

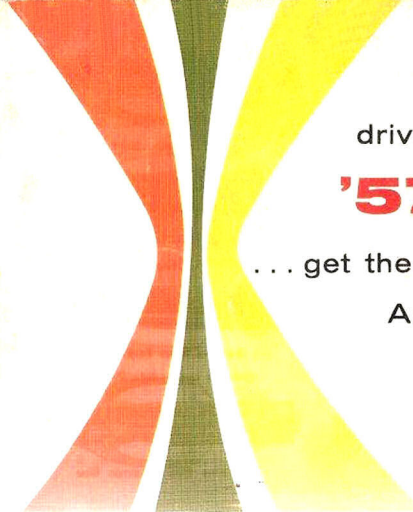


1957

Starlite

Pontiac colors

FOR STAR CHIEF CONVERTIBLE
AND SEDAN, SUPER CHIEF
AND CHIEFTAIN SERIES

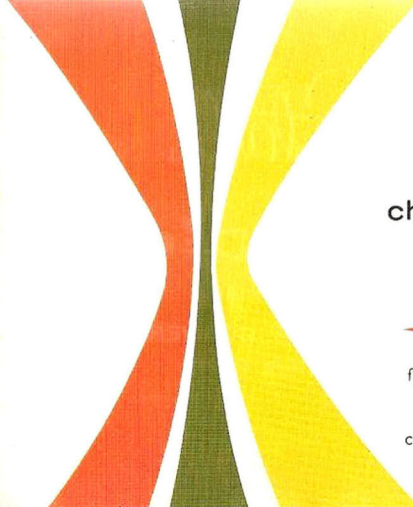


drive the high-stepping, high-styled

'57 Pontiac

... get the thrilling feel of

America's greatest go!

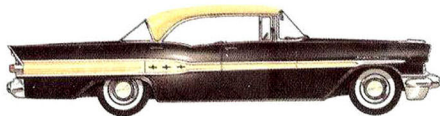


move up to fine-car luxury . . .
choose from **26**

Pontiac color-matched interiors

✦ An exciting new world of color and luxury is at your fingertips in the smartest of the new cars . . . the scintillating '57 Pontiac. Every sparkling-new interior is perfectly color-harmonized to blend smartly with the exterior hues you select.

Select from **3** exciting Starlite coloring schemes

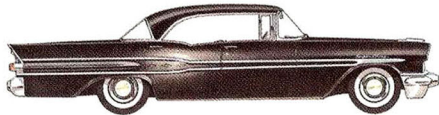
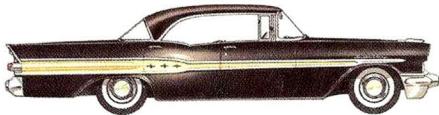


Starlite **TWO-TONE**

You can order all Pontiac models in this striking new two-tone design. The roof and spear are of one color and contrast smartly with the harmonizing main body color.

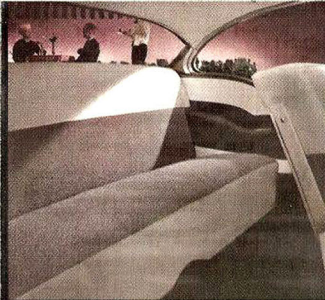
ACCENT TWO-TONE

A special color treatment for 1957, stimulating new Accent two-toning. The color within the spear contrasts beautifully with the main body and roof color.



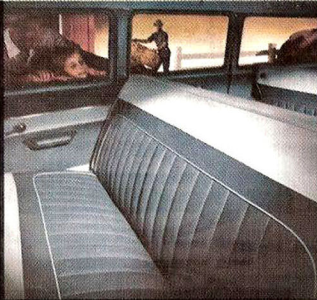
SOLID COLORING

Should you wish to order solid coloring you may select from a thrilling new array of the most modern hues in the industry. See the chart within for the 12 new '57 Pontiac solid colors.



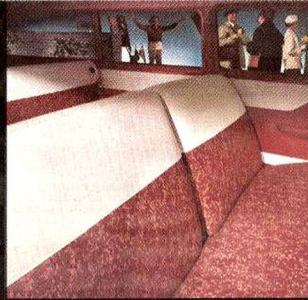
CHIEFTAIN MODELS (Regular Interiors)

Such beauty and luxury have never been seen before at such a small price. Standard on all Chieftain models (except Safaris) is the modern gray tweed-pattern cloth and gray vinyl above.



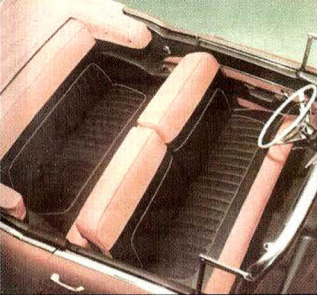
SUPER CHIEF SAFARI

Never have station wagons been so beautiful! And you can order yours in a choice of four glamorous new interiors of contrasting Morrokide. Gray, blue, green and red-and-gray.



