

For a discriminating clientele

For the Gonzagas, Medici, Strozzi and other great families of medieval Italy the best artists were constantly employed to decorate both written and printed volumes. Like the 16th century illuminators, Packard today produces its best for families of taste and discernment—builds motor cars for those in a position to know and enjoy truly luxurious transportation.



ASK THE MAN WHO OWNS ONE

Packard families, in the great majority, keep their cars. Whether they own the costliest of individual custom creations or models of the more moderately priced Standard Eight, they continue to drive their Packards with the same good judgment that

prompted the original purchases. This is but natural. Those of ample means are seldom extravagant. And when a Packard—of any model or any price—is driven for a period approaching its full, useful life the reward is luxurious transportation at truly economical costs. Packard, of course, makes it desirable for owners to keep their cars. The fundamental and unchanging beauty of Packard lines protects the owner's investment.

A Packard in its fourth or fifth year of operation is as much a Packard in beauty, comfort and distinction as on the day it was delivered. The new series Packard cars—Standard, DeLuxe and Individual Custom Eights—are not exceptions. More powerful, refined and improved throughout, they are the finest cars Packard has ever offered. But as usual they embody no radical changes in appearance—and they will be unmistakably and luxuriously Packards throughout their long and distinguished years of pleasurable service.

P A C K A R D

L U X U R I O U S T R A N S P O R T A T I O N

