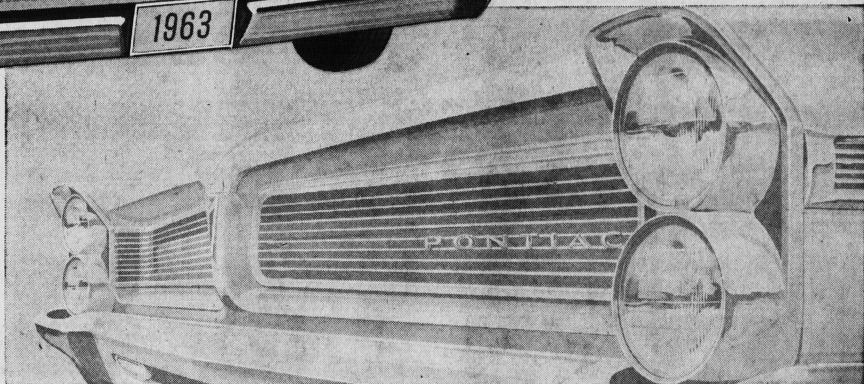




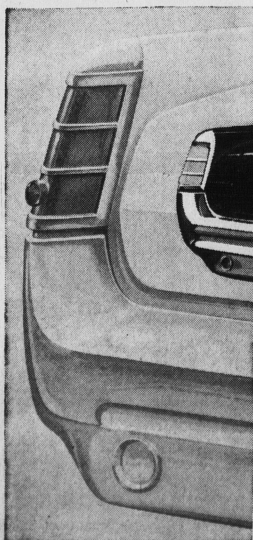
PARISIENNE SPORT COUPE
Crisply new for '63 all the way from its distinctive new grille to the smooth rear fender line, the Parisienne shows how Pontiac sets the pace for '63.



PARISIENNE CONVERTIBLE
This is where the '63 Pontiac really steps out. As racy and cool in the summer as it is warm and snug in the winter, the Parisienne convertible also offers you bucket seats as an extra cost option.



Here's what the other '63's wish they looked like!



LAURENTIAN FOUR DOOR SEDAN
Here's a most popular Pontiac that you'll like even more in '63. You'll ride in complete family luxury. And this unanimous popularity makes it a full-value winner from purchase to trade-in.



Pampers your pride...
Performs with a plus!

Pontiac's come up with another beauty! It's your year to go UP with Pontiac!

This is the car that *couldn't* be mistaken for any other. There's a handsome new grille accentuated by Pontiac's more efficient over-and-under headlight arrangement. There's crisp, sweeping lines to put Pontiac way ahead in styling. And a tastefully-designed rear deck. In all, there are 33 stylish models in 9 series. You can pick your power team from one of the Pontiac's seven energy-brimming engines, and five smooth transmissions. The ride's relaxing with big, generous full coil springs and

double-action shocks. The luxury? After you're through admiring the Body by Fisher design, all those items you see are standard. The ashtray, dual sunshades, foam-cushioned front seats and on and on. And there are new economy features, too. Typical are new rust-resistant rocker panels and muffler, new self-adjusting brakes. See your Pontiac dealer. Then come UP with Pontiac.

Whitewall tires optional at extra cost.

A GENERAL MOTORS VALUE

'63 PONTIAC on display today!

HILLSIDE MOTORS LTD.

St. Peters Road, Parkdale