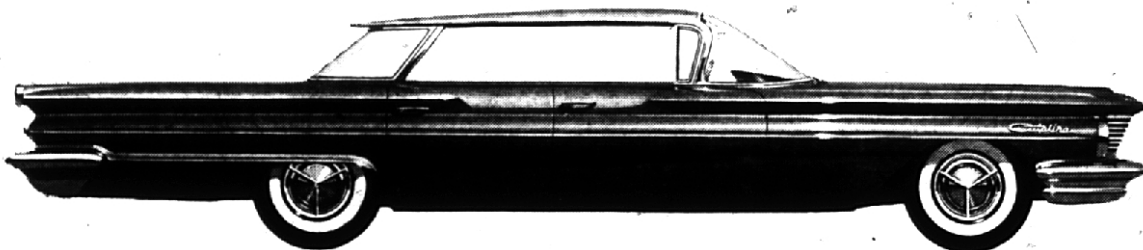


fresh new beauty  
*from the only car with*  
**Wide-Track wheels!**



A car is a living thing.

And all living things must change.

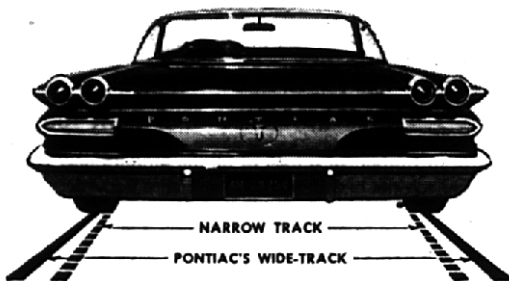
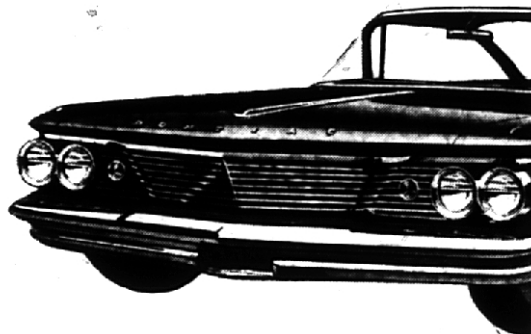
This is why the creative car builders of Pontiac took the proved principle of Wide-Track Wheel Design and surrounded it with fresh, exhilarating, totally new beauty for 1960.

The prow is styled for excitement.

The horizontal bars bear the artistry of the classical.

The perfect profile comes from just-right proportion, unity, rhythm.

The clean, graceful back contributes character where other cars seem only to reflect confusion.



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.

Its effect upon your attitude toward driving and owning cars can be quite radical.

For you cannot possess this automobile and be anything less than lighthearted. You cannot control it and be anything less than sportive about driving.

You cannot be seen in it and be anything less than buoyantly proud.

**PONTIAC**

THE ONLY CAR WITH WIDE-TRACK WHEELS

SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER

**WILSON PONTIAC-CADILLAC, INC.**

1350 N. WOODWARD

BIRMINGHAM 2, MICH.

—THERE'S NOTHING LIKE A NEW CAR—AND NO NEW CAR LIKE A PONTIAC—