



Rare treat—an Indian rodeo at Chinle, Arizona, and a trip in a sleek new Buick Invicta Three-Seat Estate Wagon!

THERE'S NOTHING **LIKE A NEW CAR** **FOR HONEST-TO-GOODNESS FAMILY FUN**

Nothing else for the money pays off more handsomely in pleasure, safety and dependable service for your family than a new car. Although all makes have marked improvements this year, we naturally prefer our new General Motors cars—and hope you do, too.

We're sure you'll agree that few things create so much excitement around the house as the arrival of a sparkling new car. The whole family swarms through it, "Oh-ing" and "Ah-ing" at all the fine new features . . . eager to get going for that first wonderful ride.

And when you take to the road—either cross-town or cross-country—you really begin to appreciate the comfort, convenience and safety that only a new car

can provide. You go more places, more often, and with more fun for your family.

Nothing for the money serves you so well in so many different ways as a new car. Any new car, that is—though we feel the General Motors line offers more of everything you want in a new car. Look over our wide-as-the-world selection for '60—everything from "dreamboat" sedans to smartly styled wagons to snappy convertibles. You're sure to find one that's just right for your family. And with GM cars, you get the craftsmanship, the solid construction and engineering advancements that add up to many years of motor-ing pleasure.

Why not visit your General Motors dealer now to get the complete story? The fun starts when you bring that brand-new beauty home.

GO GM FOR '60

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

GENERAL MOTORS



Rare sight—sandstone buttes in the Navajo's Monument Valley.