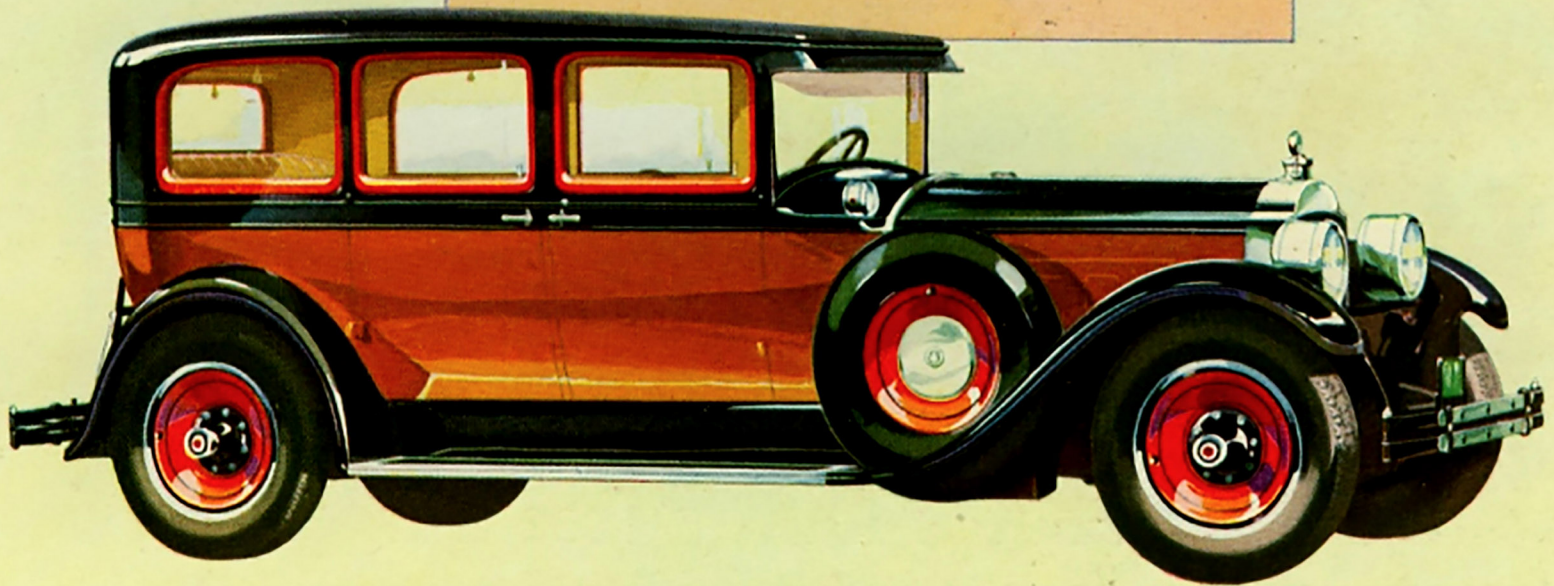
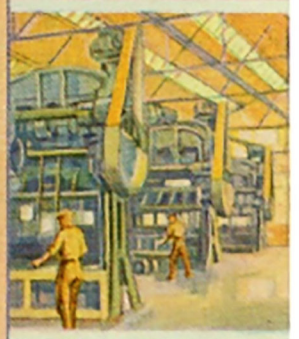


Repoussé, the ancient art of raising designs upon metal by hammering from the back, was extensively used in ornamenting early bronze armour



THE famed beauty and grace of today's Packard reflect far more than the ability of Packard body designers. Graceful lines, conceived by artists, are possible in the finished car through the modern perfection of tools and methods for the pressing of metal.

It seems but a few years ago when every Packard body was individually hammered out by wasteful hand work—the same method of beating flat metal sheets into useful and ornamental forms which has been practised since the earliest times.

Today, great presses, some of them exerting a thousand tons of force, mold Packard body panels, fenders and other parts from sheets of special steel. The costly dies instantly form more beautiful and accurate shapes than weeks of the most expert labor could possibly produce.

Packard is proud of the large part it has played in the development of metal-working tools which contribute so much to Packard beauty and long life—and aid in making Packard ownership available to additional thousands.

Packard cars are now priced from \$2275 to \$4550. Individual custom models from \$3875 to \$8725, at Detroit

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