

Cadillac



THE CADILLAC "V" AND CREST interpreted in Emeralds and Diamonds BY VAN CLEEF & ARPELS

*Unique acclaim—
even for a Cadillac!*

Rarely has a motor car—even a Cadillac—received the high degree of public acclaim that has attended the introduction of the 1960 “car of cars”. This praise has, indeed, been heartwarming. But it has also, we feel, been entirely logical. Certainly, no one could question the fact of its great beauty and luxury. And surely, no one could deny the brilliance of its new performance—smooth, quiet, silken and eager beyond any previous Cadillac standard. We suggest that you see and drive the 1960 Cadillac for yourself. We feel certain that you will give it your unqualified endorsement.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION