

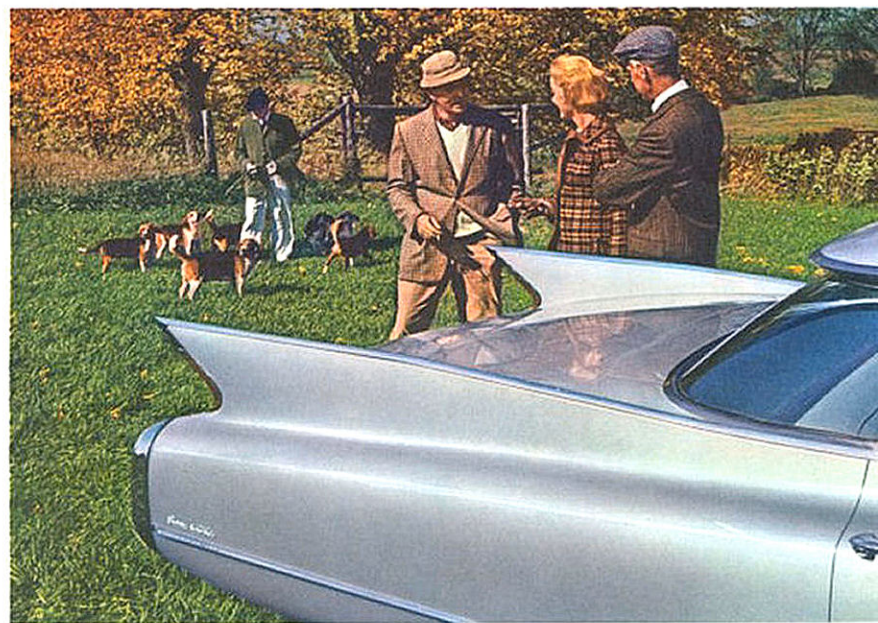


...a happy and rewarding partnership
for you and the 1960 Cadillac!



■ Just imagine your favorite 1960 Cadillac—beautiful and proud—standing in *your* driveway. What an exciting moment for the whole family! And the first day of Cadillac ownership is but a thrilling overture to the thousands upon thousands of inspiring miles that follow. The day will seldom pass that you do not discover another Cadillac virtue to confirm the wisdom of your choice!

■ You will learn of still another set of Cadillac ownership when you return your car to your dealer for periodic inspection and adjustments. The men who sell these cars retain a sincere interest in every owner . . . and the trained craftsmen who serve them are dedicated to your complete satisfaction. They stand ready to serve you . . . ways!



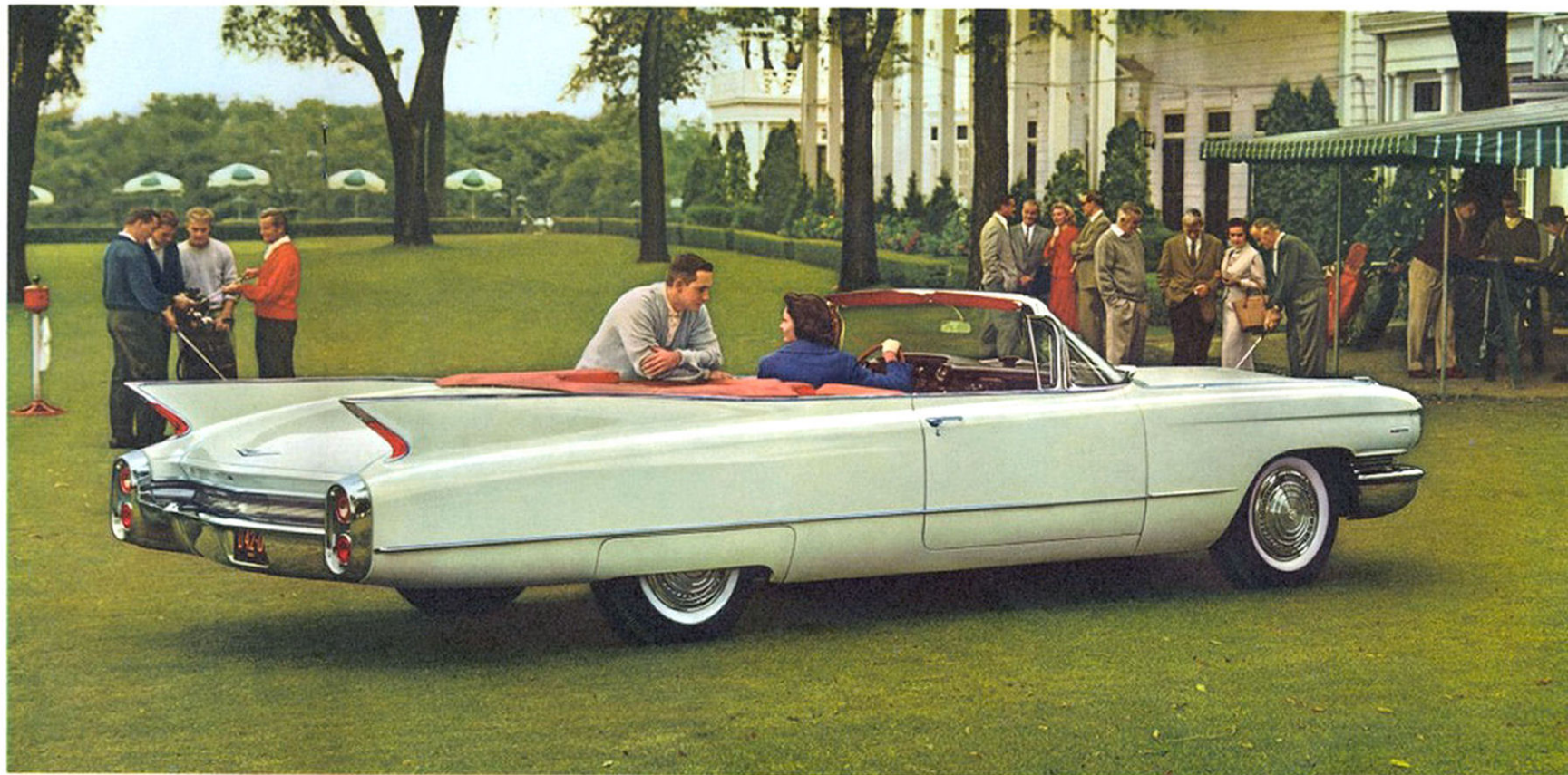
■ Your Cadillac will enrich your life in a hundred different ways. Indeed, it would be difficult to imagine anything more enjoyable in the world of possessions. Whatever you demand in a motor car—performance . . . luxury . . . comfort . . . economy—your Cadillac will supply it in abundance.



