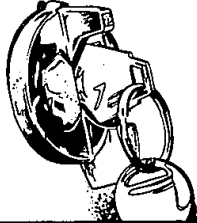
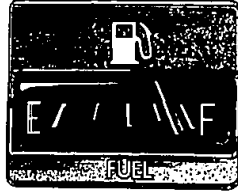
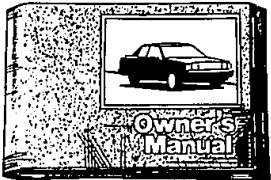
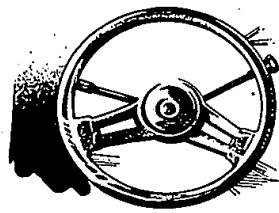


# New cars just aren't what they used to be.

<p><b>Electronic ignition</b></p> 	<p><b>Improved fuel economy</b></p> 
<p><b>Reduced maintenance</b></p> 	<p><b>Better handling</b></p> 

## They're better.

Recent engineering advances make new cars better values than ever before. Everywhere you look, from fuel economy to handling, new cars give you more for your money than previous models.

### **More mileage for your money.**

An average new car gets over 50 percent better gas mileage than the average car of just seven years ago. That can translate into hundreds of dollars a year in savings at the pump.

**More advanced design.** The high technology advances available in most new cars mean even more savings and better performance. For example, with an electronic ignition, your new car will require fewer tune-ups, burn gas more efficiently, and start better in cold weather. And you never have to replace the points.

### **Less scheduled maintenance.**

Routine maintenance on new cars is reduced to a minimum. With average driving, you may need to change your oil only once a year. Spark plugs last up to 30,000 miles. You may never need a lube job, and

most batteries are maintenance-free. More carefree driving comes with every new car.

**Better handling.** More exact steering, independent suspensions, and better brakes and tires make new cars shine here, too. Plus, their aerodynamic styling not only improves fuel economy, but also gives new cars greater stability.

When you add it all up, today's new cars are better than ever, and give you more value for your money. But, don't take our word for it. Go to a showroom and see for yourself. There's never been a better time to get into a new car.

## Get into a new car now.

*This message brought to you by The Observer & Eccentric Newspapers  
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