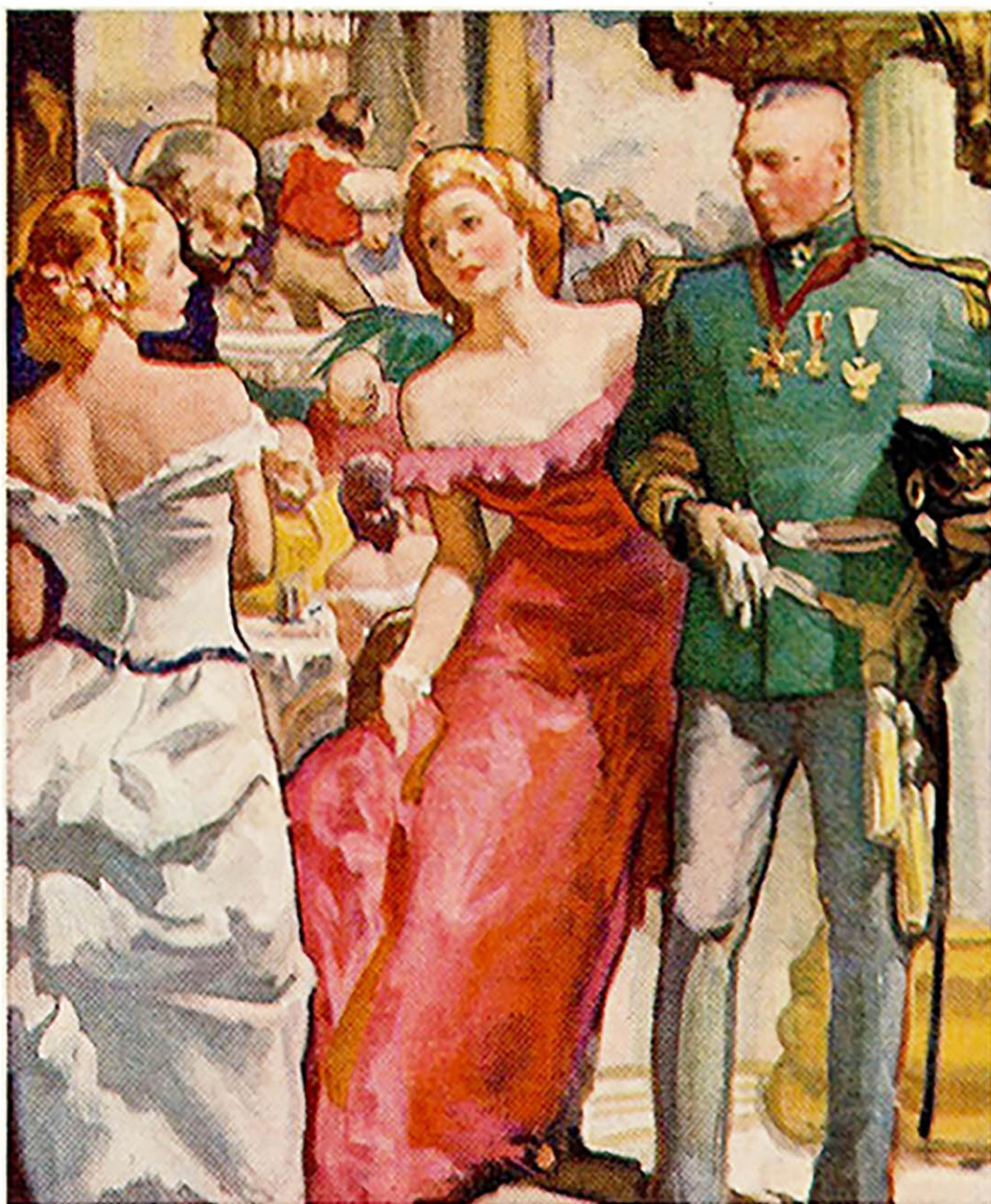


FOR A DISCRIMINATING CLIENTELE

At the Café Daum of pre-war Vienna there congregated, with their ladies, the military officers of the old regime, diplomats, bankers and lawyers, artists and men of letters—all connoisseurs, all drawn by the excellence of the cuisine and entertainment, the brilliance of the nightly assemblage



THE continued patronage of a discriminating clientele is always the result of continued excellence. Packard's thirty-two years of leadership in the fine car field reflect the satisfaction of loyal owners who, as a class, represent the world's best and most experienced motor car judgment.

