



Packard

SUCCESS BUILT ON PUBLIC GOOD WILL

Recognition of the Packard as a measure of quality is an essential fact of automobile history.

Public endorsement of the Packard, as shown by sales, has increased steadily year after year. As the art progressed, making it possible to build better, the Packard car has been improved. Growth and progress have fostered the mutual regard between the Packard and its patrons.

There never has been an off day in the mechanical development of the Packard car from the old one-cylinder model that represented the highest state of the art then to the wonderful "3-38" and "5-48" models that represent the furthest advance of the art now.

There never has been an off day in the

development of the Packard plant from the small machine shop of 1899 to the highly developed and amazingly efficient factory of the present day.

Always by putting profits into engineering research, improved factory equipment and advanced manufacturing practice, *we have compelled the increased output to pay back into the hands of the public increased value in the goods delivered.*

Price is secondary. We build always the highest attainable quality and the price is fixed by the production cost. As our volume grows and our factory methods advance, we are able to give our patrons better cars at lesser price. The Packard car is the visible sign of a great institution founded on an ideal and perpetuated by good will.

PACKARD MOTOR CAR COMPANY, *Detroit, Michigan*

*Ask The Man
Who Owns One*

