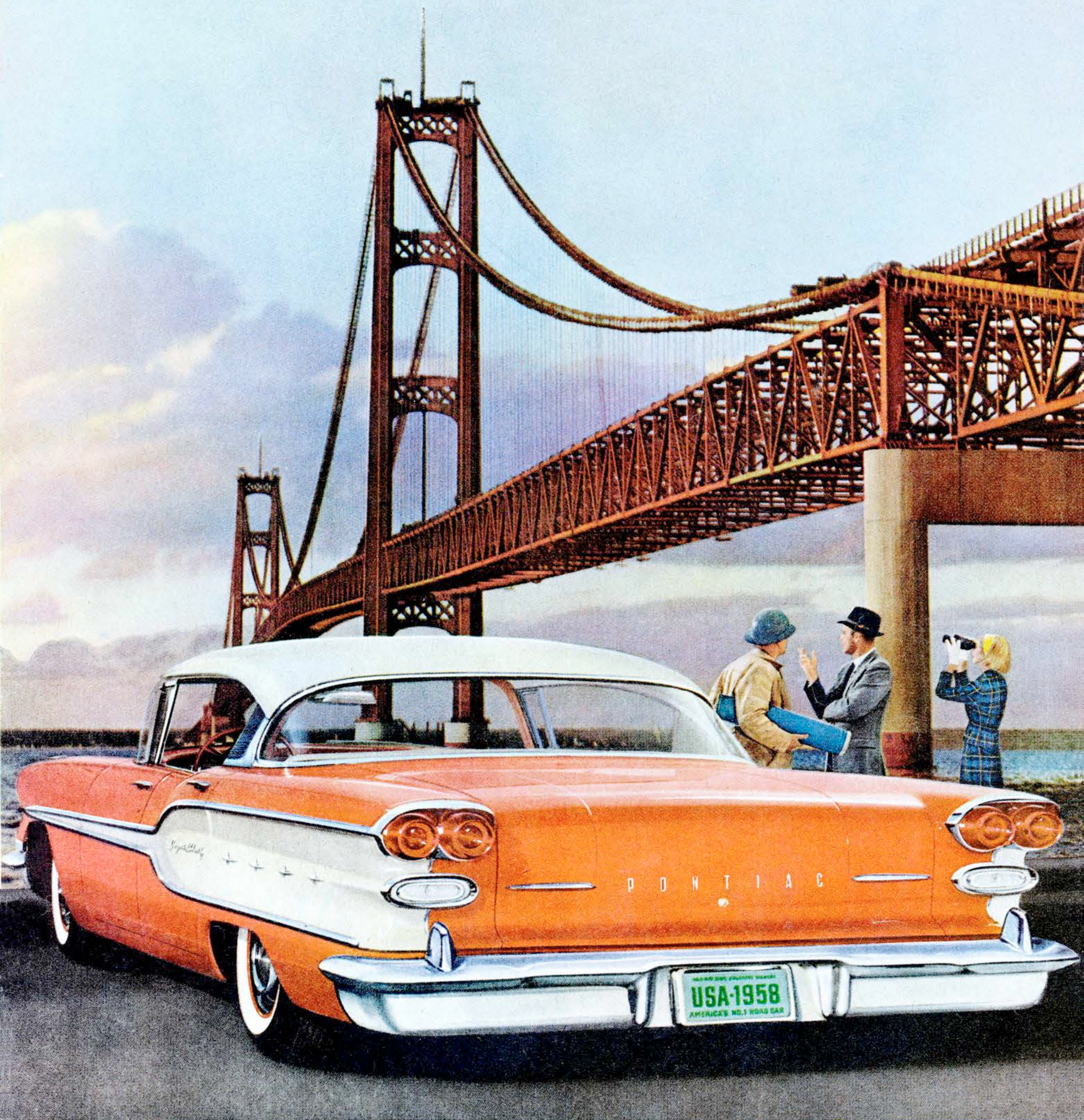




IN THE BACKGROUND—ANOTHER EXAMPLE OF BOLD ENGINEERING, MICHIGAN'S NEW MACKINAC STRAITS BRIDGE.

PONTIAC

BOLD NEW CHIEFTAIN

Pontiac



CLEAR-VISION SAFETY PLATE GLASS IN ALL WINDOWS.

