

FOR A DISCRIMINATING CLIENTELE

Robert Adam, in 1762 appointed sole architect to King George III, left as enduring a mark upon English furniture as upon British architecture. From facade to fire irons, from chimneys to carpets an Adam house was an exquisite and unified whole. Chairs, sofas, sideboards and mantel-pieces—all were designed to fit naturally into the architectural scheme. Thus, perhaps, can Robert Adam be called the first interior decorator. He served a clientele of great taste and distinction.



THE Packard Eight is a unified and balanced product of fine engineering, fine designing and fine workmanship. Every part, every detail, every feature contributes to the one final result—*luxurious transportation.*

Packard engineering improvements are determined by what they can add to operating ease and *safety*—refine-

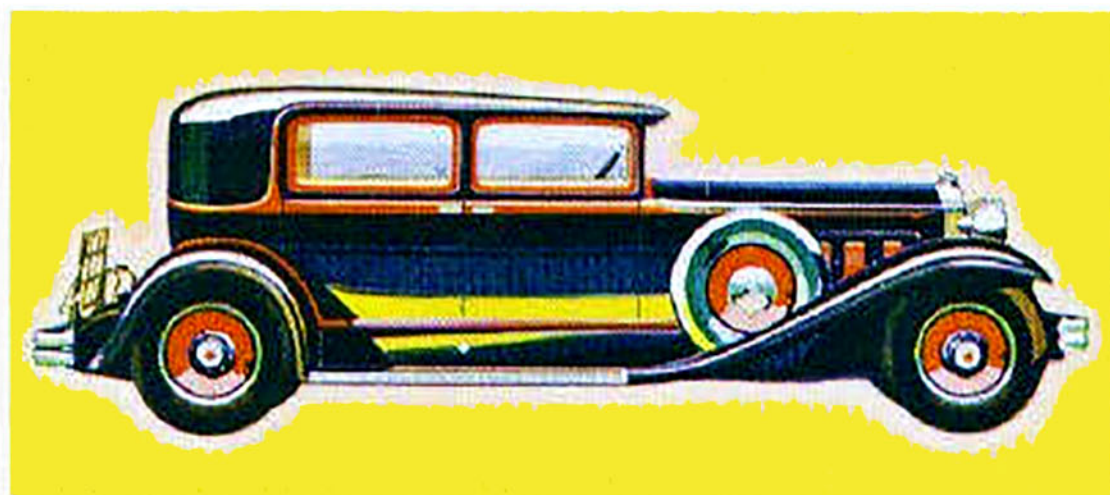
ments in design by how they can increase true comfort and *luxury.* Packard never permits the means to become more important than the end in view—instead, the advantages of exclusive Packard features are emphasized only when they improve the quality of Packard transportation.

This is the reason why the prestige

of Packard ownership does not diminish through the years—and why a Packard costs no more to own than any other car of like size and power, no matter *how low* its price.

Owners drive their Packards far longer, both in months and miles, than they ever drove other makes of cars. And because they do, depreciation charges are no greater than for lesser cars outmoded and traded in at more frequent intervals. Of course, Packard operating costs are no greater.

What do you pay for *your* motoring? The chances are your present costs will permit you, too, to have a Packard. Any Packard man can tell you. If you are *paying* for a Packard—why not *own* one?



P A C K A R D

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