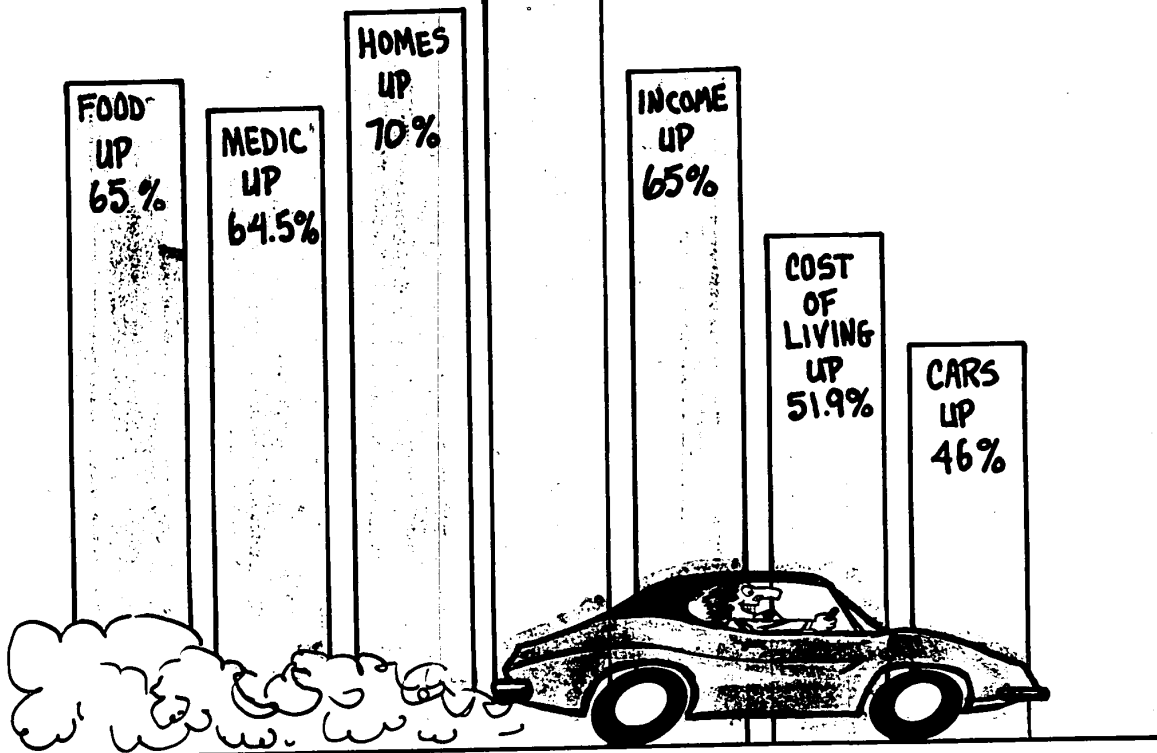


Today's Car

RENT
UP
131.4%

Still A Good Buy

PRICE INCREASE
SINCE 1967 (percent)



NEW CAR PRICES ARE HIGH-- BUT SO IS EVERYTHING ELSE
1975 Autos have more to offer...

- up to 35% better gas mileage than older models
 - lower maintenance costs due to engine improvements, electronic ignition systems, and sealed bearings
 - cleaner, more efficient engines with exhaust cleaning by the new, catalytic converter
 - more mileage between many maintenance changes, such as oil, filters, spark plugs
 - steel-belted radial-ply tires on most '75s contribute to fuel economy
 - improved factory warranties
 - extended credit that is more available than you think... check your dealer for the latest credit information
 - trade-in value on your present car has
- NEVER BEEN BETTER!!**

BUY A CAR NOW!

THIS MESSAGE WAS SPONSORED IN THE PUBLIC INTEREST BY:
 THE OBSERVER & ECCENTRIC NEWSPAPERS