



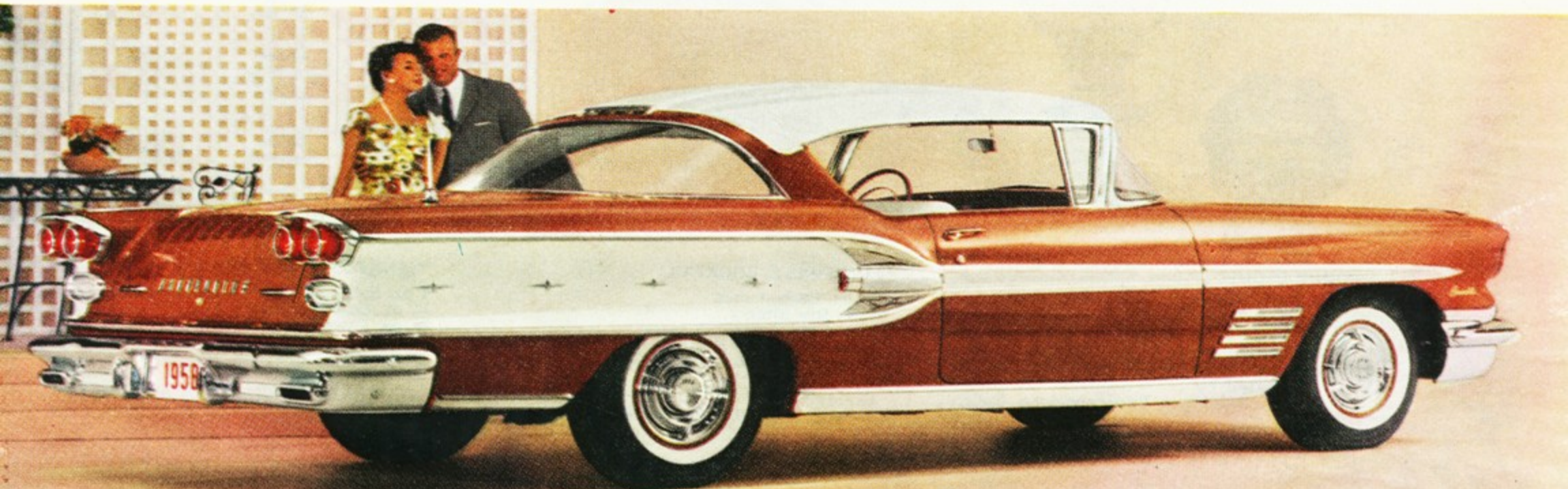
EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

