



A GENERAL MOTORS VALUE

Pontiac Parisienne Custom Sport Convertible with Sports Option

The only thing that says "low price" about Pontiac is its price tag... and that's removable.

It would be easy for a guy like you to get excited about a new Parisienne convertible, wouldn't it? Breezy, full-sized styling. Rich interiors. The car has success written all over it. Sure, you'd like to own a Pontiac. But if you're like a lot of people we know, you maybe figure that Pontiac is just too good to be true. You figure it costs a lot of money. Of course we can tell you all kinds of nice things about Pontiac; how well it's built, how much you deserve one, but the nicer we make the car sound, the more expensive you think it is. The only way we can get around this is to invite you in to have a look at the price tag. It's maybe not quite as colorful as the

car, but it's liable to turn you on just the same. People forget (and who can blame them), but Pontiac is not an expensive car! And that's not just talk. We can offer you the kind of a deal that could put you behind the wheel of your own new Pontiac this week. A guy like you could really go places in a Pontiac. If there's any better way to get there, we can't think of it. And an easier way, we're sure there isn't. So drop in and get acquainted with *all* our price tags. You'll know us right away. Just look for one of the names listed below. Be seeing you.

Pontiac



See your authorized Pontiac dealer

AUTHORIZED PONTIAC DEALER IN CHARLOTTETOWN
HILLSIDE MOTORS LIMITED

113 St. Peter's Road

Charlottetown, P.E.I.

Dial 2-1243

Be sure to see "The Fugitive" Mondays at 9 to 10 P.M., "The Red Skelton Hour" Tuesdays at 9 to 10 P.M., and "Telescope" Thursdays at 10:30 to 11 P.M. on channel 13.