



STEICHEN

## To the woman who hasn't had a new car in three years

Short skirts have given way to long ones since your present car was new. The pert bobbed hair you were never, never going to let grow is neatly knotted again.

What a difference in three short years! Yet changes in motor cars have been even more drastic than the changes in your gowns and coiffure.

You will get a real thrill as you look at this year's fine cars. And please look at all of them. Please *ride* in all of them. For then the surprise that Packard has in store for you will seem more exciting than ever.

Surprise, did we say? A dozen surprises rather. First, the surprise of a car so quiet that even at speeds approaching 100 miles an hour, you can converse in normal tones. For

Packard has not only made a motor that is as quiet at 80 or 90 as it is when idling—it has even gone outside the car and by a minute study of moldings and contours, has actually lessened the sound of the wind as it rushes by.

Another delightful surprise is the ease with which this car handles. A mere wisp of a woman can drive any of the new Packards as easily as a brawny man. Steering is so effortless it is almost automatic. The weight of your foot alone is almost enough to disengage the new cushion clutch. And because a lever on the dash allows you to adjust Packard's new power brakes to your individual taste, a feather touch of your foot is all that is needed to bring the car to a smooth stop.

But wouldn't you like to experience these

things for yourself? Visit your Packard showroom and inspect the new Packards. Then by all means drive one. Drive it over some road, whose every hill and curve and rut are familiar to you. Compare this Packard, mile for mile, with every car you have ever known. Compare it with every other fine car 1933 can offer you.

Do this—and we are confident that within a few days we will have your car, and you will have one of ours.

## PACKARD

ASK THE WOMAN WHO OWNS ONE  
 The Packard Eight . . . . . \$2150 at Detroit  
 The Packard Super-Eight . . . . . \$2750 at Detroit  
 The Packard Twelve . . . . . \$3720 at Detroit