

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.

GENERAL MOTORS • Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac... with Body by Fisher

Shown below: The 1963 Pontiac Bonneville Convertible

