



FOR A DISCRIMINATING CLIENTELE



The fragrance of perfumes and incense was the very breath of life to the monarchs and nobles of ancient Assyria. Assurbanipal fostered the distilling of rare flowers and highly rewarded those whose art produced a new and lovely odor. Thus throughout all history advancement in every art has been achieved through the appreciation and patronage of the great and the discriminating

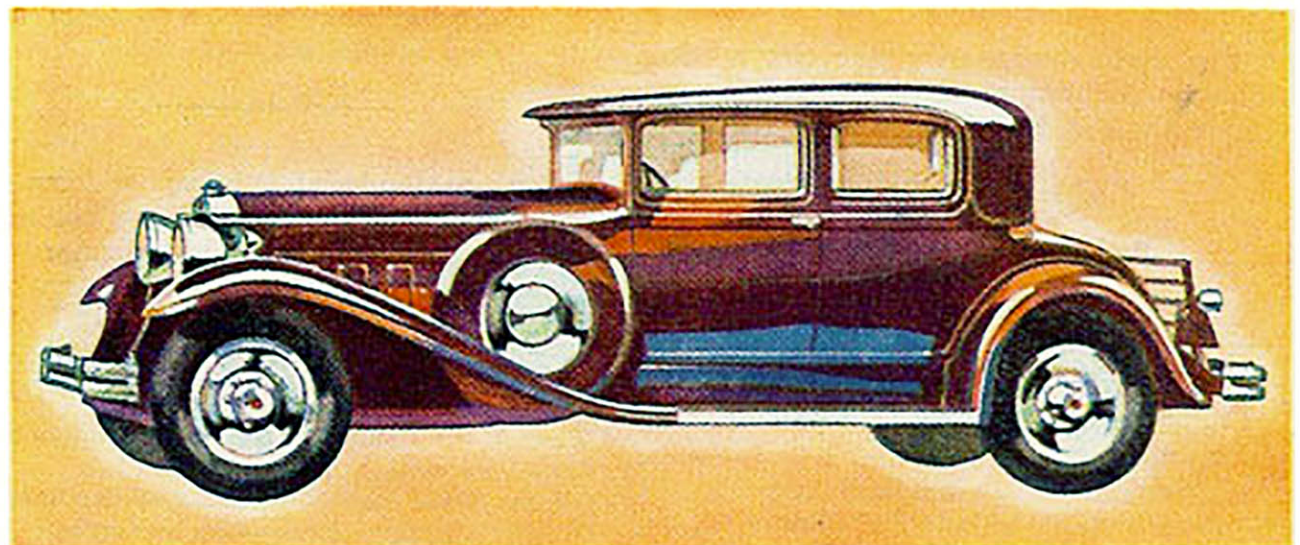
To own a Packard is to enjoy *luxurious* transportation. Yet a Packard is not a luxury. Packard ownership is not necessarily the hall-mark of great wealth—it *does* indicate sound judgment. For Packard ownership need cost no more than motoring in any other car of like size and power, whatever its price.

There is but one really important cost in motoring. It is depreciation—the natural loss in value suffered through years of use. Owners of the Packard Standard Eight find that they can keep it far longer than was their

habit with cars of lower price and less distinction—thus, depreciation cost is no greater. Operating costs are virtually the same—and need not be considered.

Packard cars—Standard Eights, DeLuxe Eights and Individual Custom creations—are owned

by the wealthy, it is true. This is because Packard cars are good investments. Wealth generally reflects the type of judgment which selects a Packard—knowing that the best is always the least expensive in the long run. Why not apply the same reasoning to your own motoring? The prestige of Packard ownership is a definite asset. If you *are* paying for Packard luxury and distinction—why not *have* a Packard?



ASK THE MAN
WHO OWNS ONE

PACKARD