

**Sure
Pontiac Catalina
Costs More than
the Low-priced Three**

About \$66.00 More!

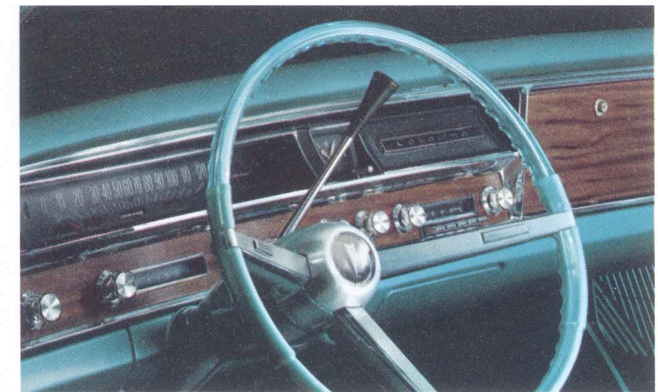




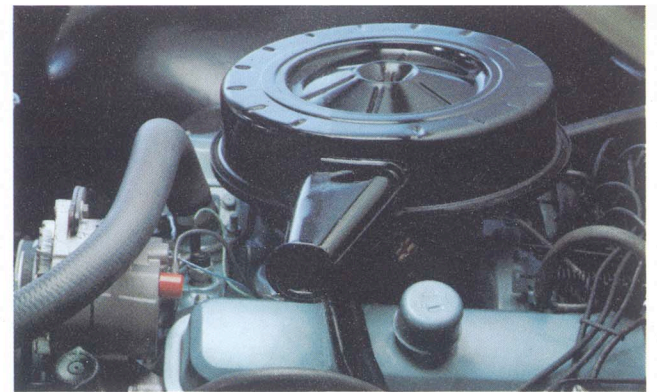
Why Even Consider Anything Else When You Can Get a Pontiac for This Kind of Money



Wide-Track. Exclusively Pontiac. Exceptional handling and stability; especially when cornering, in strong crosswinds and on rough roads.



Catalina's Luxury-car Instrument Panel. Large, easy to read instruments (including two needle-type gauges) set in a padded instrument panel with a beautiful walnut grain styled dash. (None of the three "low-priced" cars offer such a luxuriously styled dash.)



Big V-8. Catalina's standard engine is a 400 cubic inch 265-hp V-8 . . . 290-hp standard with the extra-cost 3-speed Turbo Hydra-Matic transmission. (The standard 289 cu. in. V-8 in the Galaxie 500 delivers only 200 hp. And their \$78 optional 390 cu. in. engine delivers only 270 hp.)



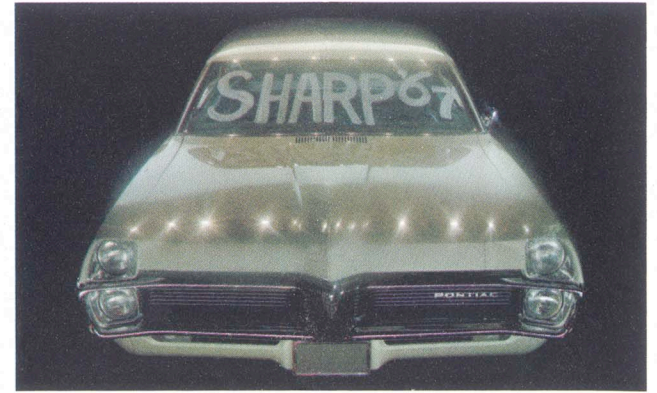
Concealed Windshield Wipers. Who else but Pontiac would come up with the slickest engineering and styling innovation of the year—windshield wipers that hide when not in use, and only come out when it rains . . . afford the entire hood a sleek, uncluttered look.



Completely Trimmed Luggage Compartment. Catalina offers 18.9 cubic feet of usable luggage capacity. In addition, unlike the three other cars, the sides of the Catalina compartment are neatly finished with protective side panels.



High-price Car Quality. Inside as well as out you find the quality touches that distinguish fine cars. (Like Catalina's full-length, rear seat armrest, heavily padded sun visors and passenger-guard door locks.)



Great Resale Value. Year after year the records show that Catalina retains one of the best resale values in the industry. This may be one of the reasons you're beginning to see so many Catalinas in car rental fleets; and why Pontiac is selling in *third* place for the seventh consecutive year.



The GM Mark of Excellence doesn't stop with a well engineered, beautifully styled Pontiac. In a very real sense, it represents the work of both manufacturer and dealer. For ours is not only a business of building quality and value into the things we make—it is also a business of serving and satisfying the needs of people.

As for price . . . here's how Pontiac compares with one of the low-priced three.

	Pontiac Catalina 2-dr. hardtop	Ford Galaxie 500 2-dr. hardtop
Manufacturer's Suggested Retail Price	\$2951.00*	\$2861.40*
Electric Clock	15.74	15.59
Deluxe Wheel Discs	16.85	21.34
Deluxe Steering Wheel	14.21	Standard
Decor Mouldings	31.34	Standard
Whitewall Tires	43.66 (8.55 x 14)	36.37 (8.15 x 15)
Automatic Transmission	226.44	220.17
Comparable V-8 Engine	Standard (400 cu in., 290 hp)	78.25 (390 cu in., 270 hp)
Total	\$3299.24	\$3233.12
Catalina Costs Only		66.12 More

*Manufacturer's suggested retail prices include excise tax and suggested dealer delivery and handling charges. Transportation charges, state and local taxes, accessories and optional equipment additional.

**Come in and see us!
Drive a big, powerful
Wide-Track Catalina
at our dealership—soon!**

