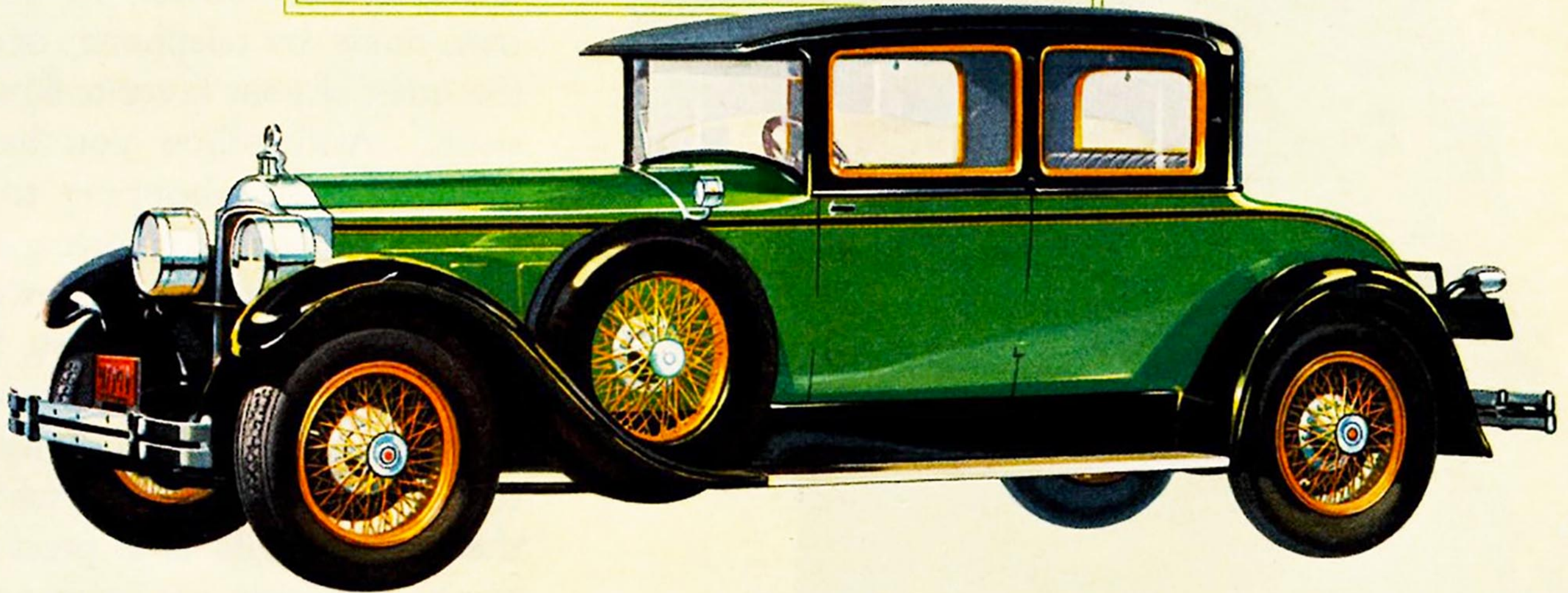




The art of enameling dates from the fifteenth century when Venetian glass workers discovered the secret of firing enamel on metal surfaces



IN EXTERIOR finish as in a hundred other important details of design and craftsmanship the Packard is a modern expression of the painstaking care which artists of the past have lavished on their far less exacting work.

Packard's new enameling equipment, costing many hundreds of thousands of dollars, mechanically eliminates even the possibility of defective work. And it is but one item in the millions

of dollars worth of improved facilities which spell perfection at every stage of Packard production and finish.

The new series Packard cars are more beautiful and distinguished in appearance, more restful and luxurious in comfort and finer in precision of design and manufacture than any previous Packard ever was. Owners find them a perfect blending of artistic and mechanical achievement.

P A C K A R D

ASK THE MAN WHO OWNS ONE