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Go Pontiac and get with the car that's got so much going for it . . . from its powerful performance to its practical price. And overall, pure value. There are some people who don't realize that a Pontiac can be purchased in the same price range as the lowest-priced full-size cars. An easy mistake to make when you consider Pontiac certainly doesn't *look* like a low-price car. And it certainly isn't built like a low-priced

car. No corners are cut when it comes to Pontiac quality. And that's where pure value is found . . . in Pontiac's care and attention to your comfort and convenience: eye-appealing interiors; soothingly smooth ride on full coil springs and comfort-contoured seats; the perfect balance of engine to transmission for the kind of response you want *when* you want it. Pontiac quality. When you get so much for so little,

you deserve to indulge yourself a bit. For little more, you can personalize your Pontiac with a few luxury options. May we suggest the convenience of the 7-position Tilt Steering Wheel. And possibly the rear window defroster. Or the full, dramatic sound of a Stereo Tape Player. Visit your Pontiac dealer soon. Check those Pontiac prices. Impressive. Impressively low.



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