



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

ANSWER: PACKARD'S "FOURTH DIMENSION"

To mechanically-minded people, the chief attraction of this new, lower-priced Packard lies in its brilliant engineering, its finer materials, and the greater precision of its parts.

To others the chief lure of the car is its distinguished appearance, its agile performance both in traffic and on the open road, its roominess and comfort or its ease of handling.

But to all of these, we would add a quality as intangible as it is vital—something as definitely a part of the car as its length, width and thickness . . .

This is the lasting pride of ownership that a Packard brings to the family who drives one.

To own a Packard is to possess distinction that has never faded with the mere

turning of the yearly calendar. When you drive a Packard, no radically different model turns your car into a style orphan before the luster is fairly off the paint. And any three, four, or five year old Packard will prove to you that the famous Packard lines continue youthful even when contemporary cars have entered style's old age.

Because this is true, and because the Packard 120 is built to outlive lesser cars, it is a motor car you can safely buy to "keep a little longer". Purchased on this basis, it will cost you little more than the cheapest car you can buy.

For the small price difference between this and the cheapest cars made, will, in the long run, come back to you in savings in depreciation, in upkeep, and in the cost of an additional new car you might buy

during the Packard 120's long lifetime.

With the introduction of this new lower-priced Packard, it becomes truer than ever that . . . "You are paying for a Packard, why not own one?" Why not call at any Packard showroom and get the facts? The Packard representative will gladly explain how easily the car may be purchased on Packard's liberal Payment Plan.

ASK THE MAN WHO OWNS ONE

PACKARD 120
\$980 to \$1095

List prices at factory—standard accessory group extra