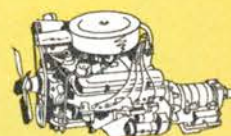
Boldest Advance in Low-Price History!

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!

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 1,000-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.

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



A BOLD NEW CAR FOR A BOLD NEW GENERATION

EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

PONTIAC



Pleasant Parking...Sunday, Monday and Always!



It's a day of complete rest for the lady . . . and she deserves it! Now she relaxes even while parking her Bold New Pontiac—with Pontiac Safety Power Steering doing all the work.

It reduces steering effort 87% . . . makes all kinds of driving so much easier and safer.

Give it a whirl yourself. Relax as you ease that big beauty through city rush-hour traffic with only finger-tip effort on the wheel.

Now head for the hills. Swing around highway curves with new confidence . . . the same sure control that's ready to help you if you swerve onto a soft shoulder or have a blowout.

Try Safety Power Steering before you buy your new car. You've never experienced such driving ease and security! It's available on all 1958 GM cars. Saginaw Steering Gear Division of General Motors, Saginaw, Michigan.

FORWARD  FROM FIFTY
1908-1958

PONTIAC **Safety** POWER STEERING



PONTIAC



A BOLD NEW CAR FOR A BOLD NEW GENERATION

PONTIAC



THE SPECTACULAR BONNEVILLE SPORT COUPE

Introducing a New Breed of Cars...

Bonneville



BY
PONTIAC

Mating Sport Car Action... Town Car Elegance. Behold a new kind of luxury car never before possible—a Golden Anniversary masterpiece that combines fine-car accouterments and the most dramatic engineering advances of our time. If you like your motoring rare and exciting, the Bonneville Series offers an unforgettable adventure in motion.

BONNEVILLE CONVERTIBLE COUPE WITH MATCHED INTERIOR OF HAND-BUFFED, GLOVE-SOFT LEATHERS; BUCKET SEATS AVAILABLE AS EXTRA-COST OPTION.





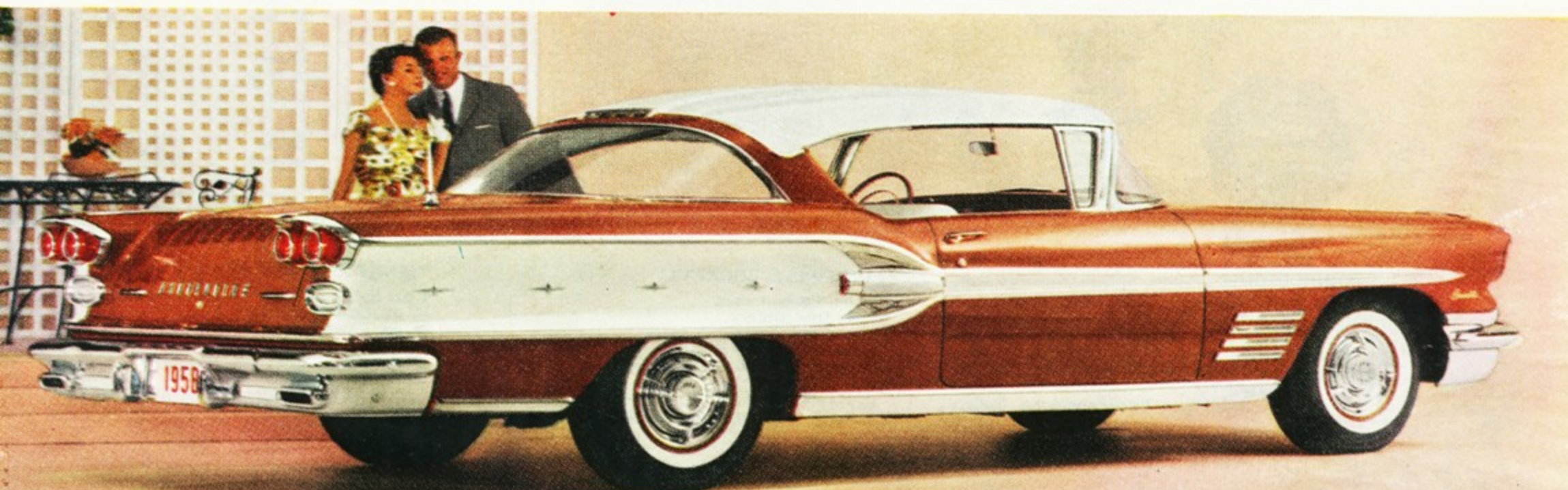
EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

Luxury bred to Sportscar action . . . Envied is the owner of a Pontiac Bonneville, the one elite breed that unites town car elegance with the road poise and verve of the finest sportscraft. To see the Bonneville is to appreciate the consummate artistry of the industry's leading designers; to drive it, an experience that you will rate among your most memorable moments. Why not do both today?

