

BOLD NEW CHIEFTAIN

Pontiac

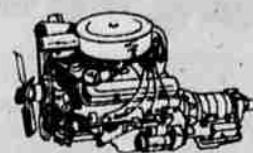


CLEAR-VISION SAFETY PLATE GLASS IN ALL WINDOWS.

Boldest Advance in Low-Price History!

Get an eyeful of Pontiac's Bold New Chieftain, the totally new creation that shatters every low-price-field tradition in size, luxury, handling and response! Here is freshness that literally begins at the foundation of automotive design with a completely new frame, chassis and body. And to make this dream on wheels complete, there are lavish, new color-coordinated interiors, complete with wall-to-wall carpeting, *even in the lowest-priced model!* See and drive this Bold New Chieftain . . . THE LOW-PRICE FIELD NEVER HAD IT SO GOOD!

SEE YOUR AUTHORIZED PONTIAC DEALER



TEMPEST 395 PERFORMANCE

Try the jeweled-action response of Pontiac's brand-new engine! You can choose from four horsepower ratings—including Tri-Power Carburetion* and Fuel Injection*.

*An extra-cost option.