

Look who upset the "Low-price" Applecart!



This one's had them rubbing their eyes ever since it landed smack in the middle of the
 "low-price" field! The handsome rebel you see right here is upsetting tradition right and left on
 what a modest budget should buy. It's pricing a big 122-inch wheelbase right down
 with cars from four to seven inches shorter! It's adding a big bonus of extra road-hugging heft—
 and powering it with an all-new 347 cu. in., 10 to 1 compression ratio Strato-Streak V-8 for highest
 horsepower per pound in the field! A lot of might and muscle for sure—but it's gentled like nothing
 else on the road by Pontiac's exclusive Level-Line Ride and Precision-Touch Controls. And
 remember—the Chieftain's standards of luxury and quality were set by the same men who gave America the
 incomparable Custom Star Chief Catalinas. What we're leading up to is this: If smaller cars have
 gotten you down, you can actually buy a Chieftain Pontiac for less than 30 models of the "low-price three"!

Why wait any longer to give your spirits and your budget the lift of a lifetime?

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!