



THE newly announced Packard cars are *entirely* new — inside and out, mechanically and artistically. The characteristic beauty of Packard lines and the straight-eight principle of motor design have been retained. Vastly improved even in those two fundamental features, these distinguished cars are *fully* redesigned — an outstanding advance in luxurious transportation. ¶ The new bodies are lower — with lines refined and modernized — interiors newly insulated against sound and temperature. Wheelbases are longer — treads wider. The new motor is far more powerful — quieter

and smoother than ever before. The new transmission is Packard-built, four-speed synchro-mesh. The remarkable and exclusive new *Ride Control* permits instant shock absorber adjustment *from the dash* — to compensate for varying numbers of passengers, temperatures and road conditions. The Packard owner alone now enjoys exactly the kind of ride he and his guests desire — a luxury of motor travel that has never before existed. ¶ Only by *driving and riding in* the new Packard can you appreciate its performance, its roadability — and above all its new and supreme *comfort*.

*Ask the man who owns one*

P A C K A R D