

Now . . . for people who'd buy a Le Mans hardtop if there were such a thing—



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there is such a thing.

"If only the Le Mans had a 6," someone said. Ahem! The standard engine is now an in-line 6 of 140 horsepower, with a pair of extra-cost V-8s for added muscle if you want it.

"If only the Le Mans were just a little bigger." And so it is. Bigger—on a new 115" wheelbase—and roomier. (And speaking of new, that's what the body and brakes and

frame and suspension and steering and wheels and most other things are. Good and new.)

"If only the Le Mans came in a hardtop," someone else said, with

perfect timing. It just came. And now that we've wiped out your last possible excuse for not buying a Pontiac Le Mans, how about it?

Wide-Track Pontiac Le Mans

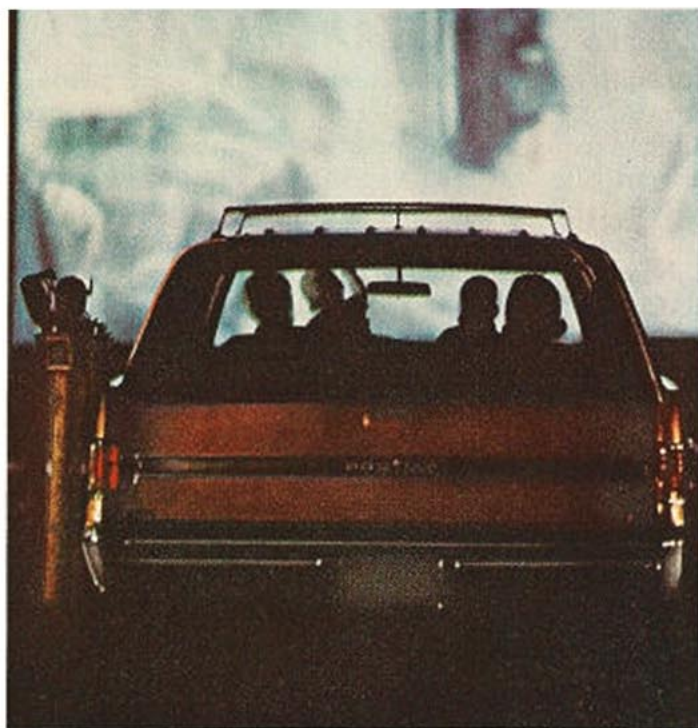


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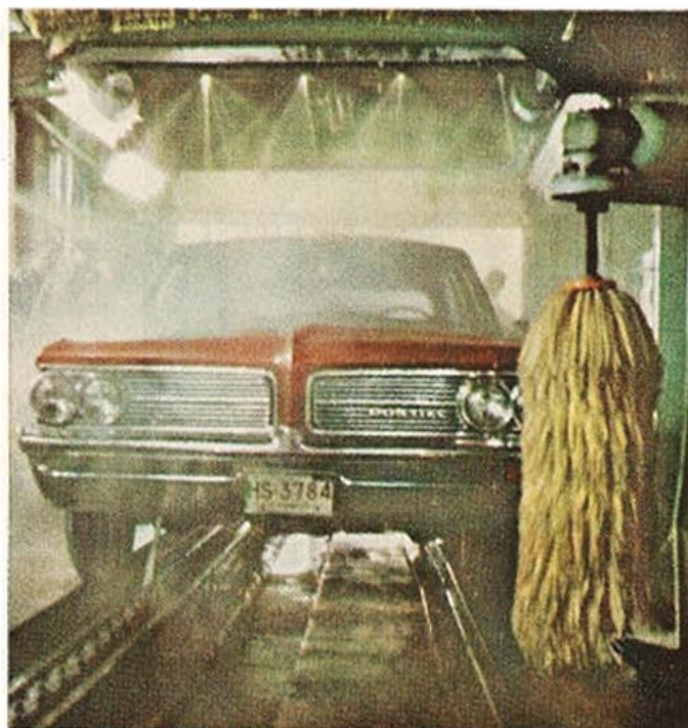
**Habit-breaker... for people who've been buying the same
low-priced make time after time after time**

There's nothing particularly wrong with buying the same old car all the time, but there's nothing particularly right with it either. Especially when you can get a Tempest. You see, Tempest is a big car in everything but price. It's longer, it's got a wider Wide-Track. A happy 6 comes standard (215 cubic inches, 140 horsepower) and

it's as efficient as you'd expect a Pontiac to be. (That, friend, is efficient.) Let's you and us make a deal: you go down and see your Pontiac dealer, choose your favorite model from the seven Tempests—and we'll have it delivered before you can say, "How come I got stuck with the same old car again?" **WIDE-TRACK PONTIAC TEMPEST**



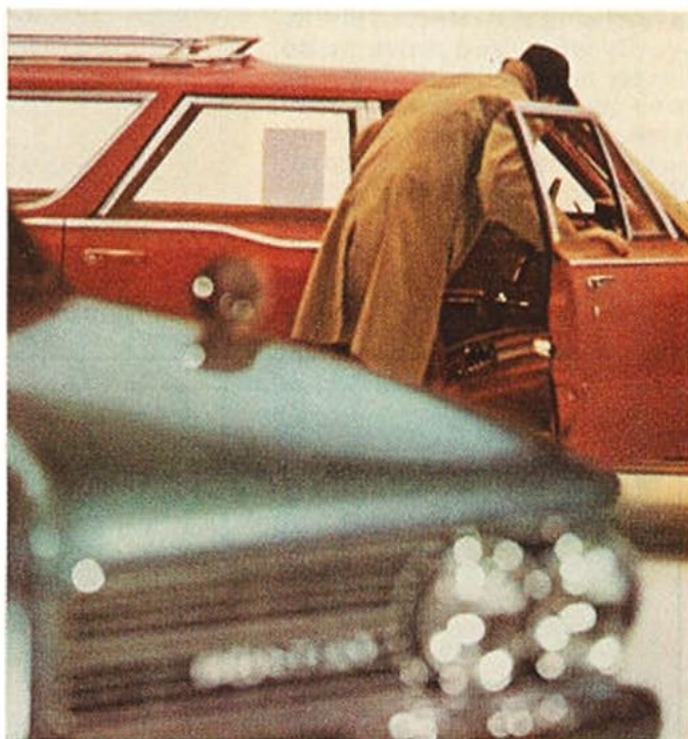
Who says a station wagon has to be dull?



Who says a station wagon has to be homely?



Who says a station wagon has to be clumsy?



Who says a station wagon has to be expensive?



We say, break away from the humdrum with '64's new habit-breaker...Wide-Track Pontiac Tempest
And we add, who says a station wagon can't be lively? The 140-hp six is standard. If you want more crackle, you can pay slightly more for the 250-hp regular-gas V-8 or the 280-hp premium job. Follow that wagon! (Everybody does.)

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