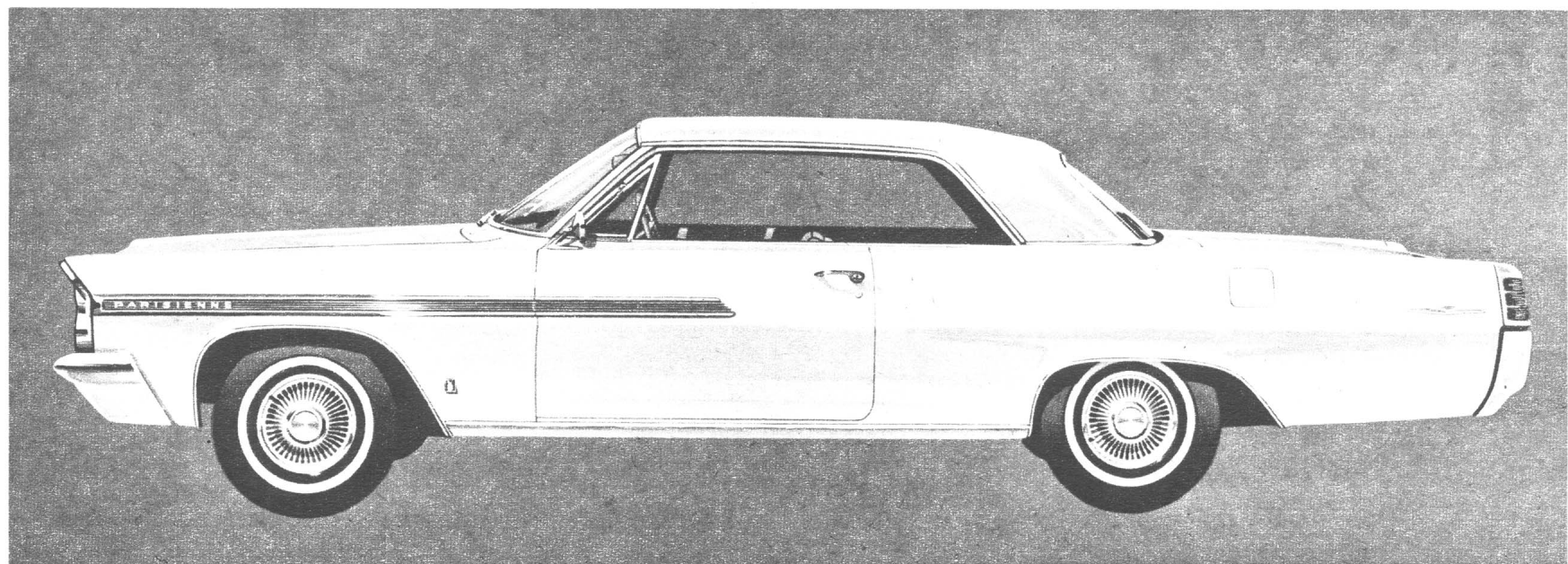


WANTED

BY MORE CANADIANS THAN EVER!



PONTIAC



A GENERAL MOTORS VALUE

PARISIENNE SPORT COUPE

No wonder! Here's the '63 you can pick on sight, even at night. See those headlights? They're not only a unique styling touch, but they aim better this way. And by day, Pontiac's grille complements the over-and-under headlights.

Another way to tell Pontiac? Just look at the drivers. They are always smiling. See your Pontiac dealer, he'll have you smiling too! *Parisienne Laurentian • Strato-Chief • Bonneville Star Chief • Catalina • Grand Prix • Tempest • Le Mans*

THE CAR THE OTHER '63'S WISH THEY LOOKED LIKE