

BOLD

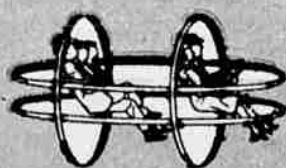


NEW CHIEFTAIN

Pontiac

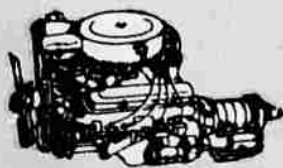
A Bold New Kind of Car Invades the Low-Price Field!

ONLY CAR WITH . . .



SHIELDED-STEEL SAFETY

Pontiac's new body surrounds you with glider steel above, below, front and rear—and floats you on rubber with no metal-to-metal contact. (Same construction in the world's largest export car line.)



TEMPEST 230 PERFORMANCE

Score of exclusive engineering innovations make Pontiac's hefty power plant a miracle of smoothness—try its jeweled-action response.

Meet the big change in the low-price field—the bold new Pontiac Chieftain. This completely new kind of car is the result of planning as bold as the car itself. First, the engineers went all-out to perfect scores of revolutionary advances to celebrate the Golden Anniversary of Pontiac and General Motors. Second, they determined that Pontiac's new Chieftain Series could and would be priced right down with the lowest. From its tradition-breaking chassis design to its fully carpeted, color-coordinated interiors, the Golden Jubilee Chieftain is totally unlike any other car in its class. And to bring you the ultimate in low-cost motoring, the Chieftain lets you choose from such dream-car extra-cost options as Air Suspension, Fuel Injection, Tri-Power Carburetion and many more. Why not be among the first to own this bold newcomer to the low-price field?

SEE YOUR AUTHORIZED PONTIAC DEALER