



©1963 VOLKSWAGEN OF AMERICA, INC. *SUGGESTED RETAIL PRICE, EAST COAST P. O. E. LOCAL TAXES AND OTHER CHARGES, IF ANY, ADDITIONAL.

\$1.02 a pound.

A new Volkswagen costs \$1,595.*

But that isn't as cheap as it sounds. Pound for pound, a VW costs more than practically any car you can name.

Actually, that isn't too surprising when you look into it.

Not many cars get as much put into them as a Volkswagen.

The hand work alone is striking.

VW engines are put together by hand. One by one.

And every engine is tested twice: once when it's still an engine and again when it's part of the finished car.

A Volkswagen gets painted 4 times and sanded by hand between each coat.

Even the roof lining is hand-fitted.

You won't find a nick or a dimple or a

blob of glue on a VW because we aren't above rejecting a piece of car (or a whole car) if we have to.

So you can see why a Volkswagen is so expensive when you figure it by the pound.

It's something to think about.

Particularly if you haven't bought one because you thought they didn't cost enough.

