should be your customers! Literature to prospects like themselves who
They know what competition says in this
manufacturers, literature they have picked
In comparing cars, buy and the use
is the best to buy!
meet buck and sue, co-stars with firebird

ARE BUYING A FIREBIRD?

WHY BUCK AND SUE?

1967 PONTIAC PACE CAR

"FIREBIRD!"
The car for us to buy is

Buck and Sue agree:

"The way I figure it over a three-year period

a month model

$397 to $5.34

Firebird costs us only from

we want:

and compare with similar equipment that
and comparable with Camaro, Mustang, Firebird says, "Firebird costs less than Cougar"

COST PER MONTH?"
RIDE AND HANDLING

Exceptional ride smooth. Wide, side-footed handling.

Mustang 6:3:6
Camaro 6:3:6
Firebird 6:5:9

BCRUM WEIGHT

Friedman 3.7
Barclay 3.1
Camaro 3.0
Camaro 3.1
Firebird 3.6

(Y:6-Transmission 2-Speed Manual Trans.)

Heater by Friedman

So Who's Got Wide Track?

Barclay 6:1:8
Mustang 6:3:6
Camaro 6:3:6
Firebird 6:5:9

TRACI COMPANY

Look at the Figures.

Exceptional ride smooth. Wide, side-footed handling.

Friedman says it has a wider 55-inch track for

Exceptional ride smooth. Wide, side-footed handling.

According to Friedman:

PASSenger COMFORT ROOMINESS

Usable Trunk Capacity

Firebird's rear seat is 76 inches wide.

Myers et al. say, "It's nice—but it's practical.

Maybe every customer won't read like this.

STYLING

In style... Friedman's sharper, smarter, really.

Barclay's lower and wider, longer—still sturdy.

Camaro's moldings are flared around rear bumper.

Friedman's straight moldings, short metal roof drip.

Top down, it looks much better. This original pillar-type

firebird's dual headlights, integrated

 Buckley says: "Right. Dual headlamps. Integrated

 feels...

over the sides... Whatever that means.

In their folder, all they say is their folder is

Paraduoqic design. Give the size of their think.

Cameo: "It's a real Cameo stirking

I can't get these people..."

enjoys this too. I know Anyway. Cooper

"Barclay: It's a general's folder."

 Maui's on convertible, is a man's

Muskat: "It's nice—but it's practical."

Until its way out west.

"So Who's Got Wide Track?"