



THE CATALINA CONVERTIBLE (REAR), THE BONNEVILLE VISTA (FRONT) PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Here's what the other '63's wish they looked like. Wide-Track Pontiac '63

Obvious, isn't it, that Pontiac's come up with another beauty this year. Fresh over-and-under headlights, clean profile . . . but you can see that. There's a wider Wide-

Track, too, and a full line of Trophy V-8's. (That ought to be enough to make those other cars turn green.) And we haven't mentioned such happy touches as self-

adjusting brakes. So what, pray tell, could be keeping you from a new Pontiac of your own? We leave you with the year's happiest problem: *which* Pontiac to pick.

COMING FROM GM...a new car means a whole lot more

The very fact that a car is built by General Motors seems to make that car worth more. More when it's new and, in some cases, hundreds of dollars more when it's ready for resale. Why? That question is almost as old as GM itself, but you hear it today as often as ever. A neighbor might tell you it's a special kind of styling—a friend, that it's special engineering or research.

We think it's a special kind of people, working a special kind of way, and we'll tell you why. You can train a good engineer to, say, design a brake.

And when he's finished you've got a brake. But try to train a man to worry about every little detail of that brake and about how to make it a better brake. That doesn't happen because you set a standard—you can't set standards for making things better than anyone knows how to make them. It happens because General Motors people have the kind of spirit that makes them honestly want to make better brakes and better cars.

That's why... coming from GM... a new car means a whole lot more.

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Shown below: The 1963 Pontiac Bonneville Convertible

