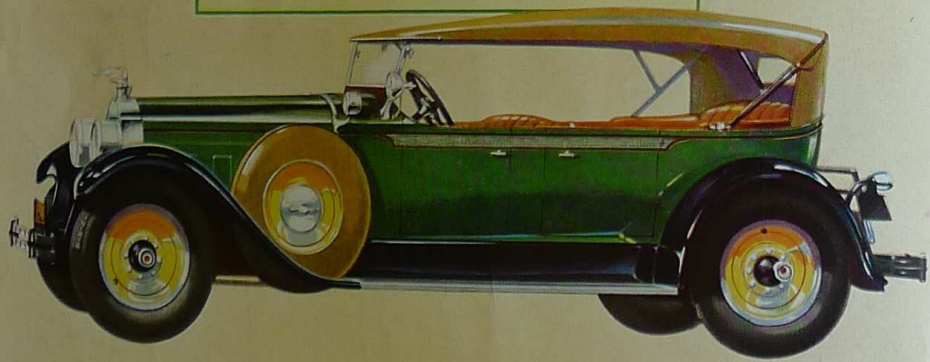




A thousand years before the Christian era the Chinese had developed the art of fine lacquer work. Notable examples of their craftsmanship were produced in the reign of K'ang-hi (A.D. 1661-1721).



TO CREATE a Packard requires more than money, more than factory facilities, more even than engineering genius and marvelous precision in manufacture. It requires artistic talent of a high order in many fields.

The Packard you see gleaming at your door today is a high achievement in hundreds of different arts and crafts each centuries old, but reaching their supreme development in the modern Packard factory.

The very finish and color of today's Packard reflect

the results of ages of technical experiment as well as the care and expert judgment of Packard artists and craftsmen. The rare, old lacquered cabinets of the Orient were no more perfect specimens of the finisher's art.

The beauty of Packard design is now enhanced by the charm and brilliancy of the color combinations available — all in perfect taste and all long preserved by the unusual processes which protect the artistry of Packard finish through the years.

PACKARD

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