



High point of the trip—riding to Marineland, Palos Verdes, California, in a stunning new Pontiac Bonneville Convertible Coupe!



High point of the day—watching "Bubbles" the whale perform at Marineland.

THERE'S NOTHING LIKE A NEW CAR FOR GOING PLACES AND DOING THINGS

For all-around pleasure, convenience and usefulness, nothing returns quite so much for the money as a new car. All makes are improved this year, but we believe our fine, new General Motors cars are worth your special consideration.

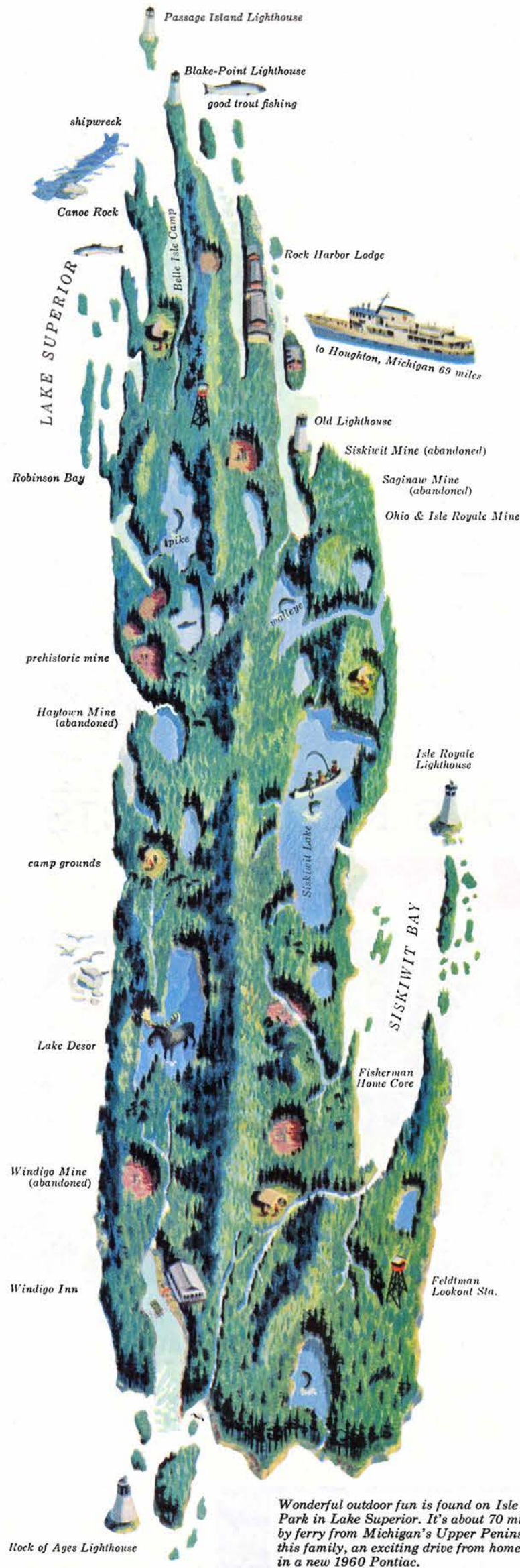


Few things are welcomed into the family so eagerly as a shining new car. It's not surprising—for a new car plays a big part in family activities. And, with a new car, you know that you have provided your family with the utmost in motoring comfort and safety. You go more places with more confidence, and with more fun along the way.

This is true of all new cars, of course, but especially of the sparkling General Motors line for 1960. Delight in the beauty of Magic-Mirror finish. Relax in the solid comfort of a Body by Fisher. Look around . . . Safety Plate Glass in every window. Extras like these are only a small measure of the care, craftsmanship, and engineering skill that goes into each GM car. Your General Motors dealer will be glad to show you how quickly and conveniently you can have the practical pleasures that only a new car brings. Why not see him today?

