



LUXURIOUS TRANSPORTATION



With the invention of the jinrikisha the aristocracy of Nippon turned from the carrier-borne *norimono* and *kago* to the silent, swift and more luxurious wheeled vehicle

Packard owners keep their cars—far longer, both in months and miles, than do owners of less distinguished vehicles of like size. For Packard not only builds long-lived cars, but preserves the characteristic beauty of their design.

Everyone knows that motor car depreciation results more from outmoded appearance than from outworn mechanism. And that depreciation is the

one great item of ownership expense. The Packard owner knows that the beauty of his car remains ever modern—that by keeping his Packard a little longer, he enjoys *luxurious transportation* at ordinary car cost.

Packard cars today are finer, more luxurious than ever. Packard constantly betters,

constantly refines. But Packard improvement is evolutionary, not revolutionary. A Packard today is a Packard tomorrow—in beauty, in comfort and in distinction.

Three complete lines of the luxurious Packard Eight are now available—Standard, Custom and De Luxe—in Toronto prices from \$2995 upward. Popular in each line is the smart Convertible Coupe illustrated below on the De Luxe chassis.

PACKARD

ASK THE MAN WHO OWNS ONE

