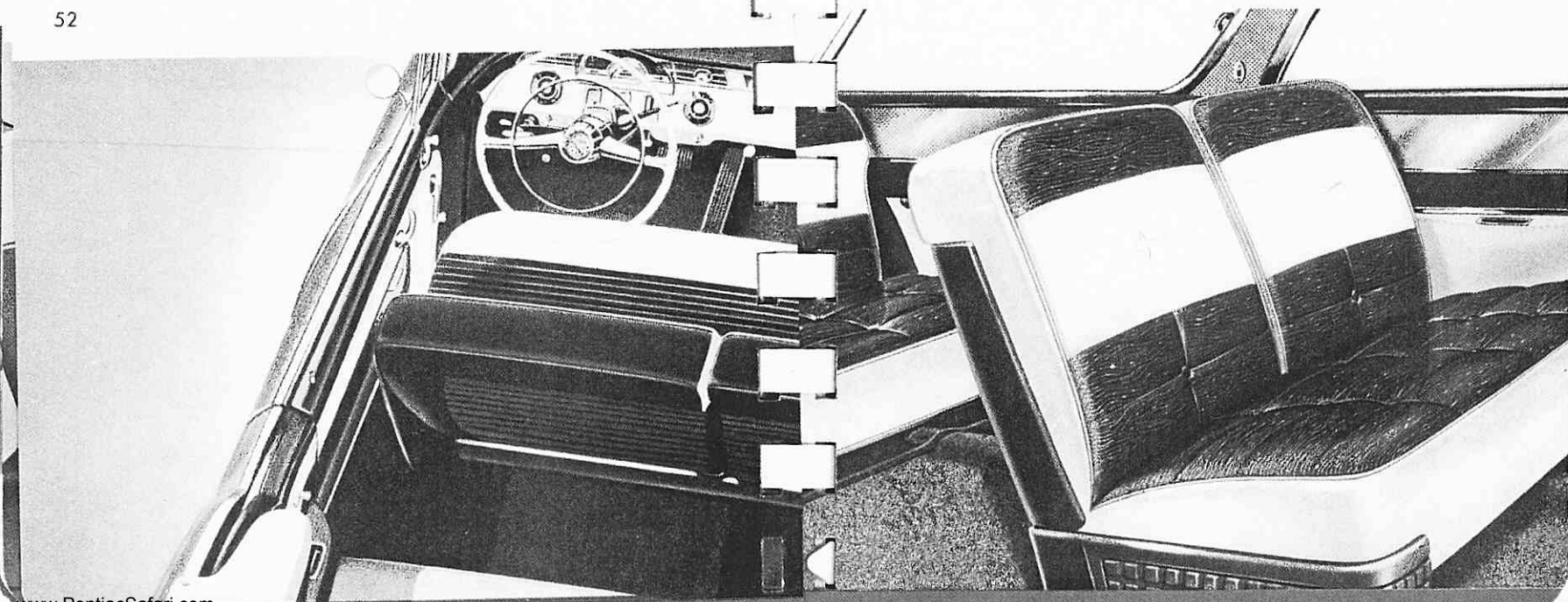
Interior trims for the 1956 Star Chief Convertible were selected to blend or contrast with the beautiful exterior colors. Both dark- and light-colored Morrokide have been tastefully used on the upholstery trim to create a pleasing effect to the entire inside appearance (see illustration below). You'll notice that the use of white saddle stitching has been employed to give a distinctive appearance to both the cushion and the back of the seat. Door and side panels also use the two-tone colors, giving the doors and sides a modern streamlined look. The front- and rear-compartment floors are covered with sturdy, patterned rubber mats. Interior color choices are Red, Green, Blue or Black combined with Ivory. A de luxe steering wheel done in white is standard equipment in the Star Chief Convertible for 1956.

52

STAR CHIEF SAFARI STATION WAGON

Aristocrat of the station wagons, this beautiful Star Chief Safari is the last word in high style and design. Opening the door we find the interior to be of the same high-quality materials used in the Star Chief Catalinas. Rich, deep tones and gay, light colors combine to give the Star Chief series all the regal elegance it so justly deserves. But beauty isn't all you get, because this handsome station wagon offers versatility, too! The rear seat may be quickly and easily folded to give you extra carry space for luggage or large packages. Even with the seat upright, ample space still remains for remarkable loading capacity.

