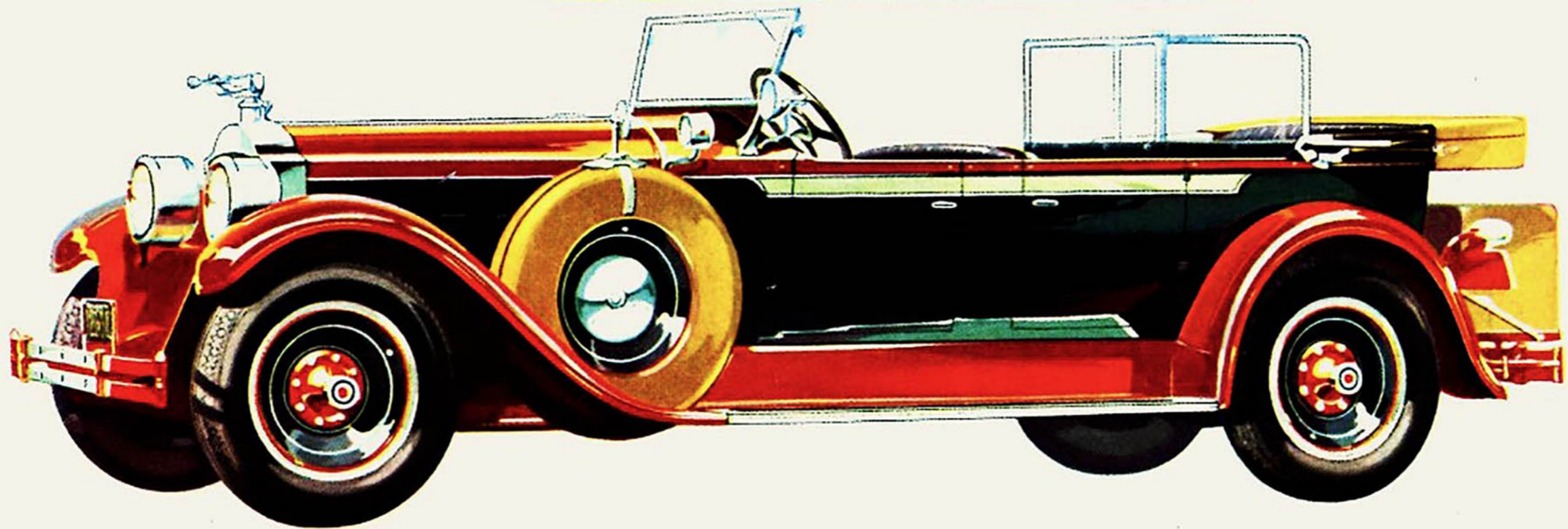




The elaborate figure-heads of famous American clipper ships were not cut from solid timber, but built up of fitted pieces—then carved to final form



PACKARD'S characteristic lines have set the standard for an entire school of automobile design.

First an achievement of independent, creative designing, then refined and developed through the years, Packard lines—though frequently imitated—have never been surpassed in grace and distinction.

This is not accident. The continued refinement of Packard lines, while retaining all their familiar and distinctive characteristics, is today the object of as careful thought and study as was their original conception.

When improvements are contemplated, Packard artisans construct from the drawings a full-sized body of fine wood. Under the eyes of the designers it is then reshaped until each line and curve is artistically correct, each panel, door and window properly proportioned—the whole a perfect model for a new interpretation of Packard beauty.

It is such faithful consecration to an ideal—typical of every phase of Packard design and manufacture—that has established Packard beauty and distinction as supreme among all fine cars.

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

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