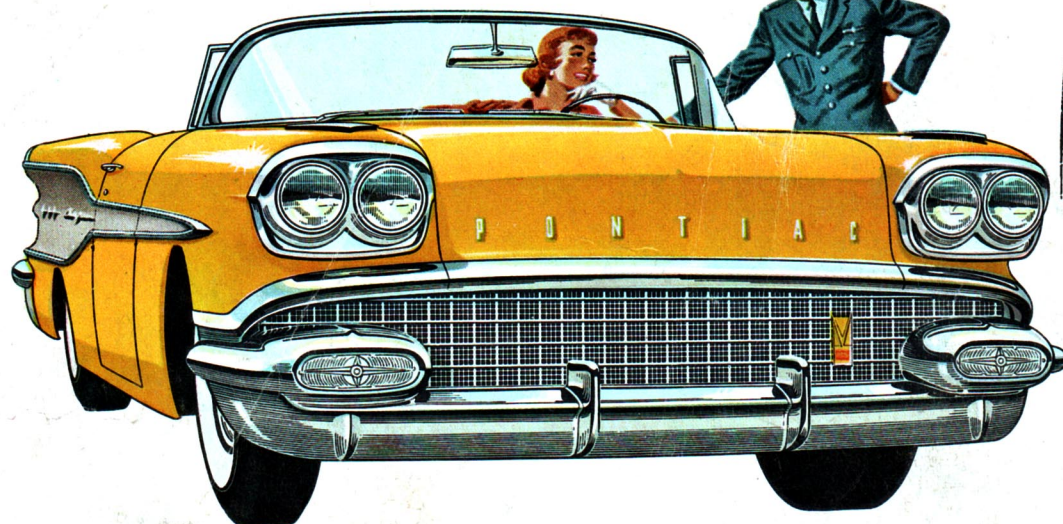
**BOLD
NEW** **Bonneville**



*BY
PONTIAC*



BOLD



NEW CHIEFTAIN *Pontiac*

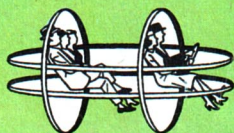
A Bold New Kind of Car Invades the Low-Price Field!

ONLY CAR WITH ...



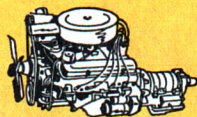
QUADRA-POISE ROADABILITY

made possible by revolutionary new frame design and suspension geometry, virtually eliminates dive, sway and bounce. Only the wheels know where the bumps are and handling's the easiest you've ever known!



CIRCLES-OF-STEEL SAFETY

Pontiac's new body surrounds you with girder steel above, below, front and rear—and floats you on rubber with no metal-to-metal contact. (Same construction in the convertible except for top.)



TEMPEST 395 PERFORMANCE

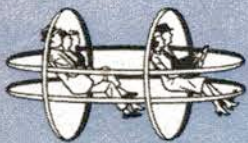
Scores of exclusive engineering innovations make Pontiac's hefty power plant a miracle of smoothness. Try its jeweled-action response in a choice of six horsepower ratings.

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 Chieftain is unlike any other car in its class . . . even to Air Suspension*, Fuel Injection* and Tri-Power Carburetion*! Why not be among the first to own this straight-from-tomorrow newcomer to the low-price field?

*An extra-cost option.

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

BEATS THE BEST OF THE LOW-PRICE 3 ... FOR LESS MONEY!



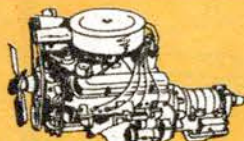
CIRCLES-OF-STEEL SAFETY

Pontiac's new body surrounds you with girder steel above, below, front and rear—and every window of every Pontiac is Safety Plate Glass.



