



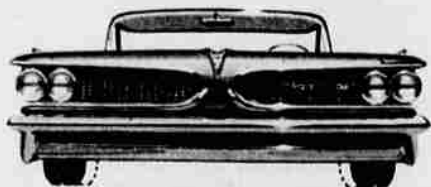
Factory suggested retail prices are displayed on every new Pontiac!

Gorgeous new way to save as you go!

Pontiac's new V-8, the Tempest 420E, gives you phenomenal extra mileage—up to 20% saving on gasoline bills!

The same engineers who developed the new Tempest 420 V-8 to give you the ultimate in action have also developed a companion power plant with unbelievable gasoline economy! This new engine is a big, easy-breathing V-8... yet it uses regular gas and delivers

better mileage than many of the smaller cars with so-called "economy engines"! Result? You save up to 20% on gasoline bills! The secret is in its amazingly efficient design... perfected by the industry's hottest engineering team to give you the extra gas mileage you want without sacrificing V-8 vim and vigor! So if you have the idea that economy and action just can't go together you're in for a wonderful surprise! Soon as you drive this exceptional car you're sure to want it!



EXCLUSIVELY YOURS—WIDE-TRACK WHEELS

The widest, steadiest stance in America—better cooling for engine and brakes, better grip on the road, safer cornering, smoother ride, easier handling. You get the most beautiful roadability you've ever known—in America's Number 1 Road Car!

PONTIAC! America's Number 1 Road Car!

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