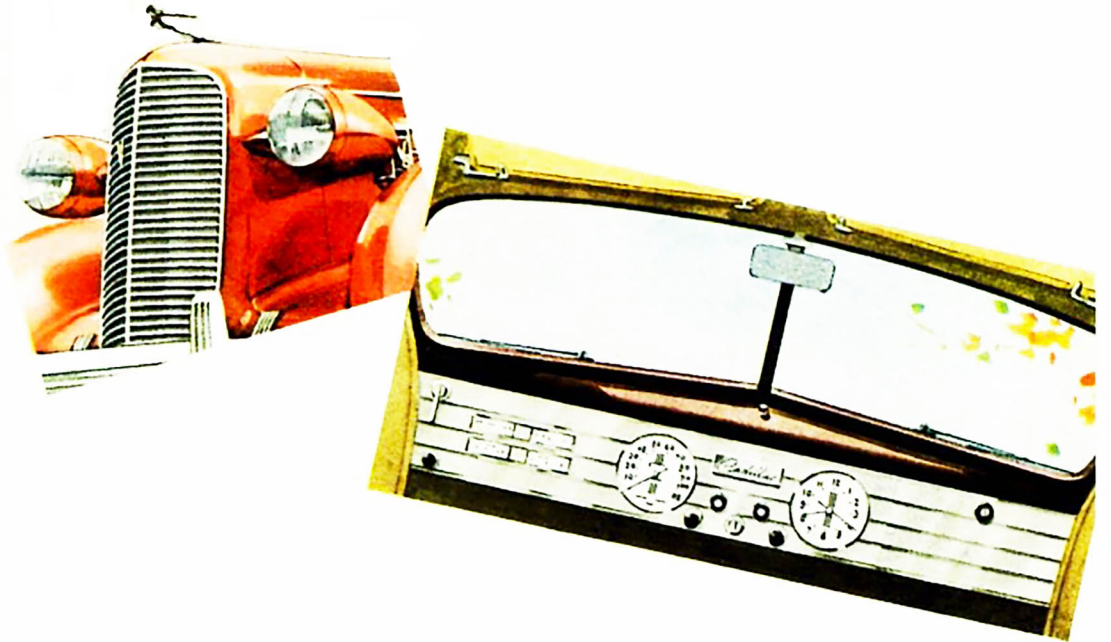


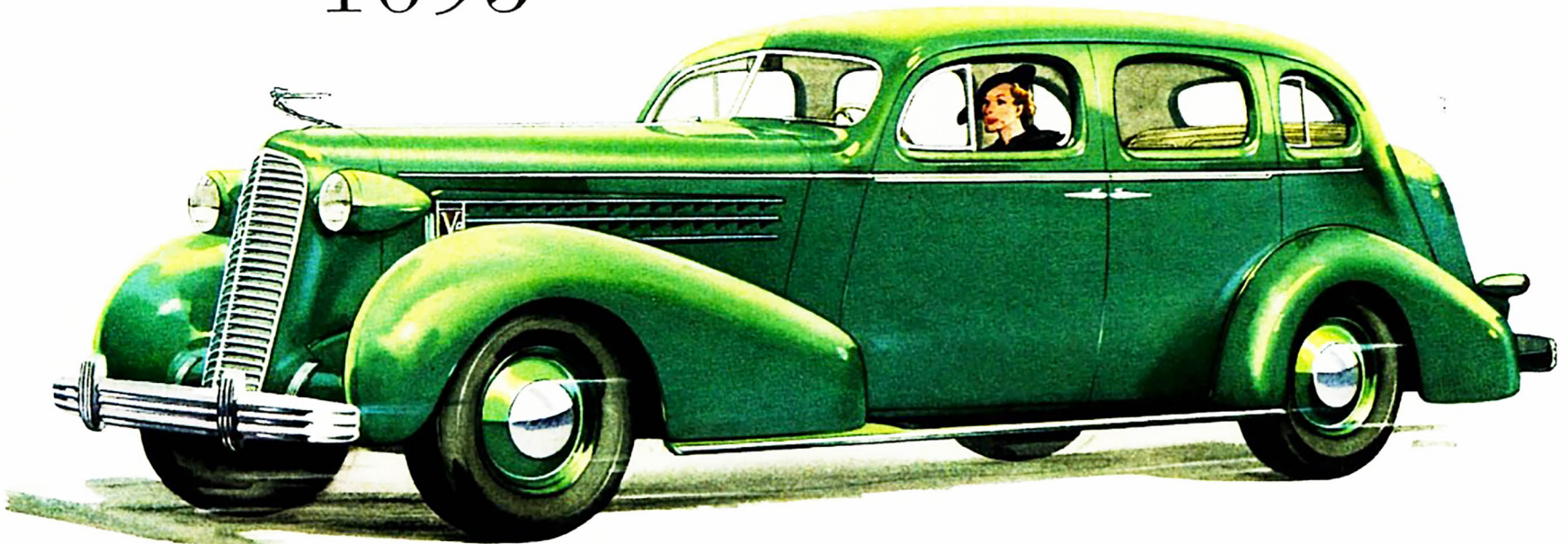


Illustrated here are three of the many points of interest about the new Cadillac V-8 Series 60—a charming interior, the beautiful front-end ensemble, and the jewel-like instrument panel. All are important factors in the car's unusual appeal to women.



THE CADILLAC SERIES 60 SEDAN

\$1695



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... invites the women of America to see and drive the first motor cars ever designed in direct response to sophisticated feminine demand! For years, Cadillac-La Salle dealers and salesmen have been impertuned for a series of Cadillac motor cars created with a careful eye to the special tastes of the feminine motorist. We submit the new Cadillacs, La Salles and Cadillac-Fleetwoods with the sincere conviction that they grant every request and meet every requirement of the woman who uses a motor car. In their safety, their handling ease, their beauty and—above all—in their economy of ownership and operation, they set a standard that is as new and as welcome as this morning's sun. We honestly believe they will captivate every woman who takes the wheel or who rides as a passenger.

Prices list at the factory, Detroit, and subject to change without notice. Special equipment extra. Easy G. M. A. C. Terms.