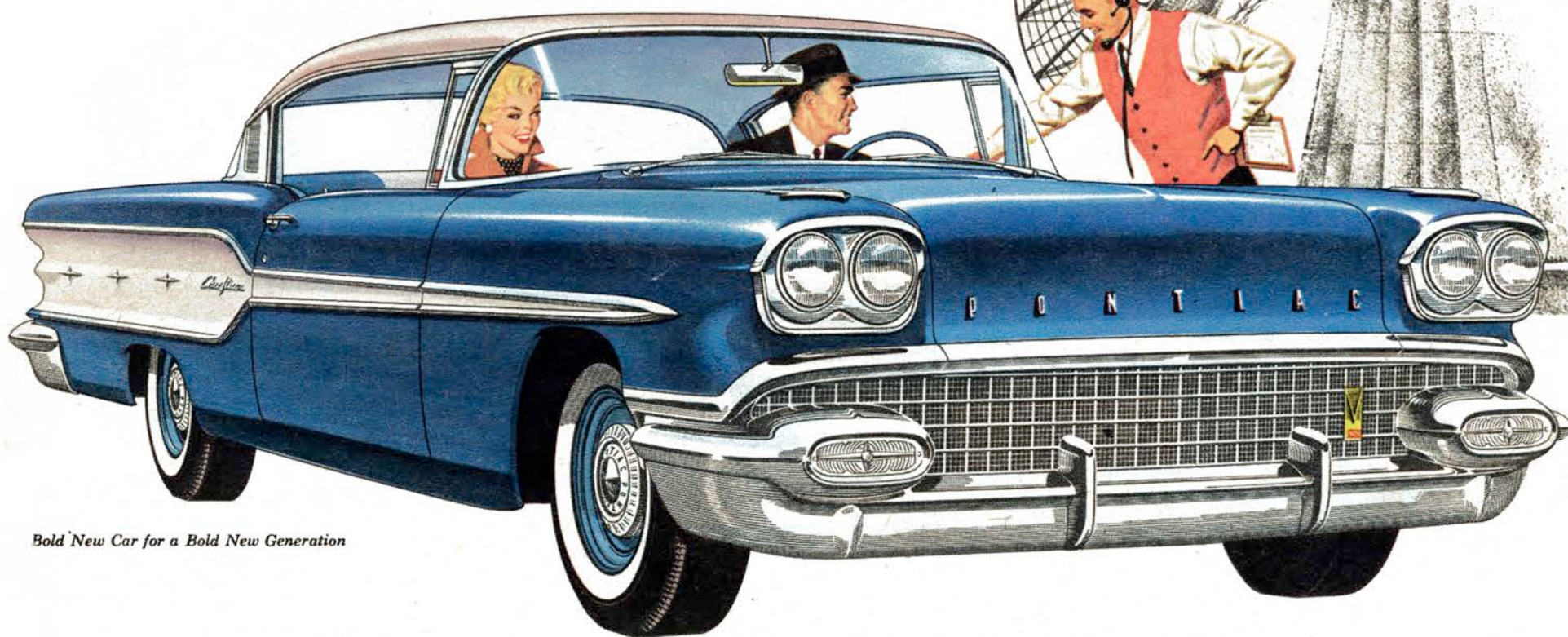
QUADRA-POISE ROADABILITY

Pontiac's revolutionary new frame design and suspension geometry virtually eliminate dive, sway and bounce.



TEMPEST 395 PERFORMANCE

It's exclusively yours in Pontiac—an advanced V-8 power plant built to tolerances finer than the finest watches! Try this new jeweled-action response!



Bold New Car for a Bold New Generation

EVERYONE LOVES IT—ANYONE CAN AFFORD IT!

If you're considering a so-called "de luxe" model of the low-price three, this Pontiac carries your price tag! Yet not one of the three smaller cars comes even close to Pontiac's genuine big-car size, performance and comfort! And talk about new ideas—in the Golden Jubilee Pontiac you get the boldest advances in 50 years—from the industry's hottest engineering team! And luxury? Even the lowest-priced Pontiac gives you color-matched interiors and wall-to-wall carpeting! To discover America's Number One Value, visit your Pontiac dealer for a drive and a deal you'll never forget!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

BIG
BOLD *Chieftain* **PONTIAC**