

Distinction ... A man or motor may gain notoriety, even popularity, almost over night—and lose them just as quickly. But distinction comes only with time and a long series of notable THE achievements.

RESTFUL CAR

The distinction which Packard cars enjoy is the result of more than a generation of leadership in engineering and in body design—a quarter century of patronage by an illustrious clientele.

Pride in Packard ownership is natural, and few would care to change the famous lines which proclaim their cars as Packards. But there are those who

wish an individual distinction. To them Packard offers the masterpieces of the foremost body designers and unlimited choice in color combinations, upholstery and the refinements of equipment.

Thus those who would add the final touch of luxury and personality to supreme comfort, beauty and distinction can gratify their ultimate desire in a custom-built Packard.

MSK THE MAN WHO OWNS

PACKARD