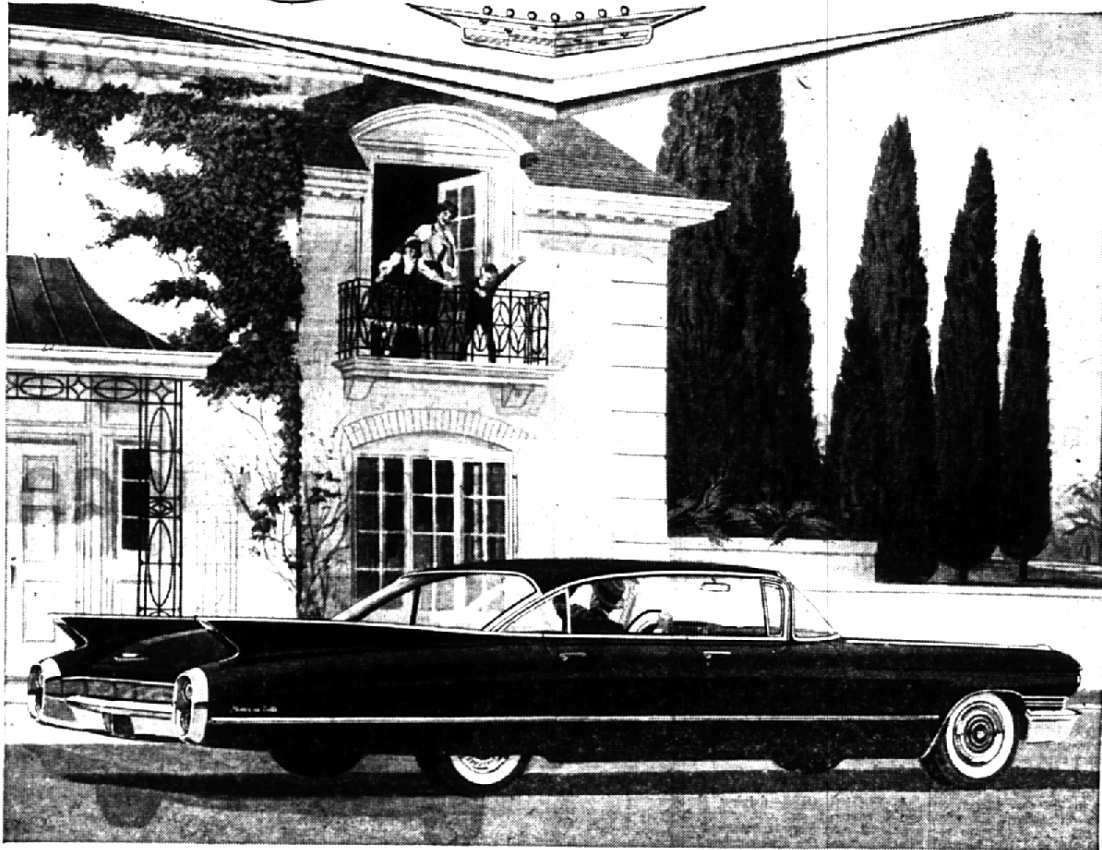


Cadillac



Wonderful Way to Launch a Decade!

An exciting new decade is about to begin for America—a decade filled with promise and hope and great expectations.

And wouldn't it be thrilling to ride into the sixties with a new Cadillac car of your own!

For here is a motor car created with an eye to the years ahead—and for the man who hopes to make the most of them.

Cadillac's new styling will set the pace in automotive design for years to come.

Inside, a new era of elegance is evident on every hand—with unusually rich fabrics and leathers . . . and appointments executed with the care of a jeweler.

Its performance represents a rewarding departure from the past . . . so smooth, so quiet, so effortless and level in ride that it must be experienced to be understood and appreciated.

And here, to be sure, is a motor car with a future all its own. Careful design, quality materials and painstaking craftsmanship give it unduplicated dependability and endurance.

So if you're looking forward to the wonderful decade that's just around the corner—think how much more exciting it could be in the company of a 1960 Cadillac.

See and drive it today—and we believe you'll want to make it your own.

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WILSON PONTIAC-CADILLAC, INC.

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