**Luxury bred to Sportscar action . . .** Envid 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?

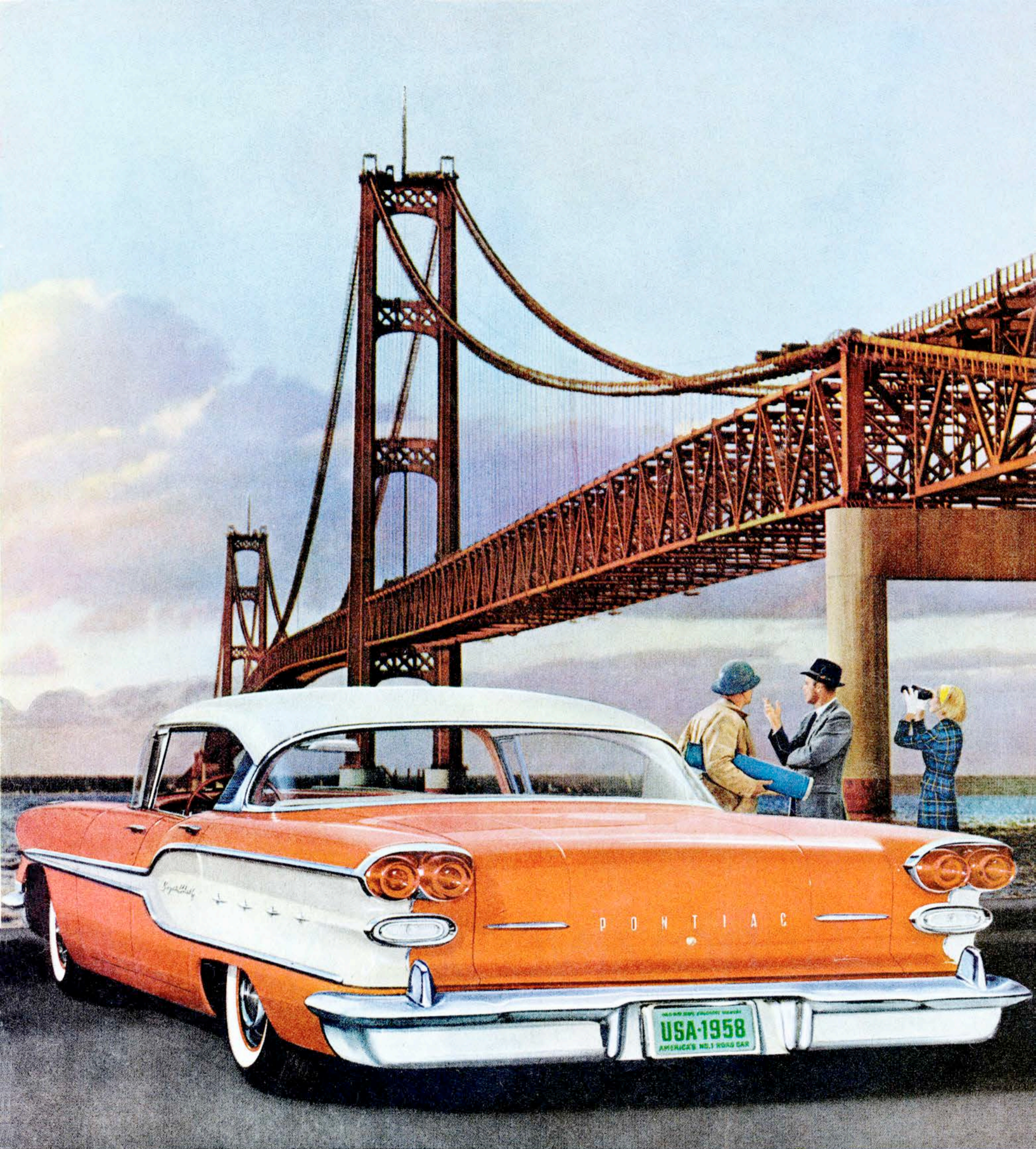
**BOLD  
NEW** **Bonneville**



*BY  
PONTIAC*







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

# PONTIAC



# BOLD NEW CHIEFTAIN

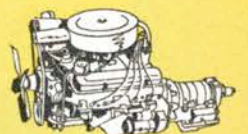
Pontiac



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!**



### 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.





A BOLD NEW CAR FOR A BOLD NEW GENERATION

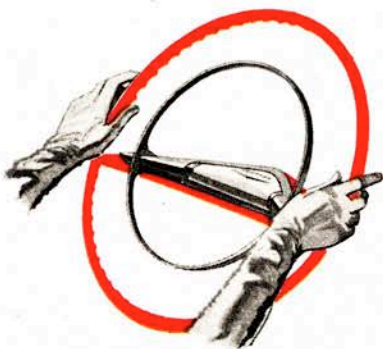
EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

# 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





A BOLD NEW CAR FOR A BOLD NEW GENERATION

# 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

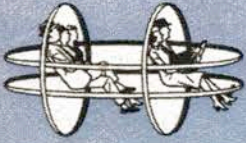
**Mating Sport Car Action... Town Car Elegance.** Behold a new kind of luxury car never before possible—a Golden Anniversary masterpiece that combines fine-car accouterments and the most dramatic engineering advances of our time. If you like your motoring rare and exciting, the Bonneville Series offers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

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





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



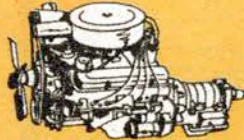
### CIRCLES-OF-STEEL SAFETY

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



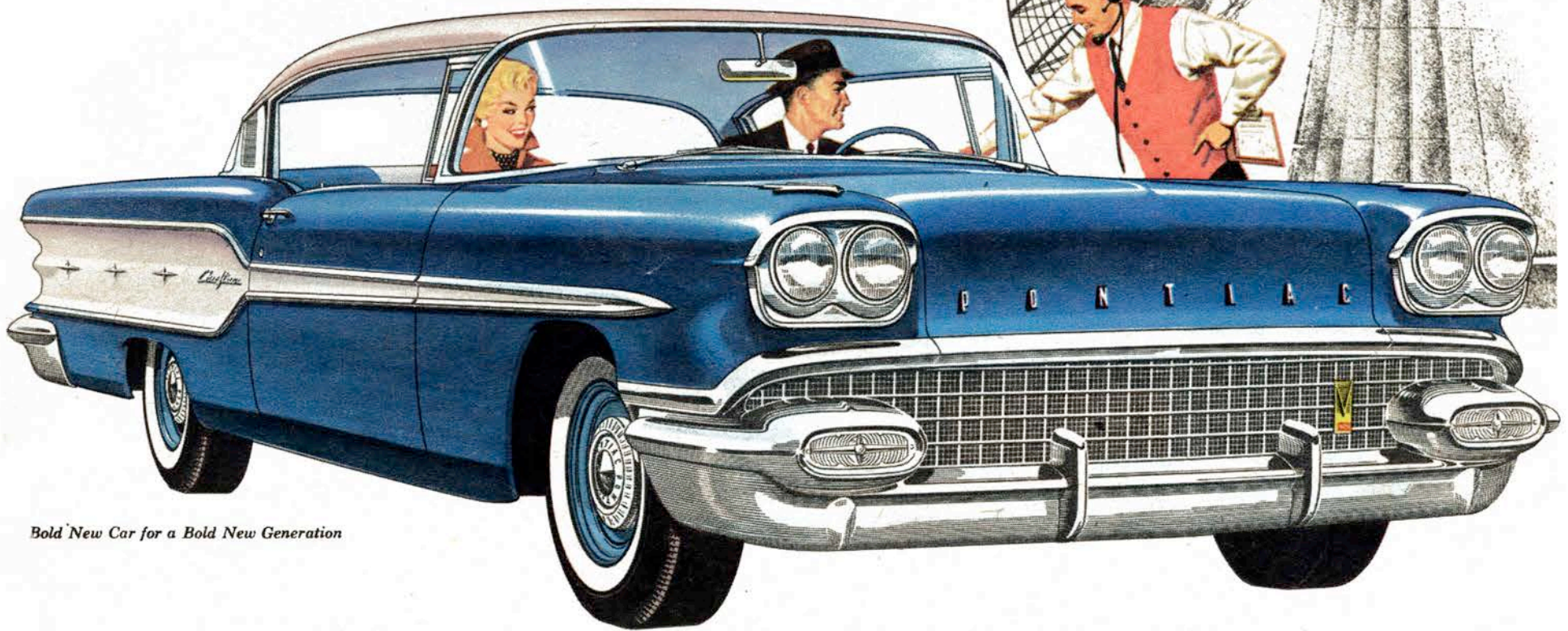
### QUADRA-POISE ROADABILITY

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