

BADGER PONTIAC, INC.

1828 W. National Ave.

Milwaukee, Wis. 53204

"We Quote the Best Price First"

BULK RATE
U.S. POSTAGE

PAID

DETROIT, MICH.
PERMIT NO. 7804

We goofed.

***We let you settle for something less.
This time, get a Wide-Track Pontiac
for the same kind of money.***





**Compare these features
with the make you're now driving.**

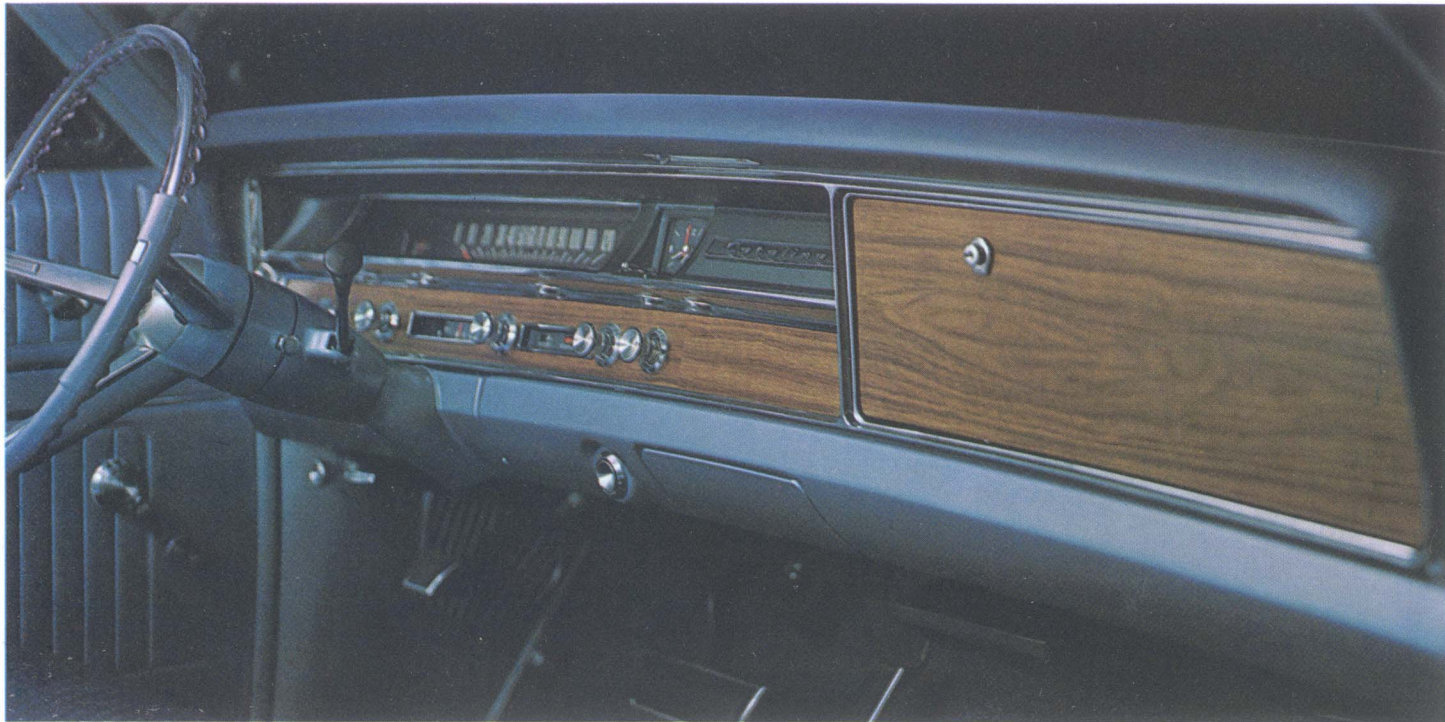
If this sleek Catalina looks longer, bigger, lower and heavier, you're getting the idea. That great body you're looking at measures 215.6". Hit the road, and Catalina's 121-inch wheelbase turns bumpy byways into main street boulevards. Plus you'll have the security, riding comfort and handling that only a car weighing over two tons can offer.

Catalina also has the road-hugging stability of Wide-Track—a Pontiac exclusive. A standard 400

cubic-inch V-8 that performs sensationally on regular gas. And spacious interiors that'll cure the small-car bends.

And we're not talking only about that 4-door Sedan above. We mean every Catalina—whether it be the 2-door Sedan, 2- or 4-door Hardtop, Convertible or Station Wagon.

If you're beginning to think Catalina might be putting your make of car to shame, turn the page. We'll convince you.



