

Just out. A new Pontiac Hardtop Coupe with a manufacturer's suggested retail price under \$2750.*

*Mfr's suggested retail price includes Federal excise tax, suggested dealer preparation charges, wheel opening moldings, \$15.80; whitewalls, \$28.44; concealed windshield wipers, \$18.96. Destination charges, state and local taxes and other optional equipment additional.

1970 PONTIAC TEMPEST HARDTOP COUPE
Imagine . . . Pontiac's extra value can now be yours at a price right
down with those "low-priced" nameplates. This has got to be one
of the all-time bargains. So be sure to take advantage.



**Don't let the low price of this LeMans fool you.
It's a Pontiac all the way.**

1970 PONTIAC LE MANS HARDTOP COUPE

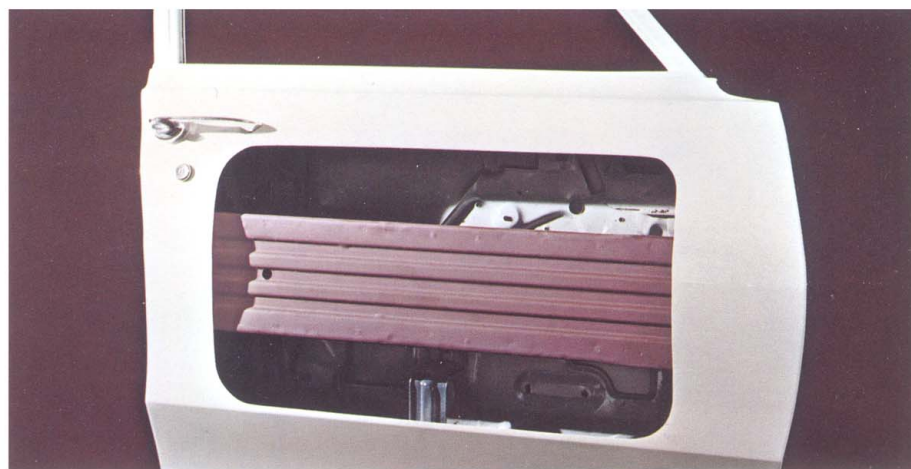
For both low price and high luxury *investigate LeMans*. This Wide-Track Pontiac combines for 1970, low price with luxuries worthy of cars selling for a great many dollars more.



Just a few of the ways Pontiac's 70's give you more value.



Windshield Antenna. A Grand Prix *first* and now standard equipment on all Pontiacs. Three big advantages. First, the radio reception is excellent. Second, it does away with the headache (and expense) of bent and broken antennas. Third, it eliminates the old-fashioned "buggy whip"—adds to Pontiac's smoother, cleaner look.



Side-guard Door Beam. Every side door in every '70 Pontiac has a sturdy, reinforced steel beam built in for added security. All 4-door models also have reinforced center pillars. Only one example of the added security from Pontiac.



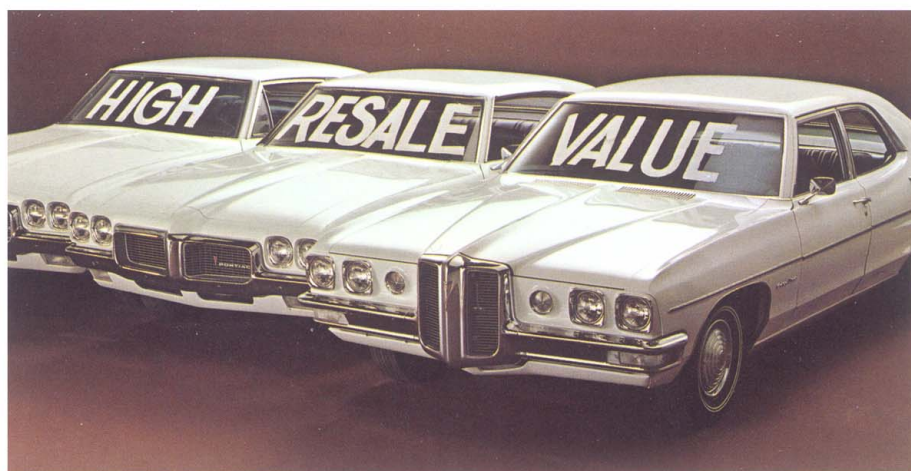
Bias-belted Tires. These do some really nice things for Pontiac owners. Like giving substantially longer tire life . . . improving traction . . . and offering greater resistance to damage from chuckholes and other road hazards. Reassuring to have on your Pontiac.



Steering Column Lock. The instant you remove the ignition key, your '70 Pontiac's steering column is securely locked. It's the kind of security and protection that pleases Pontiac owners. (But it's been a great blow to car thieves.)



Concealed Windshield Wipers. Another Pontiac innovation. These wipers stay completely out of sight when not in use, giving a much neater appearance. And the left blade is *articulated*—which means it wipes clean into left corners and edges of windshield to help give the driver a wide view of the road. (Available on Tempest.)



High Resale Value. Year after year, the records show that Pontiac owners enjoy a traditionally high resale value. (Could that be one of the reasons we've been 3rd in sales in the industry for ten straight years?) A used Pontiac can mean an even better deal the next time you trade.

Naturally, there are many, many other great benefits to owning a 1970 Pontiac. But maybe these few will begin to give you a good idea of Pontiac's extra value. To find out exactly what a total price/value bargain awaits you, pay us a visit. Why not right away?

Ask us about a deal for you.



Shown on the cars in this literature are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, specifications, parts or equipment without incurring any obligations to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, Pontiac, Michigan 48053.



Who said a beautiful, luxurious big car is expensive? Not us!

1970 PONTIAC CATALINA 4-DOOR SEDAN

Owners of lower priced cars are always amazed that they can move up to Catalina's big car prestige and performance for just a few dollars more. And, for 1970, Catalina makes that move easier than ever. Check the value and see.



**We have a
great price/value
story for You at:**

**SLOCUM PONTIAC, INC.
1309 South 70th Street
WEST ALLIS, WISCONSIN**