

BOLD NEW CHIEFTAIN



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

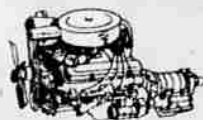


CONVENTIONAL SPRINGS



PONTIAC'S NEW AIR RIDE

EVER-LEVEL AIR RIDE*—Just one of many bold new Pontiac features, here's the most perfect suspension system ever developed—and Pontiac's revolutionary Aero-Frame is specifically designed for it! Air cushions on all four wheels literally float you over the bumps . . . keep the car perfectly level even with a 1000 lb. load!



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.