



The Packard 120 Convertible Coupe for Two or Four Passengers

QUESTION:
 HOW CAN I BE SURE THE
 CAR I BUY NOW WILL BE
 IN STYLE NEXT YEAR?

ANSWER:
 BUY THE NEW \$980 PACKARD
 ... AND GET THE STYLE LINES
 THAT NEVER WEAR OUT!

THE moment you buy a new car, two factors go to work to shorten that car's life.

One is wear. The other is style.

Of these, style is by far the more important. Constant yearly style changes convert a new car into an old one far more rapidly than any normal amount of wear.

From its earliest history, Packard has given its cars an enduring identity. It has never made unnecessary, meaningless style changes in its yearly models, and it does not intend to alter this policy with its new lower-priced Packard.

In this lower price class—a price

class in which style changes are predominant and constant—the lines of the new \$980 Packard are the greatest insurance you can buy against obsolescence due to model changes.

Over a span of 30 years, these Packard lines have assured the Packard owner that his car would still be smart and beautiful, three, five or six years from the date of its purchase.

Packard's distinctive lines, coupled with the finer materials in the car, the greater precision of the parts and the fact that the Packard 120 is an extremely economical car to operate and service, make it a motor car you

will be proud to drive far longer than other low-priced automobiles you may have owned.

And Packard's convenient Finance Plan—a plan unexcelled by any in the industry—makes the Packard 120 a car that is *easy* to own. Why not make up your mind now to visit a Packard dealer's and get the facts? ASK THE MAN WHO OWNS ONE

P A C K A R D 1 2 0
\$980 to \$1095
 List prices at factory—standard accessory group extra