Packard engineers and designers have thus been guided by the desires of a known and discriminating market. Otherwise, "Ask the Man Who Owns One" could never have endured through a generation.

Naturally, as the years have passed, appreciation of Packard quality has increased and the market has grown. New thousands have learned, not only that Packard transportation is supreme in luxury, but also that it costs no more than motoring in cars

ASK THE MAN
WHO OWNS ONE

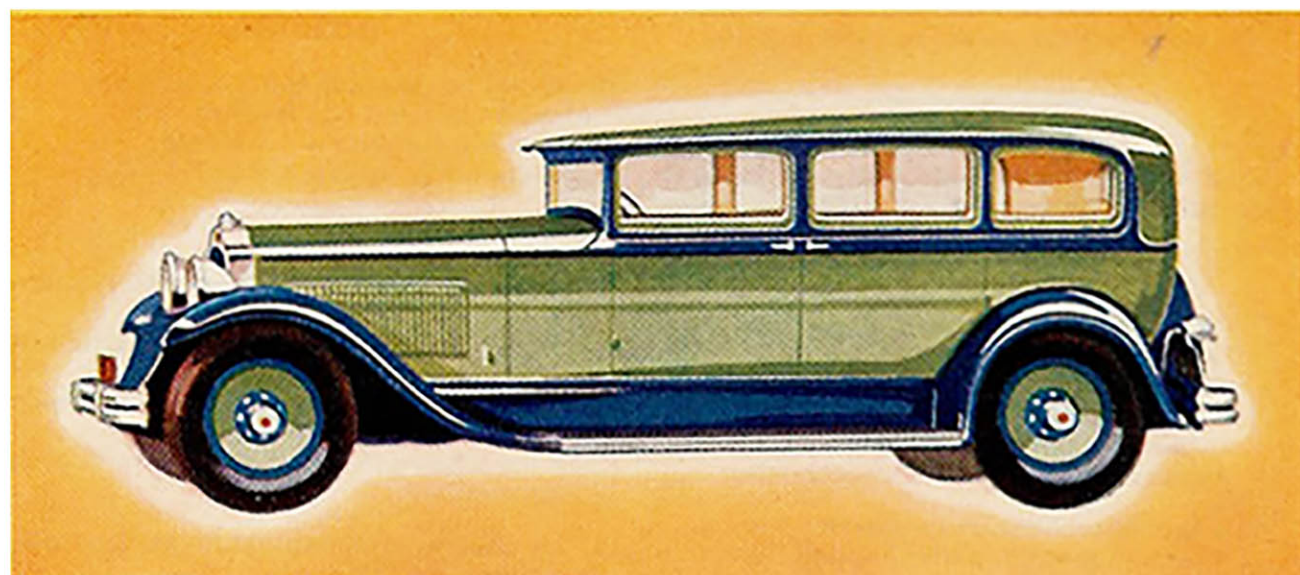
of lower price and less distinction.

Operating costs, of course, are no greater for a Packard than for any other car of like size and power. And depreciation is no greater, either, when the Packard is driven for a longer period than the cheaper car.

Most Packard owners keep their cars far longer than the ones they drove before joining the Packard family.

They give definite evidence of their discrimination, for they enjoy the utmost in luxurious transportation at no extra cost.

Are you paying for a Packard while driving a less distinguished car? Any Packard man will gladly assist you to make an analysis of your motoring costs—will make it convenient for you to have the Packard that you have always wanted.



PACKARD