

Luxurious Transportation

Mayfair, May, 1930

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The patrician matron of Imperial Rome traversed its narrow streets in the ornate lectica, borne by gorgeously liveried slaves and followed by a numerous retinue

THREE years ago Packard published this statement. "Three things guarantee the maintenance of Packard reputation: The finest motor cars which Packard's unsurpassed experience and facilities can build. Business dealings governed by the strictest interpretation of the company's duty to Packard owners. Advertising which never in word or picture deviates from the conservative facts."

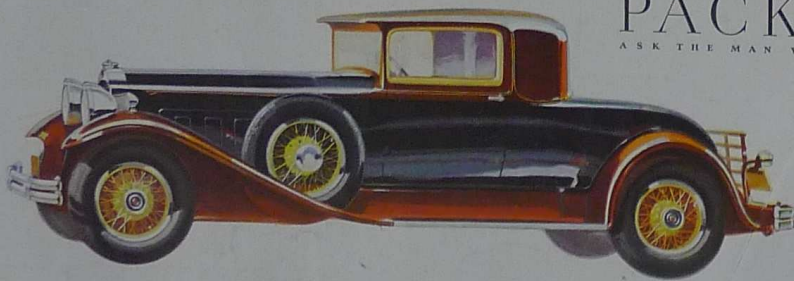
Since then Packard has supplemented

the famous Custom and De Luxe models with the Packard Standard Eight—and the Standard Eight has enhanced and widened a reputation already supreme. For the Standard Eight is a Packard through and through—beautiful, powerful and luxurious.

It is offered on convenient terms—with a fair allowance for the used car—and is not depreciated in the owner's hands by frequent or radical changes in design.

And Packard has advertised that it costs no more to own the distinguished Standard Eight than a car costing down to half as much—if the Packard is driven twice as long. This is a truth which simple arithmetic has proved to tens of thousands of delighted owners throughout the United States and Canada.

Your Packard dealer can give you some surprising facts and figures, the results of a nation-wide survey.



PACKARD
ASK THE MAN WHO OWNS ONE