■ There is a very special delight to arriving on the scene in the 1960 "car of cars". And this is, perhaps, one of the greatest joys of owning a Cadillac. Certainly, it marks you—even among strangers—as a man of good judgment and good taste. No other motor car in the world is accorded such genuine and universal acceptance.



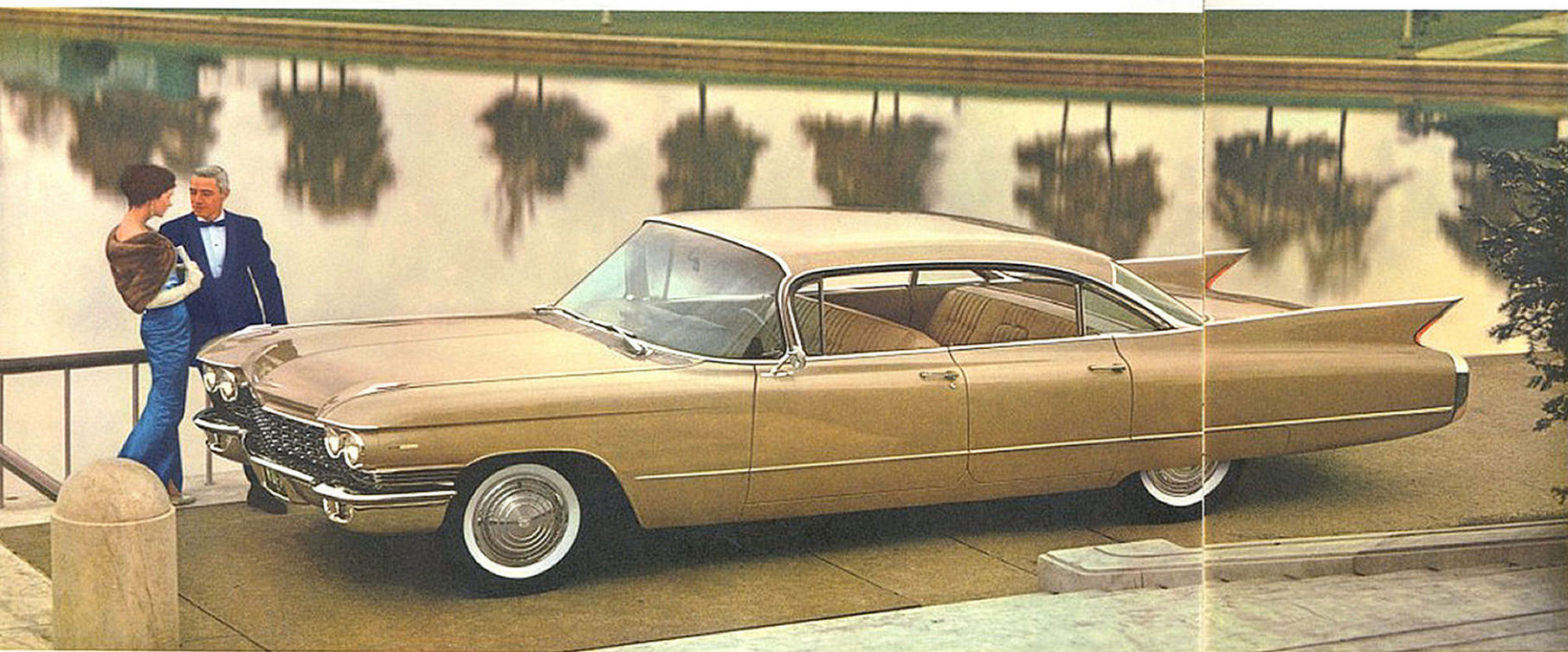
■ Cadillac ownership ranks first among men trained in decisive action and skilled in sound investment. *And that, we believe, is the greatest compliment any motor car has ever had!* And never has the Cadillac been so immensely practical or so genuinely rewarding as it is for 1960.



