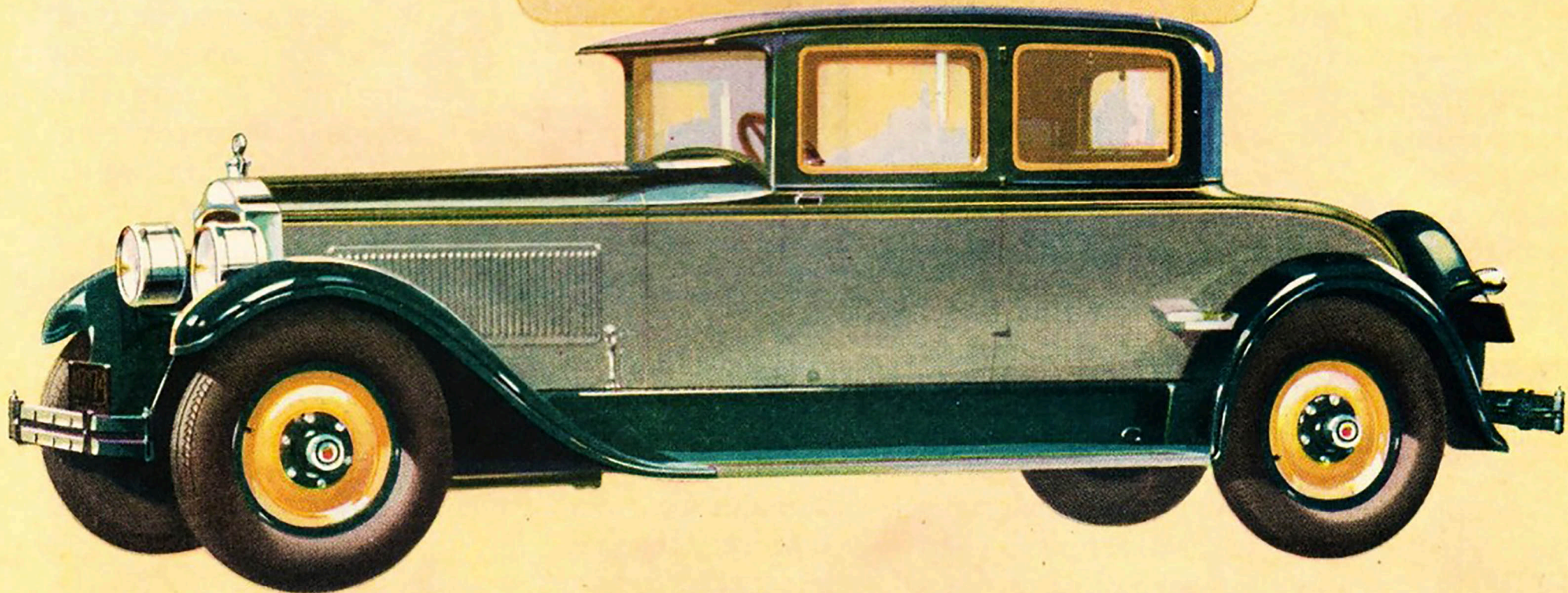
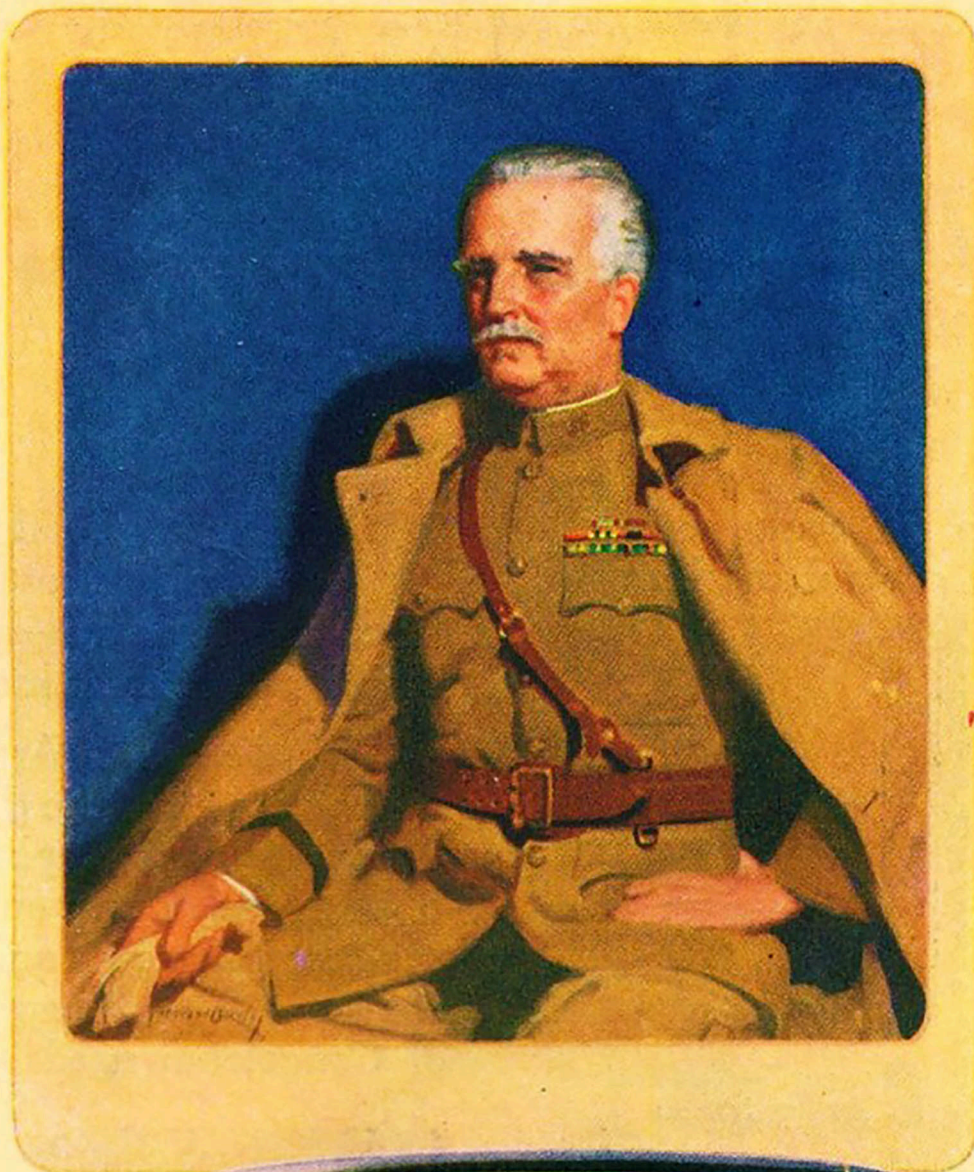




"The supreme combination of all that is fine in motor cars."



*Reputation* · Enduring fame is a sufficient reward to many for a lifetime of effort and great accomplishment. Certainly a well deserved and outstanding reputation is even more difficult to achieve than financial success.

Packard has achieved both. But Packard reputation today, after twenty-seven years of service to the public, is an even greater asset than Packard's absolute financial independence.

For Packard is a name which means superlatively fine motor cars in every quarter of the globe. And this reputation,

so laboriously and deliberately built up, is more jealously guarded than all the gold in Packard's surplus.

It means more. For it reflects the confidence of the world in Packard vehicles—in Packard engines. Packard power has won international renown on the land, in the air and on the water. A generation of uninterrupted success and constant leadership is the best guarantee that that excellence of reputation will be sustained.

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