

Cadillac



THE CADILLAC "V AND CREST" interpreted in Diamonds and Platinum BY CARTIER

*"Elegance" is the word  
that expresses it!*

From the wonderful Cadillac vocabulary, we have selected "elegance" as the word that most fully characterizes the Cadillac of 1960. The car's new styling is certainly elegant beyond compare. Its new interior luxury provides a feeling of elegance that can be sensed nowhere else in the world of motor cars. And even its new performance—smooth, quiet and effortless—might be summarized as "elegance in motion". We suggest that you see and drive it for yourself. Once you have, we think you will agree that the word is "elegance"—and that the car is Cadillac!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION