



FOR A DISCRIMINATING CLIENTELE

Through all the ages fine things have been produced because there were those who could appreciate their ownership. The celebrated Goya tapestries executed in Spain in the late 18th century, were woven under royal patronage. Today Packard builds fine cars for those who appreciate and are satisfied only with the truly beautiful and luxurious in transportation

Most popular of all Packard cars is the distinguished and luxurious Standard Eight Five-Passenger Sedan. The Sedan pictured below is of the new 826 series—characteristically Packard in lines and general appearance but embodying added power and beauty, new improvements and refinements in many of its important details.

It costs no more to own this beautiful and distinctive new Packard than to drive any other car of similar size and power, whatever its price. Operating expenses are little if any less for a car of similar size but lesser excellence and lower price. And depreciation, the major cost of motoring, totals no more for the Packard—if the owner keeps

it a little longer than he has been accustomed to drive other cars. There is nothing at all unusual in this, for most Packard owners *do* keep their Packards far longer, both in months and miles, than the cars they have previously owned. Not for economy's sake—but because they really want to keep them!

Why not buy a Packard Standard Eight Sedan and provide your family with the beauty, the comfort and the distinction of luxurious transportation? Any Packard man

will chart Packard ownership costs for you side by side with those of your present Packard-size car. You will find, undoubtedly, that you are paying for a Packard. Why not have one?

PACKARD
ASK THE MAN WHO OWNS ONE

