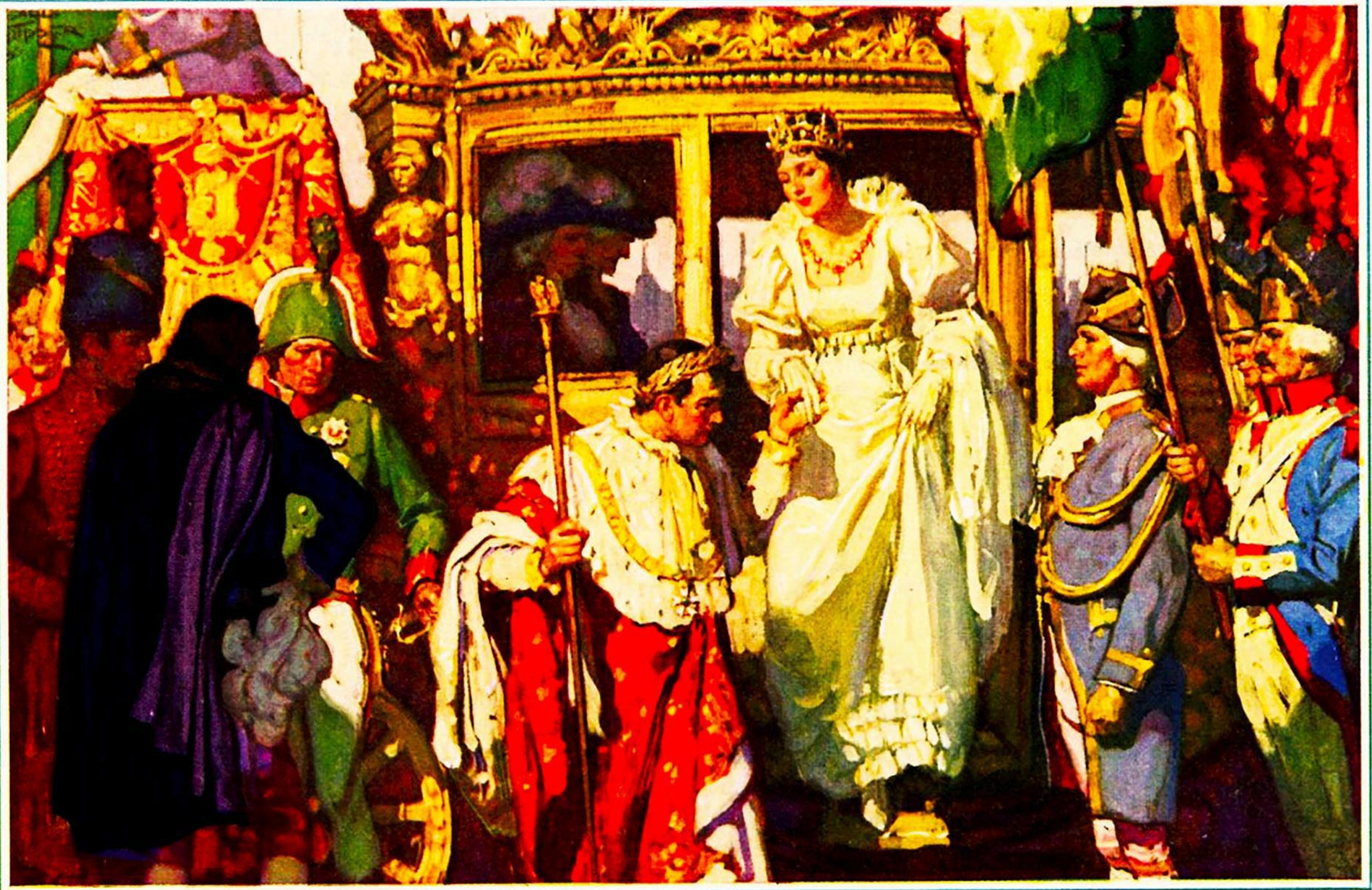


LUXURIOUS TRANSPORTATION



EVERYONE knows that the distinguished Packard Eight provides today's supremely luxurious transportation. But not everyone knows that Packard ownership need cost no more than motoring in vehicles of lower price and less distinction.

The facts are these: *Operating* costs in the aggregate are no greater for a Packard Standard Eight than for any other car of like size, no matter what its price. And *depreciation* cost is no greater when the owner keeps his

Packard a little longer than he is accustomed to drive lesser vehicles.

Thus a car delivered at around sixteen or seventeen hundred dollars and traded in after two years or so costs fully as much in depreciation as a Packard Standard Eight driven some three years. And records show that most Packard owners *do* keep their cars much longer—both in months and miles!

Apply these facts to your own motoring. Compare the actual costs of your present car with those of a Packard

The imperial coach which carried Napoleon and Josephine to their coronation glittered with golden ornament. Drawn by eight richly caparisoned steeds, it was the most luxurious vehicle of 19th century France

Standard Eight—which any Packard man will gladly supply. Perhaps you, too, will find that *you are paying for a Packard* without enjoying its beauty, its distinction and its luxury.

And if you *are* paying for a Packard, *why not have one?*

P A C K A R D

ASK THE MAN.
WHO OWNS ONE