53



INTERIOR STYLING FEATURES OF THE 870 MODELS

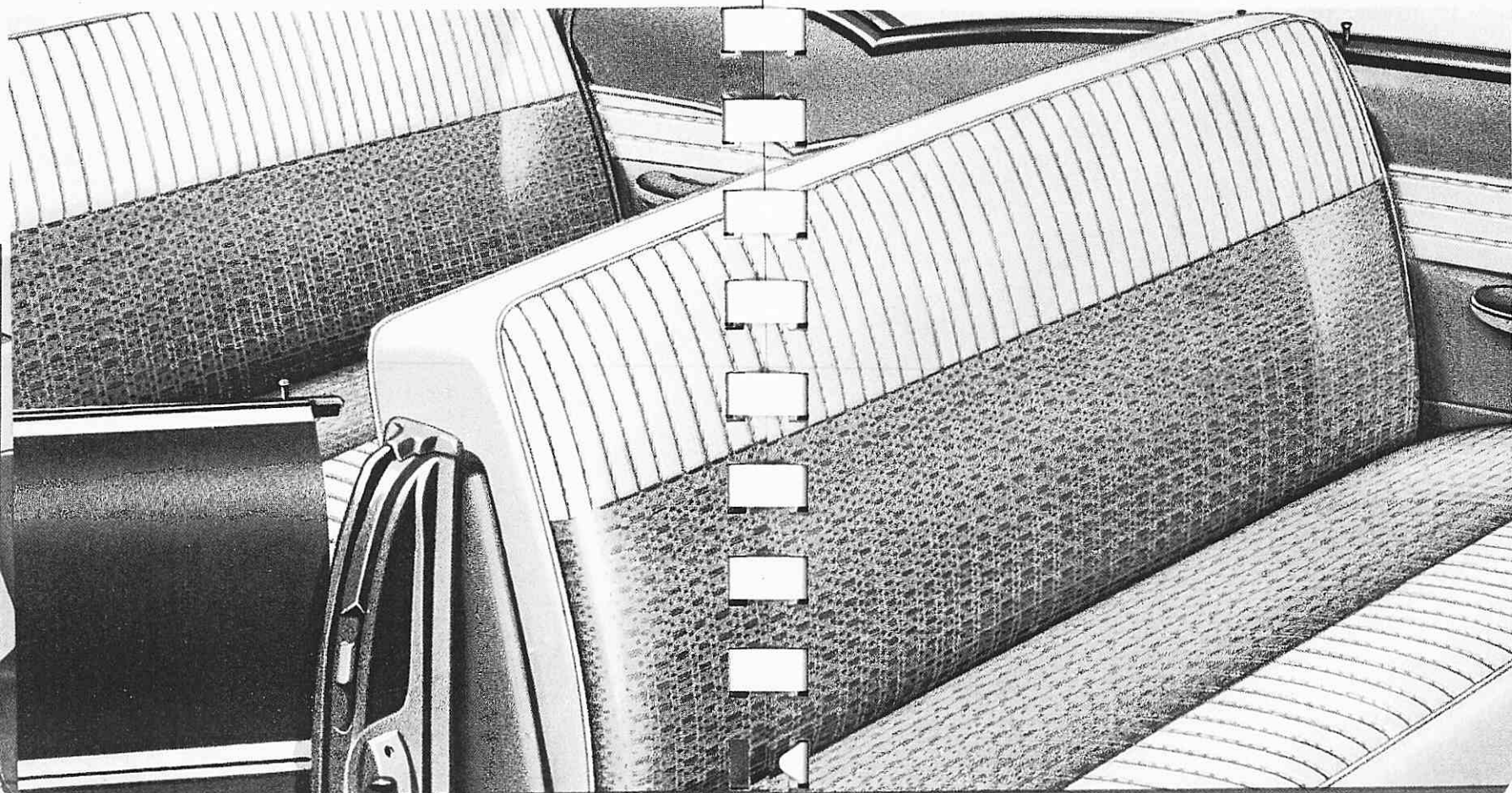
For 1956, the 870 models offer more interior colors and upholstery selections than ever before. Luxurious, yet practical fabrics that are sure to please even the most discriminating tastes. Look over the many rich, vibrant colors that are available and see if you, too, don't agree that this is the finest selection ever offered by anyone at any time.

