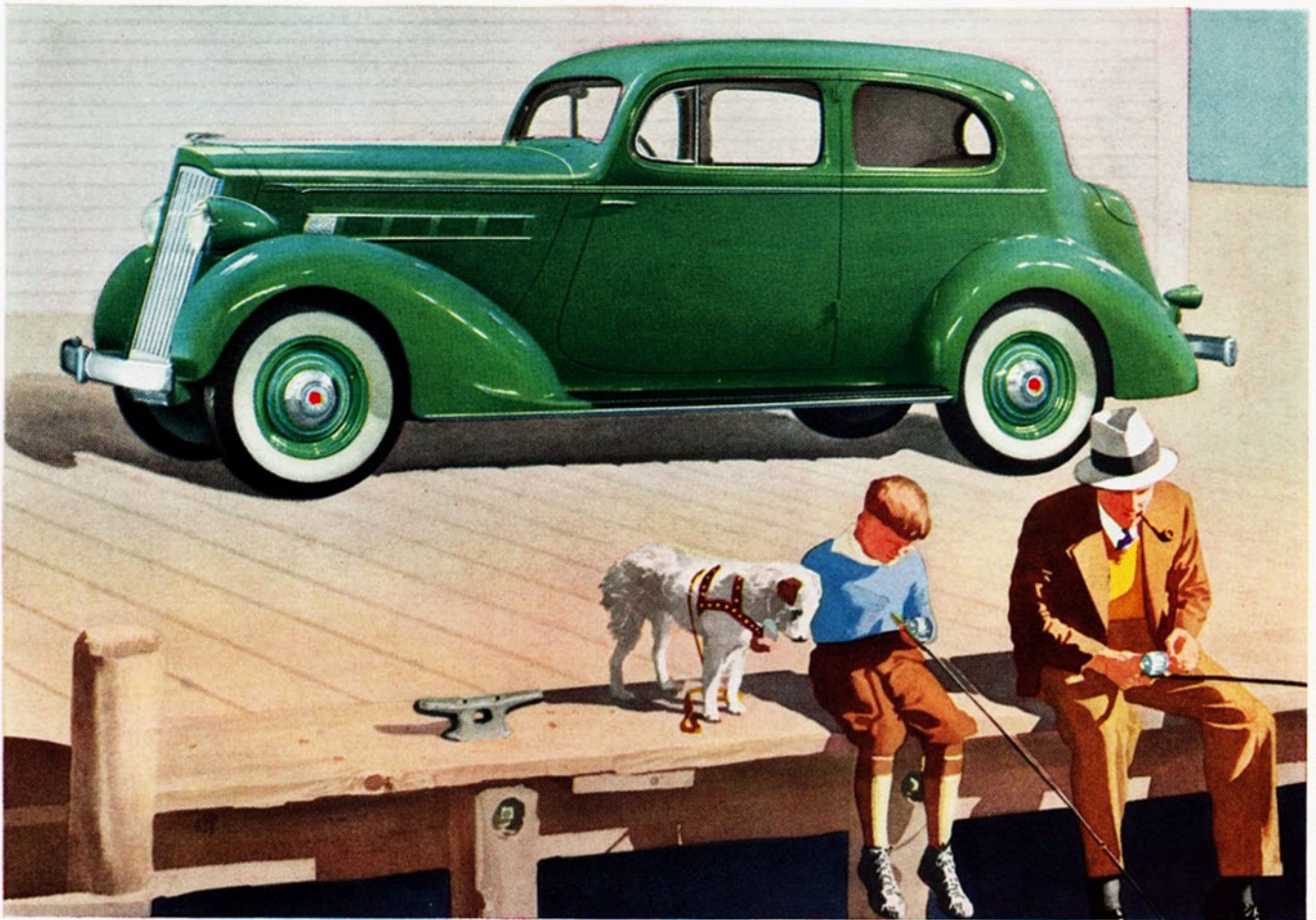


WHAT THINGS APPEAL MOST TO PEOPLE IN YOUR NEW \$980 PACKARD?



The Packard 120 Touring Coupe for Five Passengers, One of Seven Attractive Body Styles



THESE TO MEN

- Its Packard identity, even to its hub caps
- Its fine materials and longer life
- The greater precision of its parts
- Its agility in traffic, its roadability, its performance
- Its thriftiness with gas and oil
- The power of its 110 h. p. straight-eight motor
- Its Packard Angleseat rear axle
- Its SAFE-T-FLEX front wheel suspension
- Its Servo-sealed hydraulic brakes
- Its greater freedom from lubrication and service needs
- Its low service costs
- The convenient purchase plan

THIS TO EVERYBODY

Its "fourth dimension"—the pleasure and pride of possession a Packard brings to the family who drives one.

ASK THE MAN WHO OWNS ONE



THESE TO WOMEN

- Its Packard identity, even to its hub caps
- Its beauty and simplicity of line
- The ease with which you can get in and out
- Its remarkable riding comfort
- Its handling ease
- Its unusual roominess and interior luxury
- Its effortless operation of clutch and gearshift
- Its level back seat floor, free from the usual "ridge"
- Its spacious luggage compartment
- Its individually-controlled ventilation system
- The safety of its Safety-plus body
- Its easy-operating parking brake
- Its economy of operation

PACKARD 120
\$980 to \$1095

Last prices at factory—standard accessory group extra