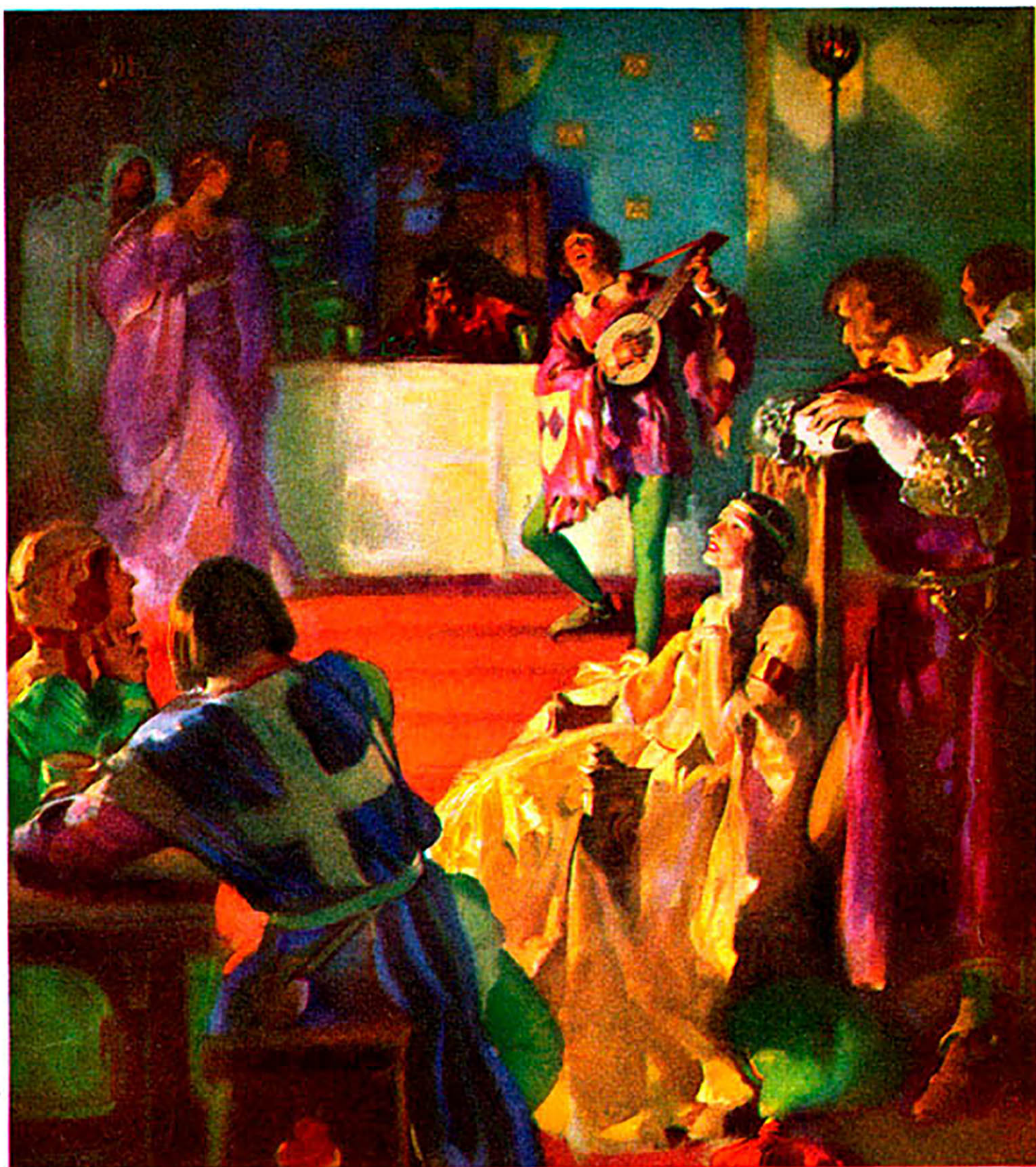


FOR A
DISCRIMINATING
CLIENTELE

Guilhem IX, Count of Poitiers, wandered the land of Provence as a romantic poet and singer. The favor of noble ladies and knightly gentlemen was the high inspiration of the medieval Troubadours who kept alive the arts of music and poetry



A whole generation of taste and judgment has been the inspiration for Packard cars. For Packard has, through thirty years, designed and built for the discriminating. Today's luxurious and distinguished Packard Eights, like all their famous ancestry, answer the demand of those who appreciate the finest things that life affords.

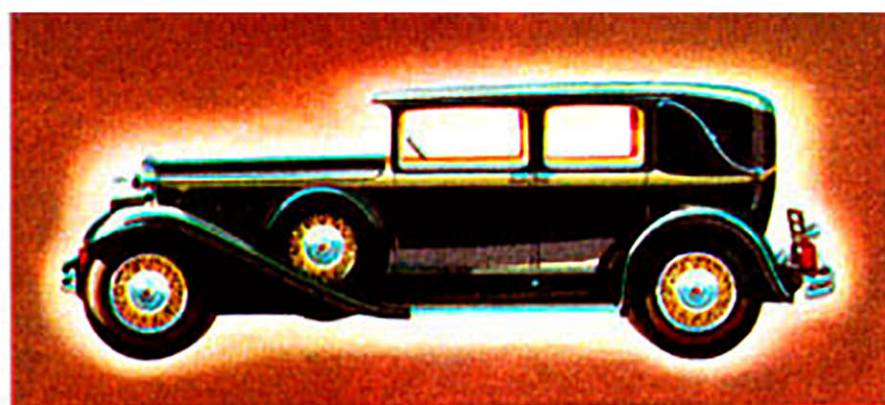
And this Packard clientele is ever growing. New

thousands learn each year that it costs no more to own a Packard if they drive it longer than has been their custom with other cars. They find, too, that Packard owners *do* drive their cars *far* longer than the ones they traded in.

And less than three out of every hundred of these new Packard owners ever leave the Packard family—less than *three percent* give up their Packard cars for *any cause whatever*. A remarkable record when the changing fortunes of life are considered.

Why not enjoy the distinction and luxury of Packard transportation? If you are *paying* for a Packard—why not own one?

PACKARD



ASK THE MAN WHO OWNS ONE