

Here's the bomb

THAT BROKE THE

"low-price" lineup!



This big high-stepping Chieftain started a revolution with a carload of "firsts" and an eye-popping price tag! The low-price field never looked like this before! The handsome husky you see right here has the boat still rocking . . . with more power, more wheelbase, more room—and more sheer pride of ownership—than ever before possible on a well-trained budget! Just look at what they're making room for now in the low-price line-up: a strapping 347 cu. in., 10 to 1 compression ratio Strato-Streak V-8 . . . a whopping, road-hugging 122 inches of wheelbase and an all-new suspension system for a Level-Line Ride that's next best thing to a magic carpet! And this streamlined beauty takes on the field with more than six dozen "firsts", all proved under actual track competition that established Pontiac as undisputed holder of America's performance crown! If this sounds like a wonderful buy—it certainly is! Our advice is to stop dreaming and price it! At a cost less than a lot of the low-price jobs, this newcomer is making big-time buyers out of former "all-three" owners!

Pontiac

Chieftain

America's Number ① Road Car!

PONTIAC IS DAYTONA GRAND NATIONAL CHAMP!

A stock 317-h.p. Pontiac with Tri-Power Carburetion* beat all competing cars regardless of size, power or price in the biggest stock car event of '57!

*Optional at extra cost on any model.



SEE YOUR AUTHORIZED PONTIAC DEALER—DRIVE THE SURPRISE CAR OF THE YEAR!