

A S K T H E M A N W H O O W N S O N E



Luxurious Transportation

A tale from the Arabian Nights relates how the Sultan's son, Prince Houssain, secured for a fabulous sum the Magic Carpet which transported its owner wherever he might command

Throughout the centuries—since before the dawn of history—man's imagination has ever conjured up new and more luxurious modes of travel. But it has remained for the last thirty years to provide a vehicle

so silent, swift, luxurious and beautiful that the modern reality surpasses the most miraculous flights of fancy the ancients knew.

Today the man of moderate means may easily own a finer personal conveyance than kings and emperors, with half the world their slaves, could command in ages past—finer than wealth could buy even a generation ago. Packard, after thirty years, has made today's most lux-

urious transportation available to all who appreciate and want the finest—who know that in the end it is the best investment.

For Packard builds nothing less than a Packard. And its world-wide reputation for supremacy has created a demand which makes the *price* of excellence now but little more than that of mediocrity. While long life and unchanging design make Packard *ownership* cost *no* more.

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