**GENERAL
MOTORS**
GO GM FOR '60

CHEVROLET · PONTIAC · OLDSMOBILE
BUICK · CADILLAC
ALL WITH BODY BY FISHER



Wonderful outdoor fun is found on Isle Royale National Park in Lake Superior. It's about 70 miles by ferry from Michigan's Upper Peninsula—plus, for this family, an exciting drive from home in a new 1960 Pontiac.



What a thrilling trip—in a new 1960 Pontiac Bonneville Custom Safari.

THERE'S NOTHING LIKE A

A new car is sheer excitement on wheels—a nice new break from the old routine—even sitting in the driveway it does something for you. All the '60 models will liven your life—though, frankly, we feel our own GM cars for '60 offer more zest than the rest.

NEW CAR TO PUT NEW ZEST IN THE LIFE YOU LEAD

About this word "zest"—the dictionary says . . . keen enjoyment . . . exciting quality. In terms of a family with a new car, it means, "What are we waiting for? Let's see all those places we've read about, heard about, talked about!"

Now is the time to include a new car in your vacation planning. There are so many outstanding features in the GM line of fine cars that will add zest to your summer vacation—and for a long time to come. The comfort of roomy Bodies by Fisher, the security of Safety Plate Glass in every window, the safety

of advanced new suspension systems—they're all ready to help make this the greatest summer you've ever seen for family fun and easy traveling!

Best of all, you're sure to find the car that meets your family's requirements. Spacious station wagons, high-styled sedans, eye-catching convertibles—and your selection of sizes. Nothing you can buy for the money will return so much over so long a time as a new car—and your friendly General Motors dealer can quickly show you just how easy it is to own one. See him soon. Like today.

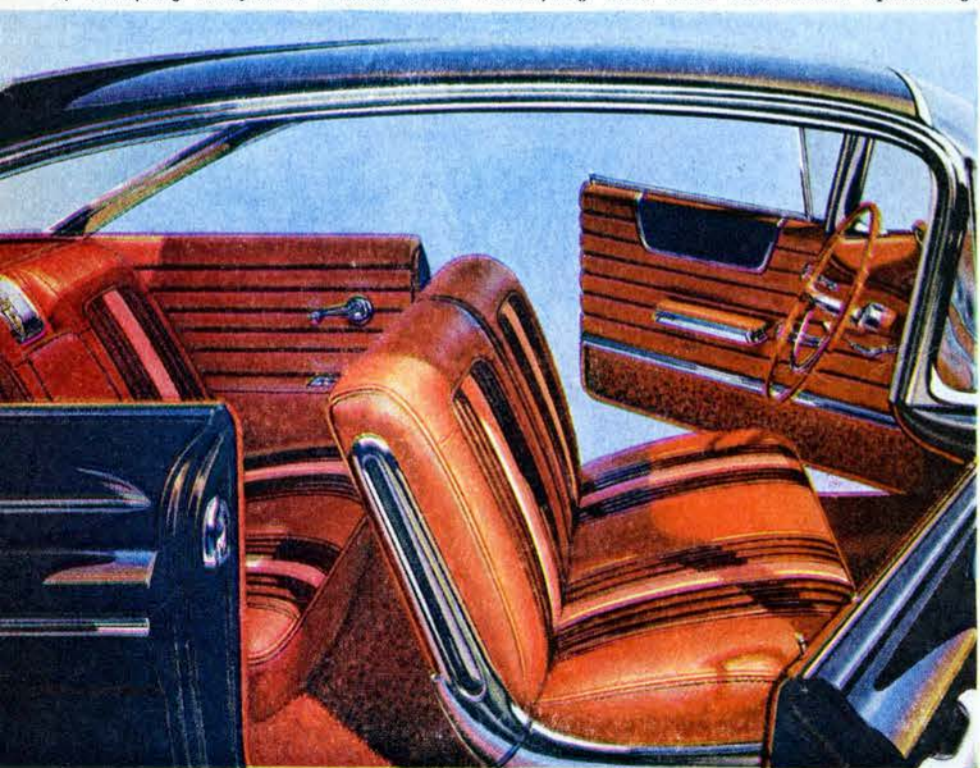
GO GM FOR '60

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • ALL WITH BODY BY FISHER

GENERAL MOTORS

you get a
fresh
 point
 of
view
 ...from Pontiac!

