



STEICHEN

Into the years

During the first weeks that you own a Packard, your greatest thrill will probably come from the car's beauty and performance.

But some day, as your Packard rolls on and into the years, you will become conscious of another quality—an amazing durability. You will notice that the car, despite its age, is still as smart as ever in appearance, still as youthful as ever in performance. You will realize that upkeep has been low, repair bills small and far between.

What proof have you that your Packard will

last so long and so well? You have 600,000 miles of proof from the Packard Proving Grounds—600,000 miles of torturing and testing. The proof of a clutch that was good as new after 125,000 contacts in traffic. The proof of a transmission, cylinders and pistons that, after 50,000 miles of driving, failed to show appreciable wear. The proof of tests that showed the 1933 Packards to be the longest-lived cars ever built in America!

And so Packard issues this challenge. See the new Packards at your Packard dealer's. Drive one of them over some road you know by heart. Listen to a motor that even at top speed can scarcely be heard. Sink into cushions contoured by an orthopedic expert to cradle your body in the utmost comfort. Adjust the ventilation, the power-brake

pressure and the resilience of the shock absorbers to meet your own desires.

Then drive every other fine car America can offer you. Compare them all on any basis. Do this—and we believe that before long a 1933 Packard will be standing before *your* home.

PACKARD

ASK THE MAN WHO OWNS ONE

The Packard Eight from \$2150 at Detroit.
 The Packard Super-Eight from \$2750 at Detroit.
 The Packard Twelve from \$3720 at Detroit.

Prices subject to increase without notice