54

870 FOUR-DOOR CATALINA

Imagine getting a choice of nine beautiful interior color combinations to blend or contrast with a choice of forty-nine different exterior solid colors or combinations! That's what you get when you choose the 870 Catalinas for 1956. Each fabric has been skillfully tailored for unequalled durability, and you have a choice of patterns and designs that is more varied than ever before. The doors and side panels are of coated fabric that blends beautifully with the rest of the interior; and harmonizing rubber floor mats cover the front and rear compartments for smart appearance, and are very easy to keep clean.

55



870 TWO-DOOR CATALINA

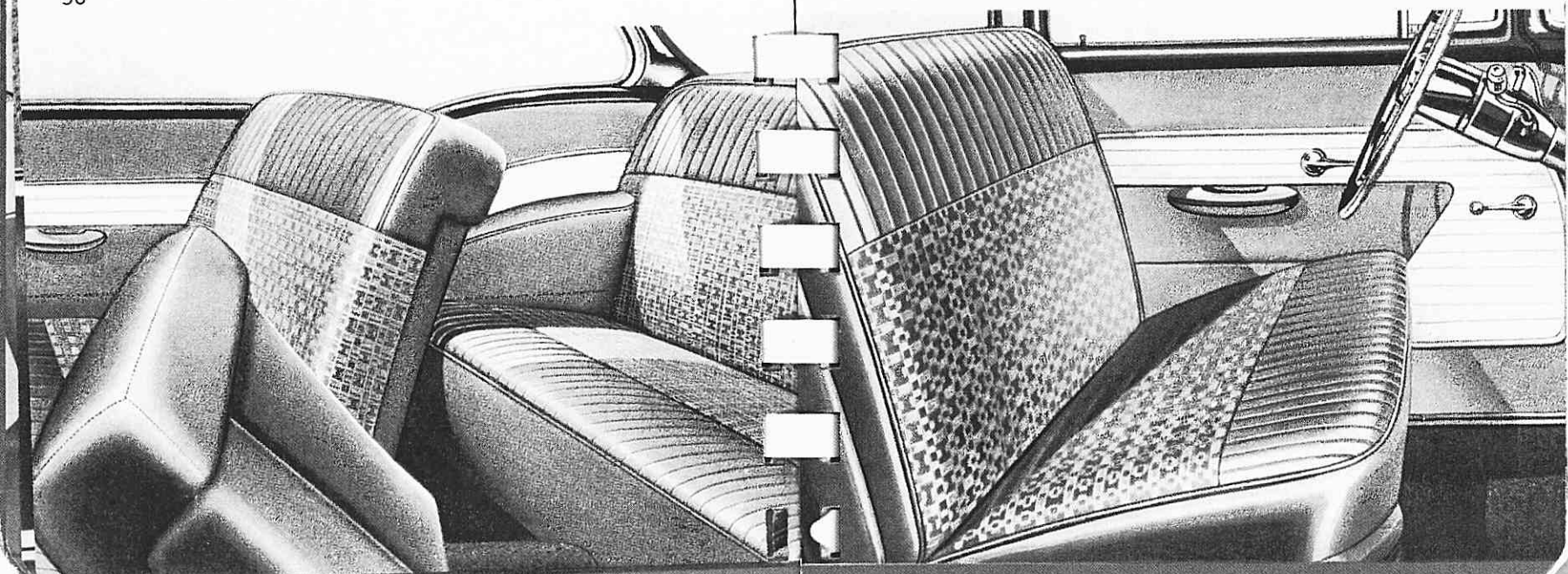
This traditional favorite has the same interior selections as the 870 4-Door Catalina, and well it should, for anything less beautiful would certainly detract from the exterior beauty and style of this spectacular 870 2-Door Catalina. It might be well to take particular note of how the discriminating use of chrome on the side panels and around the doors adds to the over-all look of luxury so evident in this, the high-spirited 870 2-Door Catalina.

