



THE CADILLAC "V" AND CREST interpreted in Sapphires and Diamonds BY BLACK, STARR & GORHAM, INC.

*The best of years  
to make it yours!*

We have always held that *any* time is a *good* time to buy a new Cadillac car. And yet, we do believe that 1960 has become the best of all years to make it yours. The car itself has never before been so inspiring to behold . . . or so thrilling to drive . . . or so rewarding to own. And at the same happy moment, Cadillac value, operating economy and dependability have combined to make the car an even wiser investment. So whatever your reasons for wanting a Cadillac—this is the year to act. Your dealer will be happy to let the car and the facts confirm this for you at any time you find convenient. Visit him soon, won't you?

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