



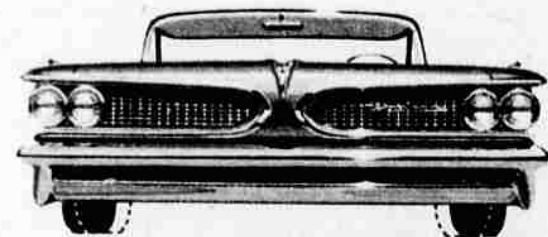
Factory suggested retail prices are displayed on every new Pontiac!

Gorgeous new way to save as you go!

Pontiac's new V-8, the Tempest 420E, gives you phenomenal extra mileage—up to 20% saving on gasoline bills!

The same engineers who developed the new Tempest 420 V-8 to give you the ultimate in action have also developed a companion power plant with unbelievable gasoline economy! This new engine is a big, easy-breathing V-8... yet it uses *regular gas* and delivers

better mileage than many of the smaller cars with so-called "economy engines"! Result? *You save up to 20% on gasoline bills!* The secret is in its amazingly efficient design... perfected by the industry's hottest engineering team to give you the extra gas mileage you want *without sacrificing V-8 vim and vigor!* So if you have the idea that economy and action just can't go together you're in for a wonderful surprise! Soon as you drive this exceptional car you're sure to want it!



EXCLUSIVELY YOURS—WIDE-TRACK WHEELS

The widest, steadiest stance in America—better cooling for engine and brakes, better grip on the road, safer cornering, smoother ride, easier handling. *You get the most beautiful roadability you've ever known—in America's Number ① Road Car!*

PONTIAC!

America's Number ① Road Car!

3 Totally New Series • Catalina • Star Chief • Bonneville

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