

*For a discriminating clientele*



PASSING fads or fancies have never found a place in Packard design. Packard engineers and designers recognize their responsibility to Packard owners. It is a twofold responsibility.

For Packard cars may embody nothing untried and unproven—nothing which can adversely affect smooth, luxurious, safe operation in the hands of owners. And, also, Packard cars may not emphasize "features" likely to be in favor today and obsolete tomorrow—features which might detract from the owner's enjoyment and increase his depreciation cost over a long period of time. At the Packard proving ground every new development is tried, tested, minutely studied. Only when its value to Packard owners is *proved*, is it adopted.

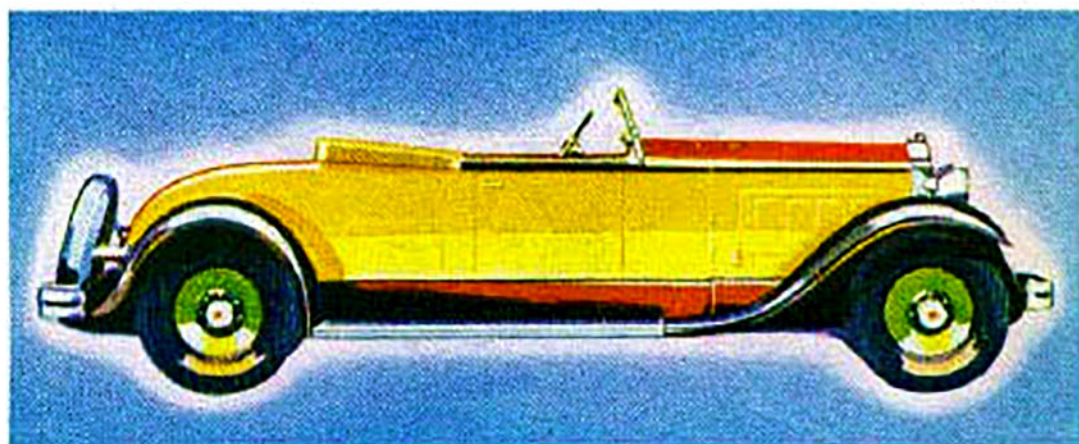
Packard's clientele appreciates this policy. In 1930, for the sixth consecutive year Packard led the entire

*Richard Coeur de Lion, during the Crusaders' truce with Sultan Saladin, marveled at the blooded, snow-white Arabian steeds of the Saracens—directly descended from the original five mares of Salaman of the Anzah. The Anzah, dating back to antiquity as the wealthiest and most powerful of the Bedouin tribes, bred the purest and most prized Arabian horses for themselves and for the royalty and nobility of all the land.*

fine car field in the delivery of new cars to owners. More motorists each year are learning the secret of Packard

ownership—which is that the distinction and luxury of Packard transportation actually *cost no more*.

Any Packard man can give you the facts to prove that a Packard costs no more to operate and maintain than any other car of like size and power—and that depreciation is no greater when you keep the Packard longer. If you are paying for a Packard, then why not own one?



ASK THE MAN WHO OWNS ONE

PACKARD