



An unforgettable picture—the buffaloes of Custer State Park, South Dakota, and your new 3-seat Dynamic 88 Oldsmobile Fiesta

THERE'S NOTHING LIKE A NEW CAR TO ENRICH YOUR FAMILY LIFE



*What a wonderful day when a new car joins the family.
Nothing smells so good, rides so softly, and drives so easily
as the '60 models—though we think our own new
GM cars have the edge. And we hope you'll agree.*



Bringing home a new car is the easiest way ever to open up a new world of fun for the whole family.

And when you've begun to realize how many new things there are to see, the many new places to go, you'll wonder why in the world you waited so long for that new car to take you to them. This family pleasure should be reward enough . . . but there's more! Along with family fun, you'll find there's a big new interest in "how" and "why." Yes, education and new, wider interests are side benefits that go hand in hand with your new "magic carpet" to add new lift to your life!

You'll get this lift from any new car, but we honestly believe you'll get far more of it from the fine General Motors line for 1960. Five excitingly different cars . . . models from sleek convertibles to work-and-play wagons . . . and all offer you Body by Fisher, advanced styling and engineering features, plus the top quality you expect from General Motors.

Nothing you can buy with the money offers so much for the whole family over so long a time as will your purchase of a new car. Drop in soon to see your GM dealer . . . and enrich your family's life the easy way.

GO GM FOR '60

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

GENERAL MOTORS