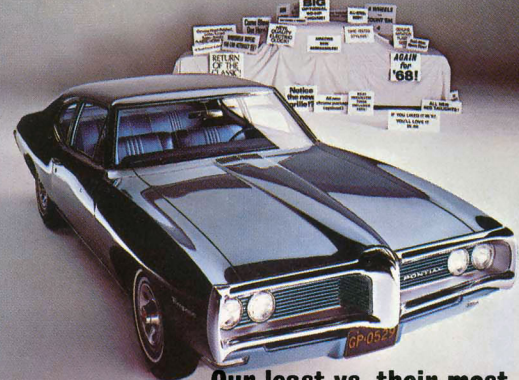




Catalina vs. the so-called low-priced cars.



Grand Prix vs. impersonal personal cars.



Our least vs. their most.



Bonneville vs. other luxury cars.



Car of the Year vs. the world.



Firebird vs. any sports car you can name.



"US" is having a comparison sale.

It's our sly way of calling your attention to the fact that when you compare "US vs. THEM" you find out "US" has a lot going for you.

The triple-plated clincher is the special kind of deals "US" is making right now. Come in . . .

BADGER PONTIAC, INC.
1828 W. National Ave.
Milwaukee, Wisconsin

"US" promises you some pleasant surprises.