CHIEFTAIN SAFARIS

Here's the new look to station wagon interiors . . . modern solid and tweed-patterned vinyls. Your choice of three . . . combinations of gray, green and red-and-gray.



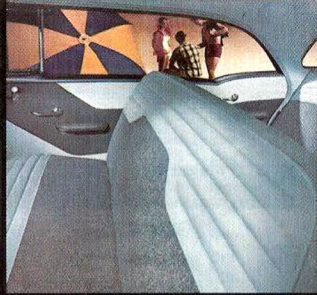
STAR CHIEF CONVERTIBLE

Choose from five customized interiors magnificently tailored in luxuriously saddle-stitched Morrokide. Contrasting shades of gray, blue, green, red-and-gray and gray-and-coral.



STAR CHIEF DE LUXE 4-DOOR SEDAN SUPER CHIEF SEDAN AND CATALINAS

Four of the smartest interiors ever designed can be yours . . . hand-crafted in striking patterned cloth and Morrokide combinations. Gray, blue, green and gray-and-coral (Catalinas only).

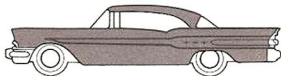


CHIEFTAIN MODELS (Optional Interiors)

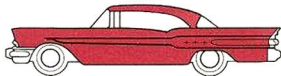
For those who prefer added smartness, select from three optional interiors of tweed-patterned fabrics and thickly padded Morrokide. Choice of gray, blue or green with carpeting to match.

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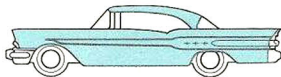
exciting new
color choices
at your
fingertips!



