

For a
DISCRIMINATING
CLIENTELE

The carving of jade was fostered by every imperial Chinese dynasty. Lapidaries labored for years on a single magnificent piece for the Emperor's collection. Fine things through all the ages, like the Packard of today, came into being in answer to a discriminating demand

The Packard DeLuxe may be had in eleven body styles on 140 and 145-inch wheelbases. The two-passenger Coupe, shown here on the longer chassis, provides distinguished transportation for the business or professional man as well as for the woman who likes to drive.

The DeLuxe Coupe is especially appreciated by those families who find need for two cars. Like every Packard, it has all the qualities required by those who know what a truly fine car should be. It is beautiful, mechanically

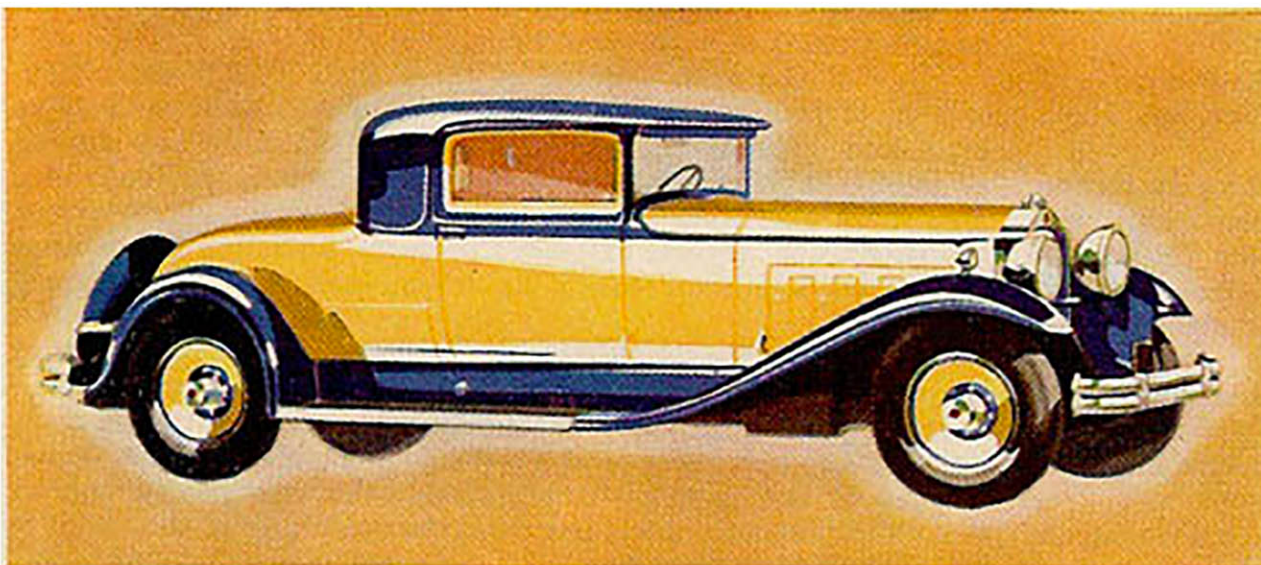
as well as to the eye, luxurious in performance as in comfort.

And in the new series cars Packard has gone a step further to provide and maintain luxurious transportation. A fine car must be silent as well as safe, long-lived as well as fast and easy to control. Packard has now made lubrication *automatic*. Chassis parts, once oiled occasionally, then daily, now *cannot* be neglected. They are oiled *continuously* while the car is in motion.

This new feature maintains factory precision, lessens wear of parts, constantly protects the Packard owner's investment by assuring longer life.

The buyer of a Packard, whether DeLuxe or Standard Eight, makes an investment which the whole world approves. And as the years pass his pocketbook proves that his choice was not extravagant.

P A C K A R D



ASK THE MAN WHO OWNS ONE