



PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

What could be nicer to look at than a new Pontiac?

(looking at people looking at your new Pontiac.)

Amazing how friendly people get to be when you're driving a '63 Pontiac. Ogles and not-so-gentle hints for rides are the least you can expect. Naturally. Pontiac's a specialist at making people wish they had one. The styling, the affable smoothness, the Wide-Track stability, the little comforts that this car spreads out are enough to make anybody a confirmed Pontiac-wanter. And the kicker is, you don't have to be rolling in money to get into a Pontiac, either—especially a Catalina like the one in our picture. But what are we doing taking up your time, when you want to be on your way to your Pontiac dealer's? **WIDE-TRACK PONTIAC**