56

870 FOUR-DOOR SEDAN

Beauty is just a part of the story on the interiors of the 870 series, and this handsome 870 4-Door Sedan proves it beyond a doubt. Here is not only smart color and design, but rugged, dependable body cloth that has been skillfully tailored for unequalled durability. In this model, you have a choice of many fine interior color combinations plus harmonizing rubber floor mats in the front and rear compartments. These wonderful color selections all either blend or contrast with the choice of forty-nine exterior color combinations this model has to offer.

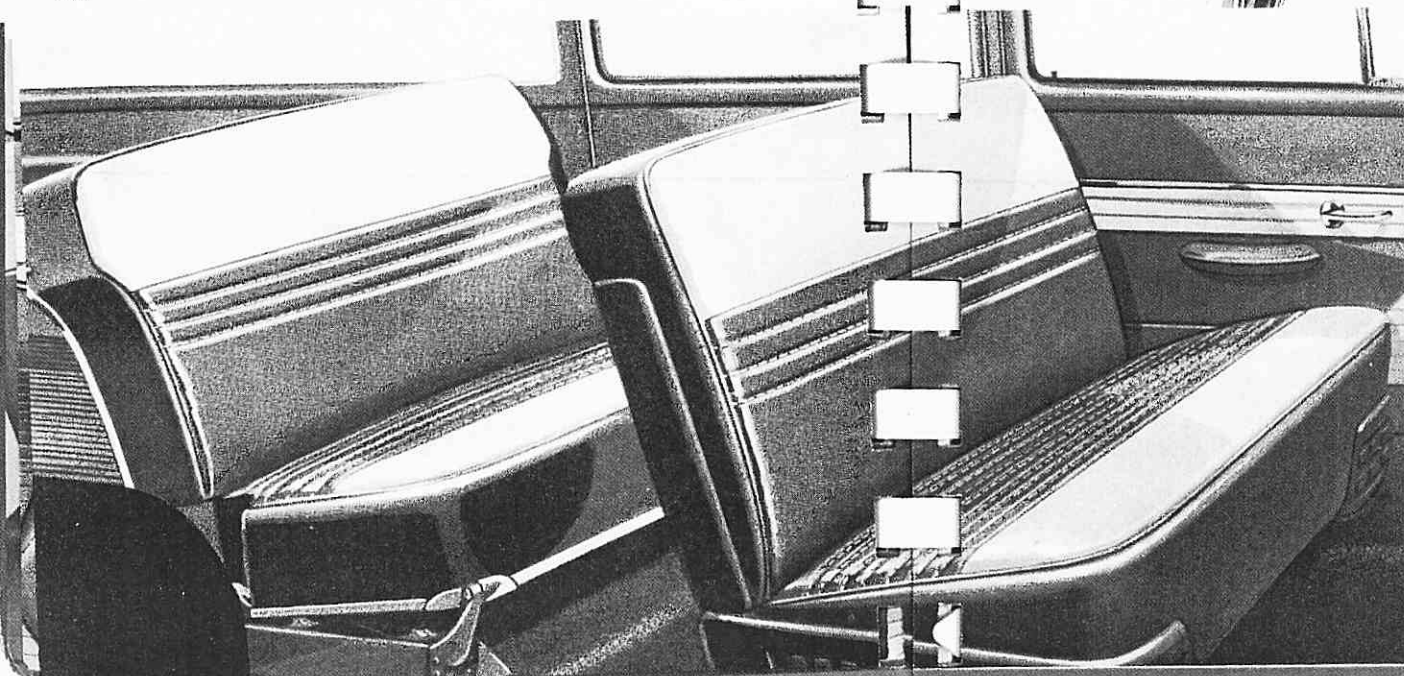
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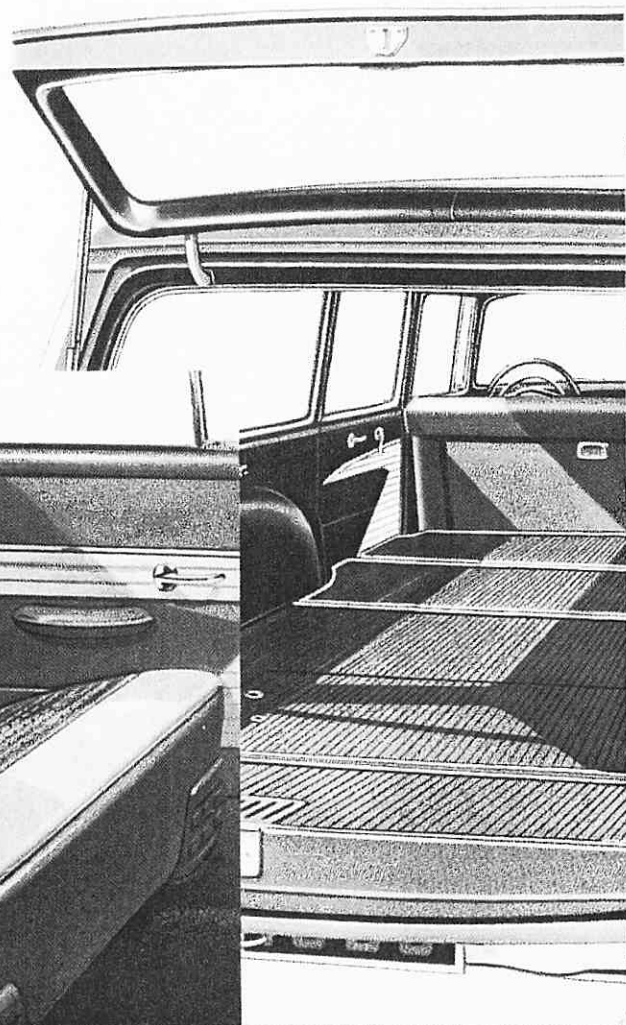
THE 870 FOUR-DOOR STATION WAGON

