



The patronage of Beau Brummell, that famed exquisite of the 18th century, led his crony, the Prince of Wales, and the nobility of all England to the salon of the great Schweitzer, to whom the cut of a coat was a fine art



for A DISCRIMINATING CLIENTELE

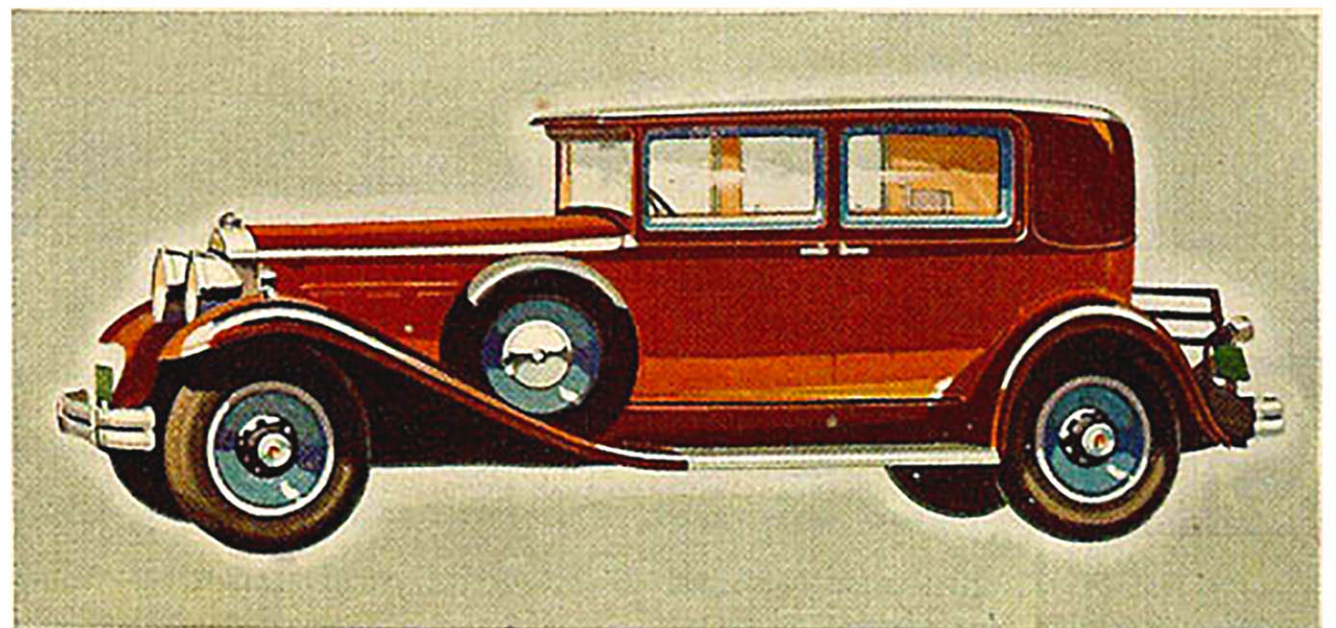
The designing and building of a Packard calls for a finely balanced measure of many arts, crafts and sciences. Packard's mastery in each has resulted in a world-wide reputation for beauty, performance and long life.

Wherever Americans travel they are reminded of home and of their home land's preëminence in motor car design and manufacture by the frequent sight of the familiar Packard lines. For literally it may be said that the sun never sets on the Packard. More Packards are exported every year than any other

make in its price class. In 1930 nearly *twice* as many Packards were sold in foreign lands as any other car costing over \$2,000. Abroad as at home, Packard dominates the fine car market. For the world has learned that Packard excellence, while higher in price, really costs no more

when luxurious service throughout an unusually long life is considered. So Packard domestic and export sales alike continue to mount as more and more people advance themselves into Packard ownership—at ownership charges no greater than they have been used to paying.

PACKARD



ASK THE MAN WHO OWNS ONE