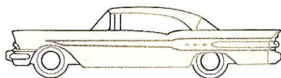
Chateau Gray



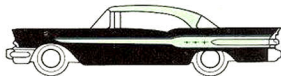
Tartan Red



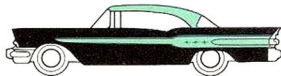
Lucerne Blue



Sheffield Gray



Raven Black - Nassau Green



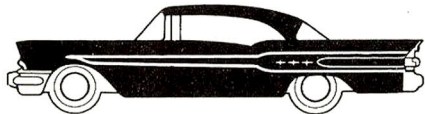
Raven Black - Sapphire Blue



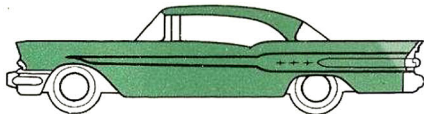
Raven Black - Chateau Gray



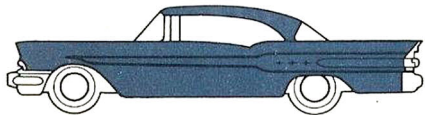
Raven Black - Tartan Red



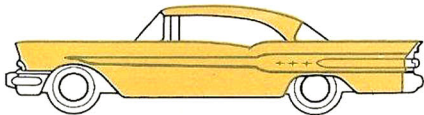
Raven Black



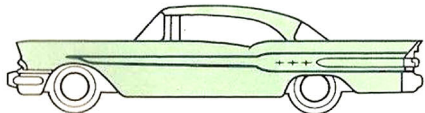
Braeburn Green



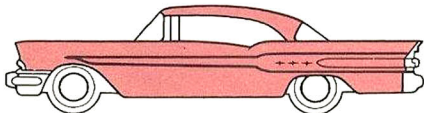
Chevron Blue



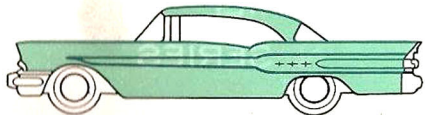
Starlight Yellow



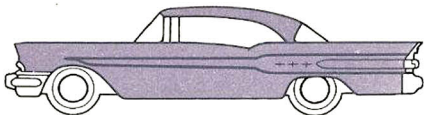
Nassau Green



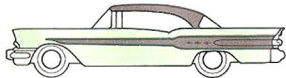
Carib Coral



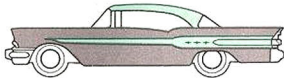
Sapphire Blue



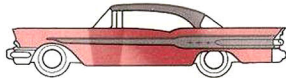
Sage Blue



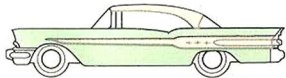
Nassau Green - Chateau Gray



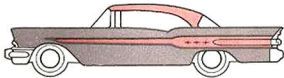
Chateau Gray - Sapphire Blue



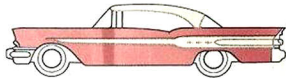
Tartan Red - Chateau Gray



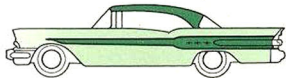
Nassau Green - Sheffield Gray



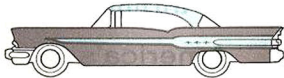
Chateau Gray - Tartan Red



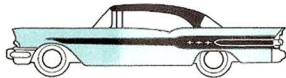
Tartan Red - Sheffield Gray



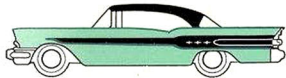
Nassau Green - Braeburn Green



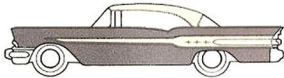
Chateau Gray - Lucerne Blue



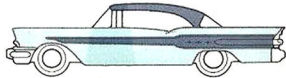
Lucerne Blue - Raven Black



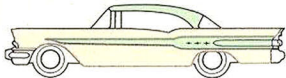
Sapphire Blue - Raven Black



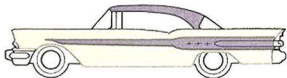
Chateau Gray - Sheffield Gray



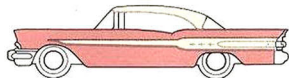
Lucerne Blue - Chevron Blue



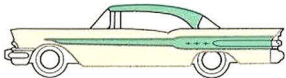
Sheffield Gray - Nassau Green



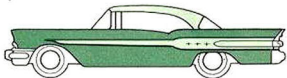
Sheffield Gray - Sage Blue



Carib Coral - Sheffield Gray



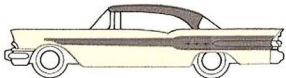
Sheffield Gray - Sapphire Blue



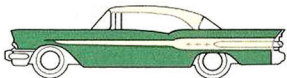
Braeburn Green - Nassau Green



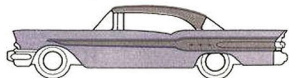
Sage Blue - Raven Black



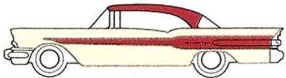
Sheffield Gray - Chateau Gray



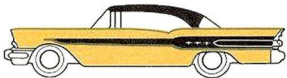
Braeburn Green - Sheffield Gray



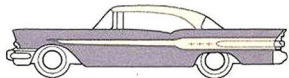
Sage Blue - Chateau Gray



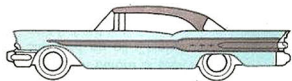
Sheffield Gray - Tartan Red



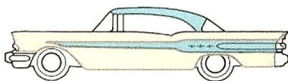
Starlight Yellow - Raven Black



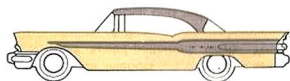
Sage Blue - Sheffield Gray



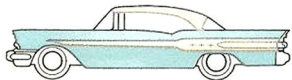
Lucerne Blue - Chateau Gray



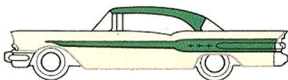
Sheffield Gray - Lucerne Blue



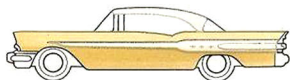
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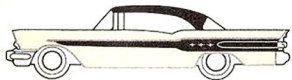
Lucerne Blue - Sheffield Gray



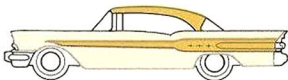
Sheffield Gray - Braeburn Green



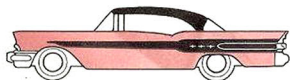
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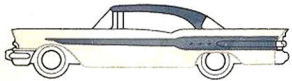
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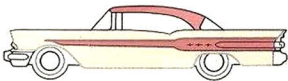
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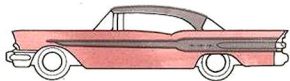
Carib Coral - Raven Black



Sheffield Gray - Chevron Blue



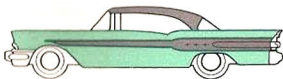
Sheffield Gray - Carib Coral



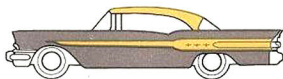
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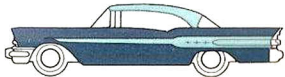
Raven Black - Sage Blue



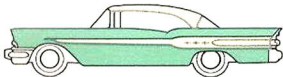
Sapphire Blue - Chateau Gray



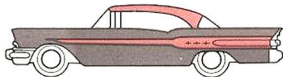
Chateau Gray - Starlight Yellow



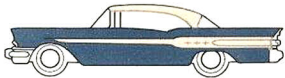
Chevron Blue - Lucerne Blue



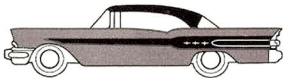
Sapphire Blue - Sheffield Gray



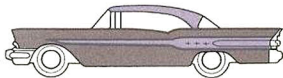
Chateau Gray - Carib Coral



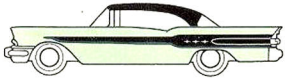
Chevron Blue - Sheffield Gray



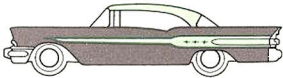
Chateau Gray - Raven Black



Chateau Gray - Sage Blue



Nassau Green - Raven Black



Chateau Gray - Nassau Green



Tartan Red - Raven Black