■ The newest Cadillac creation maneuvers with such remarkable ease that it is the rival of much lighter and lesser cars in this regard. It is extraordinary indeed that a Cadillac—with all its roominess and substance—responds so instantly to a touch so light.



■ The new "car of cars" has already won the enthusiastic approval of the men whose profession it is to command them. This is not a surprising endorsement, for, as you will discover for yourself, the car's dependable performance is surpassed only by its remarkable economy of operation.



■ Cadillac's interior luxury and graciousness make every mile an occasion of special pleasure and delight. Whether it be the selection of fabric or leather . . . elegance of appointments . . . or quality of tailoring—you will find that your Cadillac excels in every respect.

■ The Cadillac for 1960 is an impressive achievement in automotive design. From every viewpoint, it is dramatically and enduringly beautiful. There is a subtlety and purpose to its styling that will make the car inspiring to behold for years to come. As a result, your Cadillac is not only more delightful to own and to drive, but returns a greater portion of your investment at resale time.

For an exciting introduction to your favorite model...schedule sixty minutes of your time...soon!

We have attempted—in this booklet—to show you how much more exciting your life could be in the company of a 1960 Cadillac. And now we invite you to visit your Cadillac dealer and experience firsthand the sheer delight of driving this great new car. Stop in and see him soon!



SIXTY-TWO COUPE



SIXTY-TWO SEDAN (SIX WINDOW)



SIXTY-TWO SEDAN (FOUR WINDOW)



SIXTY-TWO CONVERTIBLE



COUPE DE VILLE



FLEETWOOD SIXTY SPECIAL SEDAN



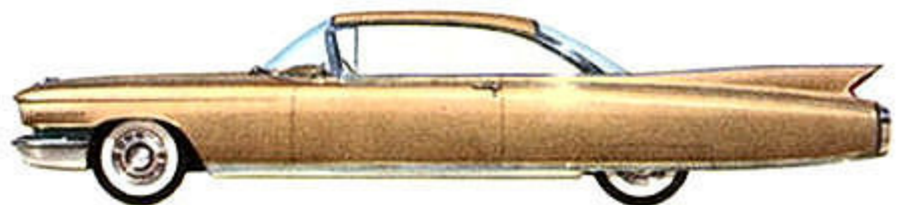
SEDAN DE VILLE (FOUR WINDOW)



SEDAN DE VILLE (SIX WINDOW)



ELDORADO BIARRITZ



ELDORADO SEVILLE



FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE



ELDORADO BROUGHAM

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

DETROIT BRANCHES

6001 CASS AVENUE, DETROIT
3180 E. JEFFERSON AVENUE, DETROIT

CADILLAC DEALERS

CHARLIE'S OLDSMOBILE CADILLAC, INC.
10225 GRAND RIVER, DETROIT
CAL CONNELL CADILLAC CORPORATION
12330 JOSEPH CAMPAU, DETROIT
KLETT CADILLAC COMPANY
20455 GRAND RIVER, DETROIT

KOTCHER CADILLAC OLDSMOBILE CO.
15554 EAST WARREN AVENUE, DETROIT

MATHEWS CADILLAC, INC.
14265 MICHIGAN AVENUE, DEARBORN

O'LEARY CADILLAC, INC.
17153 E. JEFFERSON AVE., GROSSE POINTE

PRENTIS CADILLAC COMPANY
2151 EUREKA AVENUE, WYANDOTTE

PRIEHS SALES COMPANY
101 MACOMB STREET, MOUNT CLEMENS

RINKE PONTIAC-CADILLAC COMPANY
25420 VAN DYKE AVENUE, CENTER LINE

S. RUND MOTOR SALES, INC.
3801 GRAND RIVER AVENUE, DETROIT

RUND'S FORT-CAMPBELL STORE
5635 WEST FORT STREET, DETROIT

SHORE-SEVERS COMPANY
13939 LIVERNOIS AVENUE, DETROIT

WILSON PONTIAC-CADILLAC, INC.
1350 NORTH WOODWARD AVE., BIRMINGHAM