Elegant new interiors in the Fresh-Point-of-View Pontiac for 1960. Expressive ensembles of skillfully sculptured metals blend beautifully with color-coordinated upholstery.



The Bonneville Sports Coupe for 1960

- The precision control of Wide-Track Wheels!**
- The smoothness of supple suspension!**
- The resourceful energy of Tempest V-8 Engines!**

You find it attractive because of the delightful absence of over-design.

You're drawn to its crisp freedom, its perfect form, its exhilarating freshness.

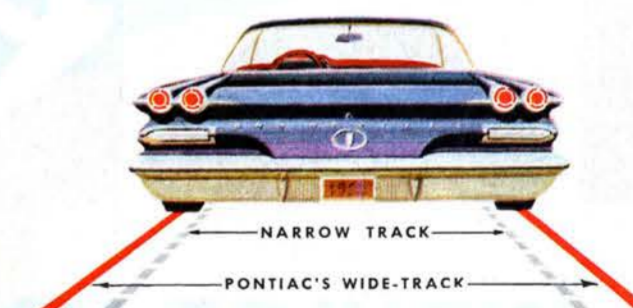
You'll find it amiably obedient because of Wide-Track Wheels and an ingenious suspension system. Wide-Track firms the foundation, stabilizes, balances. A softer suspension makes it responsive, quick and easy to take direction.

Pontiac's Tempest engines for 1960 are more vigorous than ever. You have a wide choice of V-8 power packages, ranging from the high performance 425 to the economical 425E which prefers regular grade gasoline.

The people of the Pontiac Motor Division are never content with the commonplace, never hemmed in by the hackneyed. This is why you will receive a delightfully fresh point of view from the ownership of a 1960 Pontiac.

The car, the keys, the catalog, the courtesy—all await you at your Pontiac dealer.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



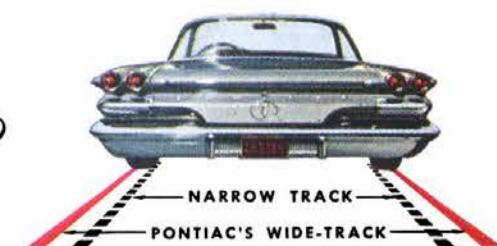
Wider stance gives you swayless stability, solid comfort. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!

PONTIAC
 THE ONLY CAR WITH WIDE-TRACK WHEELS



Haven't you been just an admirer of Pontiacs long enough? Isn't this your year to participate in Pontiac pleasure?

See one of our fine dealers. Take a drive in a PONTIAC THE ONLY CAR WITH WIDE-TRACK WHEELS



With the widest track of any car, Pontiac's width is on the road—where it gives you better stability. Wide-Track widens the stance, not the car.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Why the Wide-Track owner so often says "Let's go in my car"

We design the interior of your Pontiac with two considerations:

It must be lastingly enjoyable and comfortable for *you*. For in the active, modern life, the time spent in one's car is no small factor.

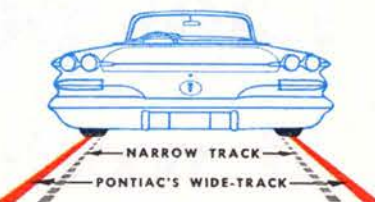
It must also be immediately appealing to *others*, your "guest" passengers. Everybody from the baby sitter to the boss responds admiringly to fabrics with character, leathers with richness, metals elegantly sculptured.

We make quite a to-do about these materials. They're chosen meticulously, on the basis of beauty and durability. They're blended artfully, harmonized tastefully, then trimmed by Pontiac craftsmen who will not tolerate a raw edge, a crooked seam, a wiggly knob. There's a smart, tailored look to the inside of a Pontiac you simply don't find in other cars costing as much or even more.