This attractive-looking 870 4-Door Station Wagon is one of the most versatile cars you can own. Not only do you get the beauty, luxury and comfort of a sedan, but you also get the hard-working utility of a carrier. With the rear seat in position, you have room to carry six passengers very comfortably or, by folding the rear seat down, you have ample room for luggage, camping equipment, etc. Color selections for the interiors have been increased so that you now have a choice of three lovely color combinations from which to choose. Red and Ivory Morrokide, Black and Ivory Morrokide or Green and Ivory Morrokide. These three combinations will either blend or beautifully contrast with the forty-nine exterior color options offered in this model.

58



59



INTERIOR STYLING FEATURES OF THE 860 MODELS

When you first look at the interiors of the various 860 models, you will be pleasantly surprised to find that they are not at all what you would expect to find in a low-priced line. In fact, they might easily be found in much higher-priced models, because they are truly beautiful as well as durable and functional. Look over the 860 interiors that follow and you'll be amazed at the terrific value to be found in the Pontiac 860 for 1956.

860 FOUR-DOOR CATALINA

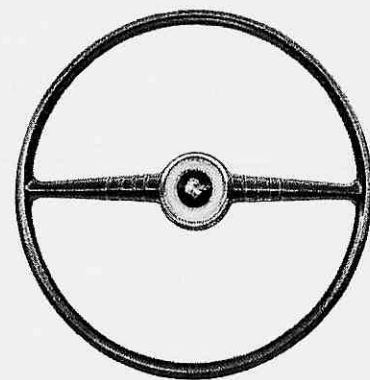
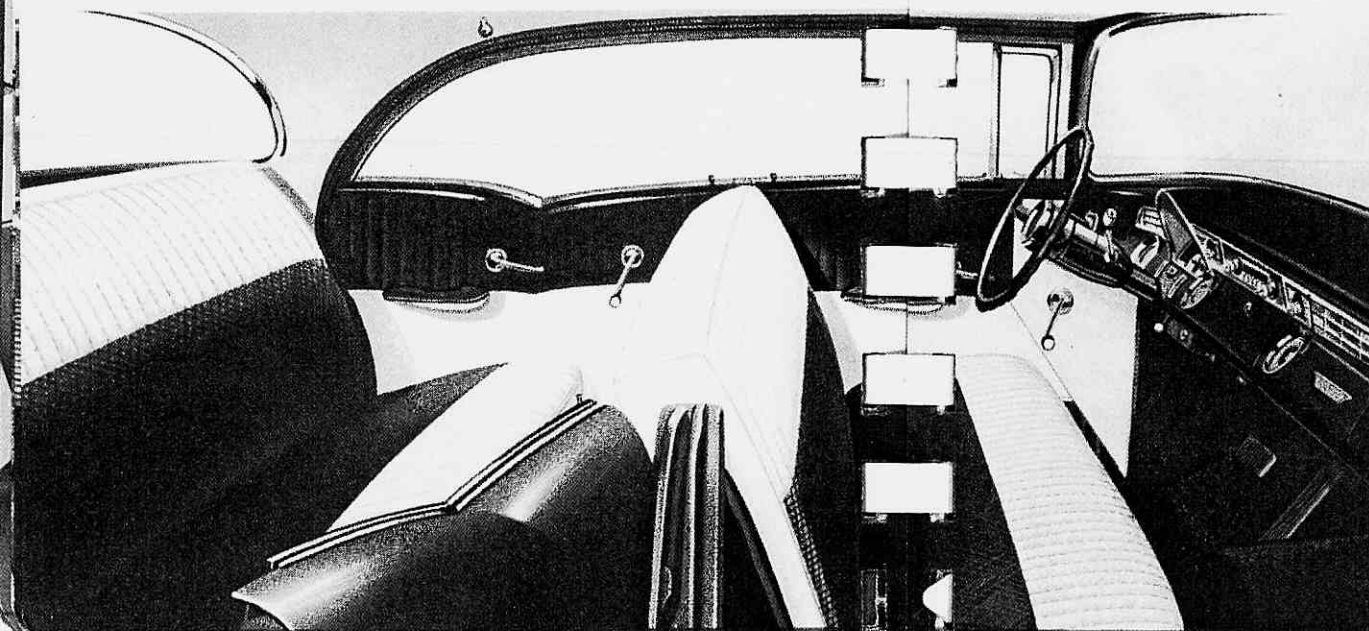
As new as the 4-Door Catalina itself, the smart interior of this model is really something to behold. Exquisitely styled and handsomely tailored, the upholstery gives the appear-

ance of rich fabrics and materials usually found in much more expensive automobiles. The side panels and doors are also done in good taste and blend well with the other features of the interior. What's more, you have a choice of six different interior combinations that will either blend or contrast with the forty-nine exterior colors. Add this fine selection to the over-all value you get when you buy a Pontiac 860 model and you have an automobile that "dollar for dollar" just can't be beat!

860 STEERING WHEEL

This handsome steering wheel, found exclusively on the 860 models, has been brightened by a new colored horn button. The chromed Indian head lies in a field of Venus Palagold, surrounded first by a chromed band and then by a wider red band that add new distinction to its appearance.