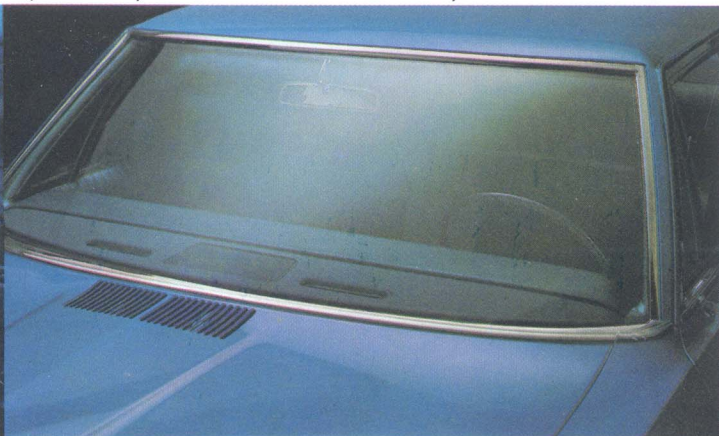
An instrument panel that looks too good to be called an instrument panel. That luxurious walnut wood-grained styled finish comes on every

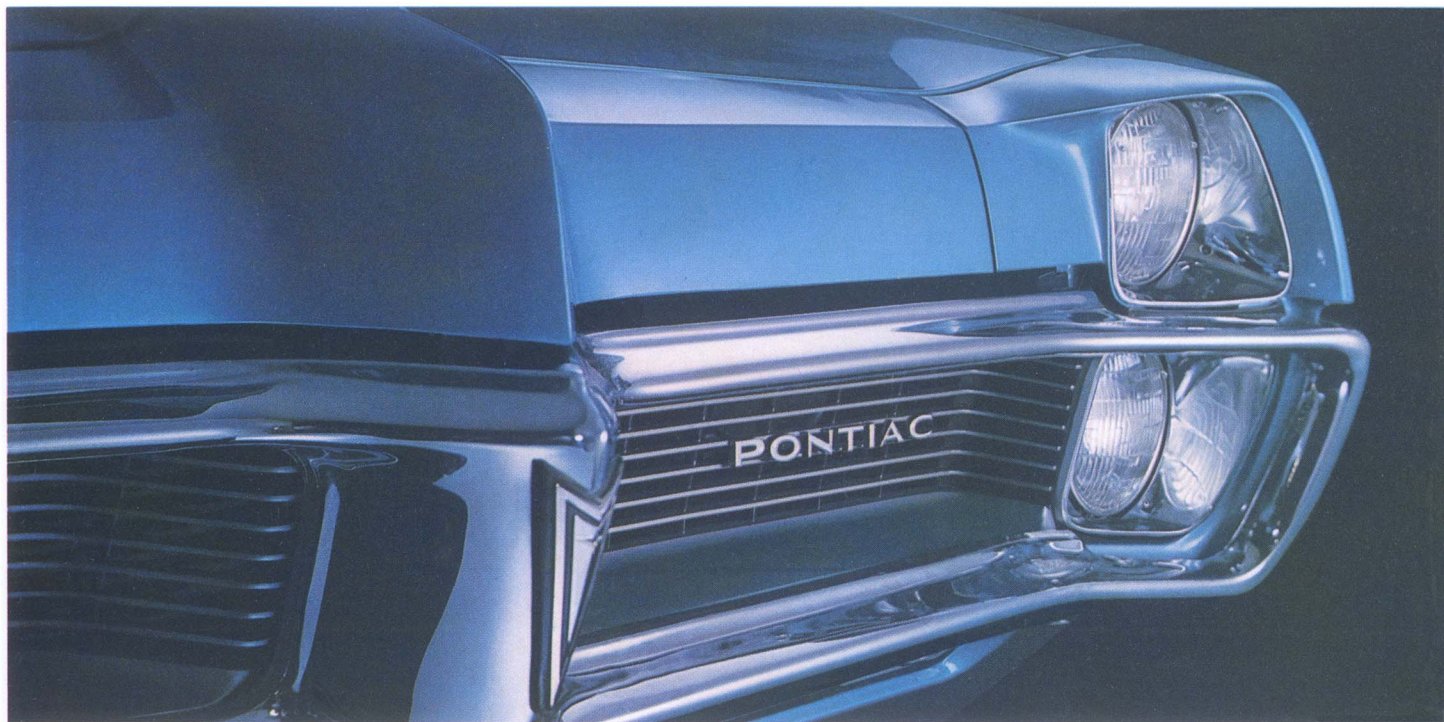
Catalina, as do the crisp, uncluttered appointments. But then, we believe instrumentation should be easy to take, and easy to find. How about your make of car?

We've dropped more than a big, powerful 400-cubic inch V-8 under Catalina's beautiful skin. Things like a thick insulation blanket under the hood that quiets engine noise, and a protective shield over the fan blades. But let's not forget that engine. It gives you instant, effortless response. And it's powerful enough to take on all the accessories you want. Optional? Of course not. We believe a big car should have a big engine. From the start.

Wipers, wipers, who hid the wipers?

Pontiac did, with the slickest engineering and styling innovation of the year. Catalina's disappearing wipers only come out when it rains, are less subject to ice and snow. But cheer up. Your make of car will probably have this feature in a year or so.





Who says a grille has to look undistinguished? Catalina's front grille is sculptured and it's integrated with the bumper. Notice how it looks

deeper, more solid? Now look at the grille of the make you're driving, if you think it'll stand comparison. Need we say more?

Think:

**Before you can have great car deals,
you have to have a great car. We have both.**

There's no doubt that Catalina is a great car. The used car record book backs us up on that. Year after year, you can usually count on Catalina leading its class in resale value. So even though it costs a few dollars more (a very few) than the make you're now driving, you'll come out ahead with a Catalina in the long run.

You can also see for yourself that Catalina fulfills other prerequisites for a great car. With things like years-ahead styling, thoughtful touches of luxury, quality engineering and the complete General Motors safety package. The "great deal" part of a great car deal is awaiting you at our showroom. So why wait any longer? See us today.

Wide-Track Pontiac Catalina