This appreciable, and quickly recognizable, superiority of interior design will make your 1960 Pontiac a car of great personal enjoyment. You will find yourself frequently and proudly offering, "Let's go in *my* car," and meaning every word of it.

Wider stance gives you swayless stability, solid comfort. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!

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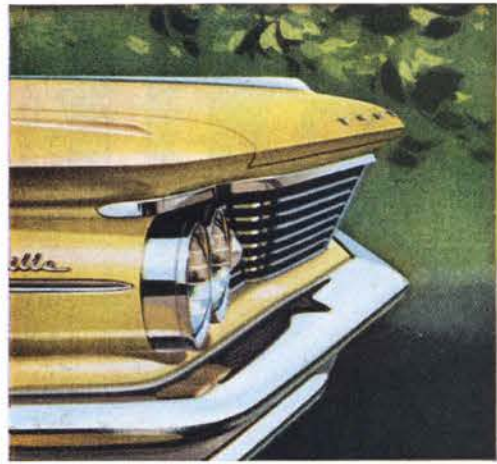
PONTIAC

THE ONLY CAR WITH WIDE-TRACK WHEELS



Bonneville Convertible for 1960





Observe the unity, rhythm and rightness of form

Good design is easy to recognize.

The total effect is quick, needs no justification.

This is why Pontiac is again quickly recognized as the most tasteful, the most beautiful, the freshest of all the new automobiles.

The prow is inspiring, its delineation delectable, symbolic of the excitement that follows.

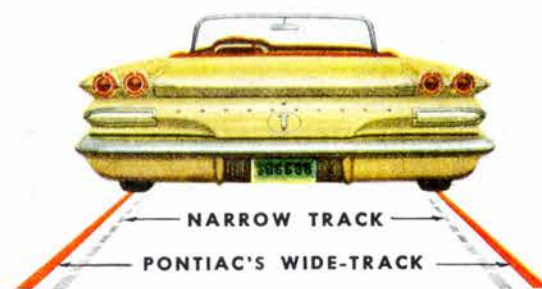
There's rhythm in the horizontal bars of the grille.

There's a new order of unity in the profile. New freedom and grace in the back.

This is the freshness you get when you become a Pontiac owner. You're the owner of a highly expressive automobile and you must expect rather radical results. Intense admiration, even jealousy, from others. Infinite satisfaction, even fascination with your decision.

All of this artistry rides flawlessly on Wide-Track Wheel Design, the Pontiac innovation that brings new standards of stability and driving security to the American passenger car.

May we of Pontiac share this fresh point of view with you soon? May one of our fine dealers bring you a Pontiac for you to experience firsthand?