60



61

860 TWO-DOOR CATALINA

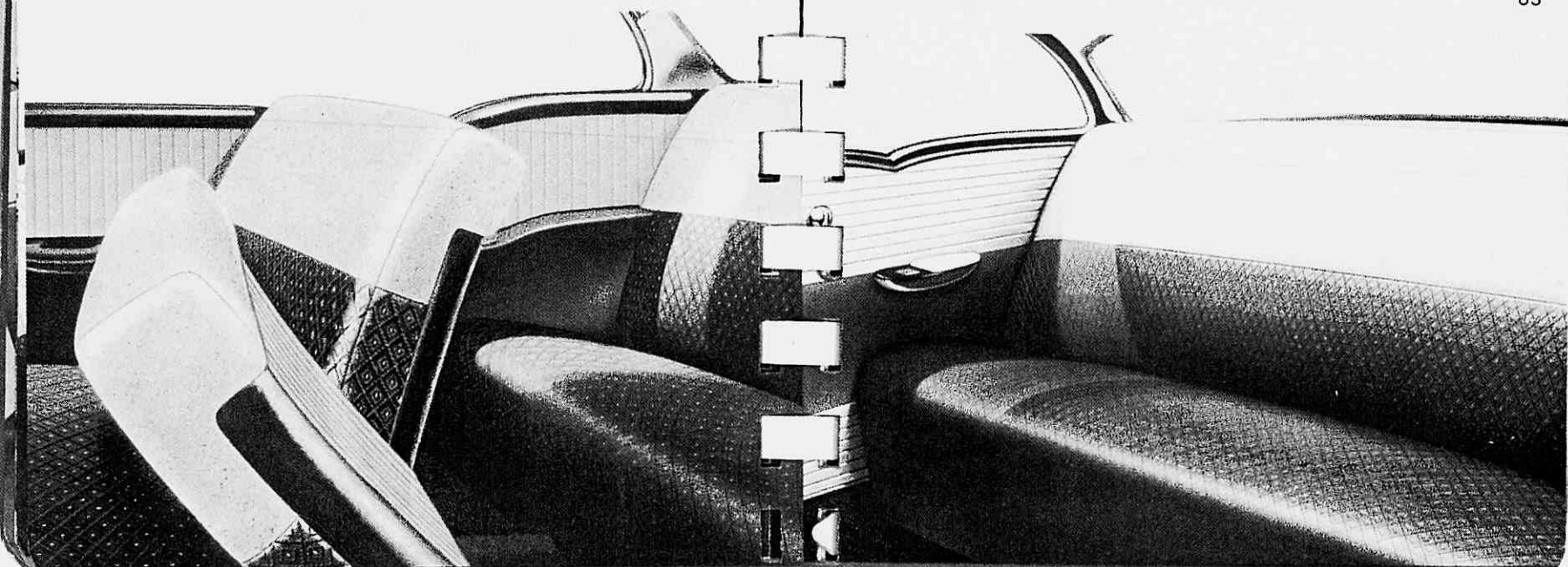
Also making its debut this year in the 860 line is the beautiful 860 2-Door Catalina. Like its 4-door companion, this Catalina is the answer to the demand for an inexpensive "hardtop." But a look at the unique interior trim of this 860 2-Door Catalina and you almost wonder how Pontiac can offer this model at such a low price. Here we find rich-appearing upholstery and modern, high-fashion luxury that could very well be used in much higher-priced automobiles. But beauty alone isn't all you get, for these smart interiors use materials and workmanship that will give long wear and durability and last for years. Choice of six gorgeous interior color combinations to complement the forty-nine exterior solid or two-tone colors that are available with the 860.

62

860 TWO- AND FOUR-DOOR SEDANS

Completely different from anything you'll find in a competitive line, the interior design of the 1956 Pontiac 860 2-Door and 4-Door Sedans stands by itself when it comes to beauty and smart appearance. From the eye-appealing upholstery and side panel décor, right down to the exclusive 860 steering wheel . . . everything about the 860 interior makes these models the first choice of those who want the most value for their money. Both the 4-Door and the 2-Door 860 Sedans offer an interior choice of six wonderful interior color combinations to go with the forty-nine solid or two-tone exterior color combinations available in this handsome series for 1956.

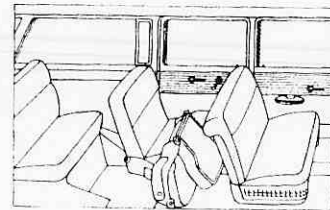
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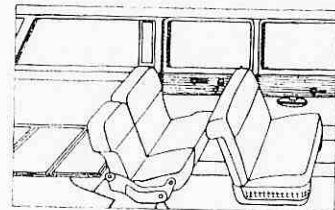
860 TWO- AND FOUR-DOOR STATION WAGONS

With the popularity of the station wagon on the upsurge, Pontiac presents for 1956 . . . the best dollar-for-dollar value you'll find anywhere! Two versatile models are available in the 860 series . . . a four-door, three-seat model and a two-door, two-seat version. The three-seat model holds up to nine people while the two-seat model can seat six comfortably. Interior styling is especially artistic this year and affords the greatest amount of durability and expert workmanship ever offered for such a low price. Both models have an interior color choice consisting of the following combinations: Red, Green or Grey pattern with Light Grey. With forty-nine exterior solid or two-tone color combinations to choose from, you're sure to find exactly what you want in style, beauty and color.

This illustration shows the way that $\frac{1}{2}$ of the 2nd seat folds forward to make getting in and out of the rear compartment easier for your passengers.



Here you see the 3rd seat removed so that luggage and other equipment may be carried, yet there is still room for 5 passengers and the driver.



With the second seat folded forward and the third seat removed, there is enough room for considerable luggage or even a baby crib or a cot, for use on vacation trips or overnight traveling.

