



The 1936 Packard Twelve Sedan for Seven Passengers



## FIRST

**A**S THE oldest and largest fine car manufacturer Packard has been awarded many notable *firsts* by motor car owners both at home and abroad.

It is *first* in the size of its clientele. (There are more large Packards in use in America today than any three other large fine cars combined.)

It is *first* in fine car registrations in every state.

It is *first* in the number of cars exported. (Packard annually sends abroad more large fine cars than any three other makers combined.)

It is *first*, we believe, in owner loyalty. (More than 1000 of America's distinguished families have owned Packards for 21 years or longer.)

It was *first* and has remained the *only* fine car maker to give to its cars lines of enduring identity—a Packard policy that has saved its owners millions of dollars in depreciation costs.

And during the past twelve months buyers of cars costing \$2300 or more purchased almost as many Packard Eights, Super Eights and Twelves as all other fine cars combined!

Nor was this preference limited to Packard's larger cars. America, eager for a smaller, less expensive car that still possessed Packard quality and Packard prestige, gave to the new, lower-priced Packard 120 (in the \$1000 price field) a reception so enthusiastic that we were forced to more

than double production. But Packard realizes that success is a challenge to greater accomplishment—that leadership carries with it the duty to produce finer and ever finer motor cars. So Packard offers, in its new 1936 models, cars which eclipse even their brilliant predecessors. By all means, see and drive these new Packards.

**PACKARD**

*Eight Super Eight Twelve  
Packard 120*

ASK THE MAN WHO OWNS ONE