



This sleek Chevrolet Impala Convertible and a saucy red Corvair by Chevrolet find new room to roam via the Seattle-Winslow ferry



THERE'S NOTHING LIKE A NEW CAR



TO BUILD HAPPY FAMILY MEMORIES

Nothing you can buy for the money excites and unites the family like a brand-new car. All makes offer you substantial improvements this year but, of course, we hope you'll be partial to one of our fine new General Motors cars.

Nothing short of your home itself shares in family living, and adds so much to it, as a new car. It's so useful, so trustworthy, so eager and able to take you places near and far.

Owning a new car often opens up a whole new world of interest and pleasure for everyone. And it's the sort of family fun that lingers for a long, long time . . . the doing

and seeing things together that's bound to build lasting, happy memories. It doesn't take long for all to agree that nothing for the money offers so much to the whole family in comfort, convenience, and safety as a new car.

You'll get these rewards from any new car, of course. But we strongly believe that you'll get more from one of the sparkling new General Motors cars for 1960. Each is distinctively styled, and there's a style to delight everyone. Sizes from Cadillac to Corvair by Chevrolet, models from eye-catching convertibles to hard-working wagons, each with General Motors solid construction and advanced engineering.

See your GM dealer. We're sure you'll find a General Motors car that seems to be built especially for you.

GO GM FOR '60

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • ALL WITH BODY BY FISHER

GENERAL MOTORS



. . . then on up to further adventure in the San Juan Islands