



**It's Us vs Them!**



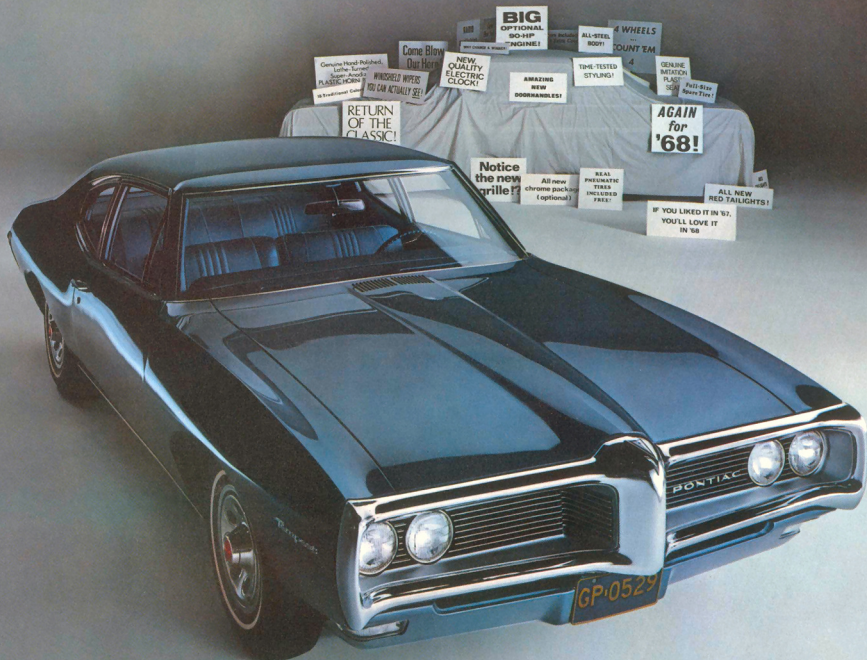
## **Catalina vs. the so-called low-priced cars.**

\*Mfrs. suggested retail price for Catalina 2-door Sedan. Includes Federal excise tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes extra.

How much are you really saving by giving up Catalina's standard 400-cubic-inch V-8, luxurious interiors, concealed wipers, longer 121-inch wheelbase and Wide-Track security? Check the price you'd have to pay for one of "them." Then come in and see the kind of deals "us" is making this month. You'll be surprised.

**\$2945<sup>00</sup>\***





**Our least vs. their most.**

\*Mrs. suggested retail price for Tempest Sports Coupe. Includes Federal excise tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes extra. Add for options shown: decor group, \$84.26; custom wheel disc, \$20.01; whitewall tires, \$31.60.

Even our lowest priced Pontiac Tempest includes a 175-horsepower Overhead Cam Six engine, the security of Wide-Track handling, and styling that looks like \$2000 more. Try and get those things on anybody else's "intermediate"—at any price. Then come on in and see how little this Pontiac costs!

**\$2461<sup>00</sup>\***



## Grand Prix vs. impersonal personal cars.

\*Mrs. suggested retail price for Grand Prix Hardtop Coupe. Includes Federal excise tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes extra. Add for options shown: Cordova roof, \$126.38; full-length paint stripes, \$10.55; whitewall tires, \$44.23.

There's nothing personal about a car that only comes one way. Grand Prix lets you *choose* whether you want total luxury in your personal car or want up to 428 cubic inches of Pontiac performance. Or both. Ask yourself how much a *really* personal car is worth to you. Then come on in and we'll work out a deal for you . . . personally.

**\$3697<sup>00</sup>\***



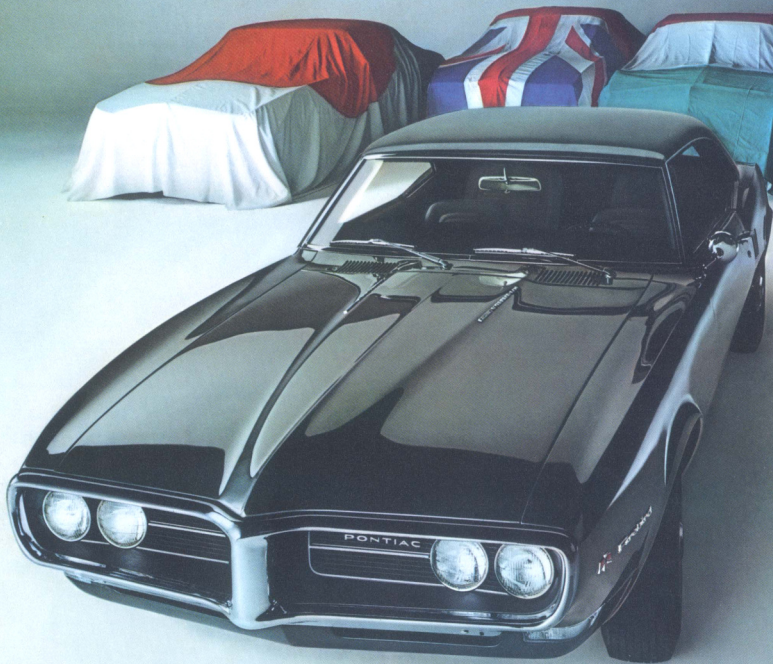


## Bonneville vs. other luxury cars.

\*Mfrs. suggested retail price for Bonneville 4-door Hardtop, includes Federal excise tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes extra. Add for options shown: custom wheel discs, \$20.01; Cordova roof, \$106.32; cornering lights, \$33.70; Soft Ray windshield, \$38.44; whitewall tires \$44.23.

With affluent cloth, rich expanded Morrokide and Carpathian elm burl vinyl, Bonneville is obviously luxurious. Yet underneath it all, Bonneville is pure Pontiac. Which means the road-hugging feel of Wide-Track combined with a smooth 340 hp standard V-8. How much for a luxury car with the agility of a Pontiac? Less than you think.

**\$3660<sup>00</sup>\***



## Firebird vs. any sports car you can name.

\*Mrs. suggested retail price for Firebird Hardtop Coupe. Includes Federal excise tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes extra. Add for options shown: remote-control mirror, \$9.48.

Go ahead. Name another sports car (under \$12,000) with a standard overhead cam engine that turns out 175 hp like Firebird's. But if that's not enough for you, you can choose from four other Firebirds with V-8's up to 335 hp. And, right now, you not only can pick your Firebird, you can pick your deal.

**\$2781<sup>00</sup>\***





## Car of the Year vs. the World.

\*Mrs. suggested retail price for GTO Hardtop Coupe. Includes Federal excise tax, suggested dealer delivery and handling charge. Transportation charges, state and local taxes extra. Add for options shown: concealed headlamps, \$52.06; Soft Ray windshield, \$26.58; Rally II wheels, \$84.26.

*Motor Trend* magazine named GTO '68 Car of the Year for some very good reasons. Like its revolutionary bumper you have to kick to believe. And looks that let you know it's The Great One even before you turn it on. There's nothing on the road like it. And nothing like our GTO deals, either.

**\$3101<sup>00</sup>\***

**Pontiac wins  
Motor Trend Magazine's  
Car of the Year Award  
for the 4th time!**



Bulk Rate  
U. S. Postage

**PAID**

Permit No. 101

**It's Comparison Days at your Pontiac Dealer's!**