

For a discriminating clientele

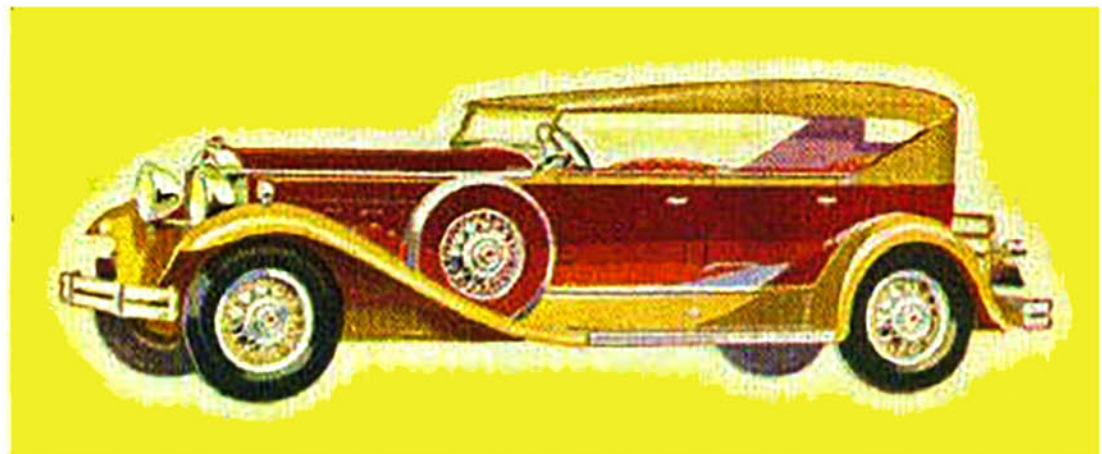


OWNERSHIP of a Packard car brings a very real satisfaction over and above the actual enjoyment of Packard performance and Packard prestige.

It is the satisfaction of knowing that the luxury of Packard transportation is not an extravagance. Pride in Packard ownership is not marred by misgivings as to expense.

Packard costs are no greater than those of any other car of like size and power, no matter how low its price—when the Packard is driven proportionately longer. Depreciation is the one important cost of motoring. It totals no more for the Packard kept for a period approaching its full, useful life, than for lesser cars driven

That glorious architectural masterpiece, the Taj Mahal, was conceived in 1630 by Shah Jahan as a tribute to his devoted wife, Mumtaz Mahal. It marked the height of a great art epoch. The chosen design was that of Ustad Isa, a Byzantine Turk. Master builders were assembled from many parts of India and Central Asia. Twenty thousand artisans were employed. All were inspired in this crowning achievement by the genius and symbolic ideals of the emperor's architect



from half to two-thirds as long. And, of course, there is no difference in operating charges.

Compute your motoring costs. Perhaps you are paying for a Packard. Any Packard man will gladly help

you find out by setting down Packard costs alongside your own. If, as may be likely, you are paying for the luxury of Packard transportation, why not have the Packard—and enjoy that to which your expenditures entitle you?

PACKARD

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