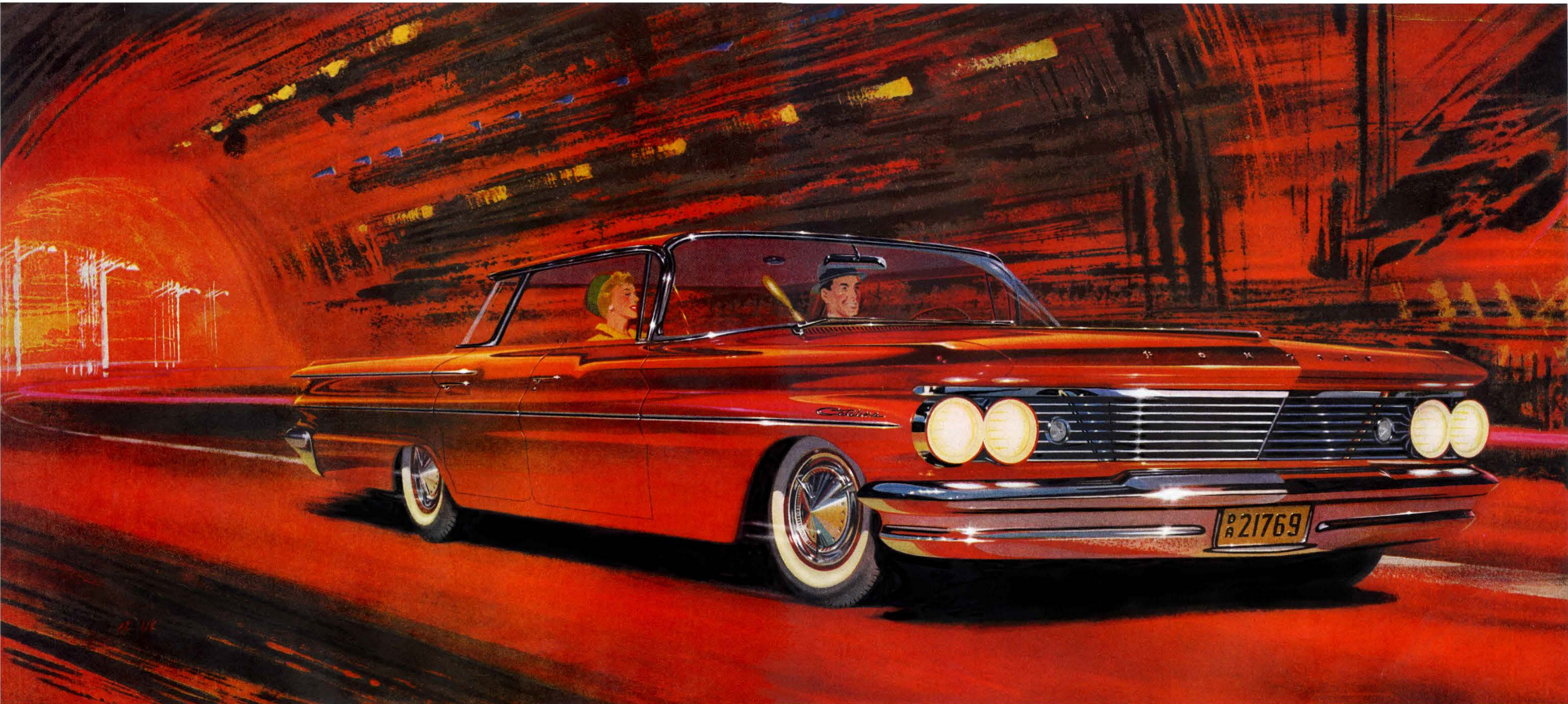
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PONTIAC

THE ONLY CAR WITH WIDE-TRACK WHEELS



The new Pontiac Catalina Vista for 1960

You maneuver with skillful sureness in a 1960 Wide-Track Pontiac

Fresh-Point-of-View Beauty rides on balanced, wider stance to give unsurpassed driving accuracy

You discover a new driving precision when you accelerate a 1960 Pontiac into action. Under all its effortless eagerness you will feel a car that has *awakened* to the road.

The wheels are five inches farther apart. This widens the stance, firms the foundation, gives you balanced stability.

No more sleepy listing on curves. No more meandering to and fro over tar strips or rutted roads. The extended,

more stable stance of Wide-Track Wheels makes Pontiac go where you guide it . . . *stay* where you put it!

This takes the tension out of tight city traffic. It makes you more positive at turnpike pace. It's a driving experience totally new in passenger cars . . . and exclusively reserved for those who command a Pontiac.

Into Wide-Track Design, Pontiac has engineered an

ingeniously improved suspension system. This softens the ride, and, in combination with Wide-Track, gives you comfort unsurpassed in any other passenger car.

Sharpen your driving skill and pleasure in nineteen-sixty. Your local Pontiac dealer holds the key to Wide-Track travel. He'll be happy to hand it to you.



Wider stance gives you swayless stability, solid comfort. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

PONTIAC

THE ONLY CAR WITH WIDE-TRACK WHEELS



One Drive in the 1960 PONTIAC will Spoil You for Any Other Car!