

P A C K A R D



L U X U R I O U S T R A N S P O R T A T I O N

If you are looking forward to the day when you may own a distinguished and luxurious Packard Eight, think of this: You are paying for a Packard—why not have it—and why not have it *now*?

It costs you as much to operate and maintain your car of Packard size—no matter how much lower its original price—as it would a Packard Standard Eight. License, insurance, garage, gasoline, oil, tire

Brilliant with all the ornate splendor of old Cathay, the gold and lacquered carriage of the Empress of China once marked the height of oriental luxury

and repair costs are not always less just because first cost happened to be lower.

As for depreciation, the one important cost of car ownership, figure it this way: A car for which you pay around sixteen or seventeen hundred dollars and trade in after two years or so, costs as much

in depreciation as a Packard which you drive for some three years. And after all most Packard owners keep their cars much longer.

Thus the lower first cost is no advantage in the end. The real advantage is all with the Packard, for its characteristic beauty is unchanging—and you enjoy *luxurious transportation* at no increase in expense. Any Packard dealer will gladly furnish you definite proof of these statements.

A S K T H E M A N W H O O W N S O N E

