



The Chieftain costs less than a lot of the "low-priced" cars yet delivers MORE POWER - MORE WHEELBASE - MORE ROOM!

Think this big, brawny beauty would fetch a fancy figure? Not the Chieftain. It's made to order for wishful thinkers—priced right down there with the strictly budget jobs! Surprised? You'll be even more so when you look over the long list of premium features in this brilliant newcomer. Under that glamorous garb, for example, is a big, rock-rugged X-member frame, riding solidly atop a whopping 122-inch wheelbase! Cushioning each wheel is Level-Line Ride, Pontiac's new dimension in suspension, bringing you the smoothest, safest ride you've ever known. And up front is the deep-chested new 347 cu. in., 10 to 1 compression ratio Strato-Streak V-8 engine—as sweet a performer as ever came down the pike! So, come on, stop dreaming! Come in and have a look at this big and beautiful automobile's eye-rubbing price! Size it up! We're willing to wager your next step will be into a Pontiac Chieftatal

hieftain

Pontiac

MURPHY, N. C.

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1:4 1:0)

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