

WHAT IS THE

Special

DOCTORS' PLAN?



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PACKARD

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cordially invites

the Medical Men of America

to read this little booklet

Dedicated to the Doctor

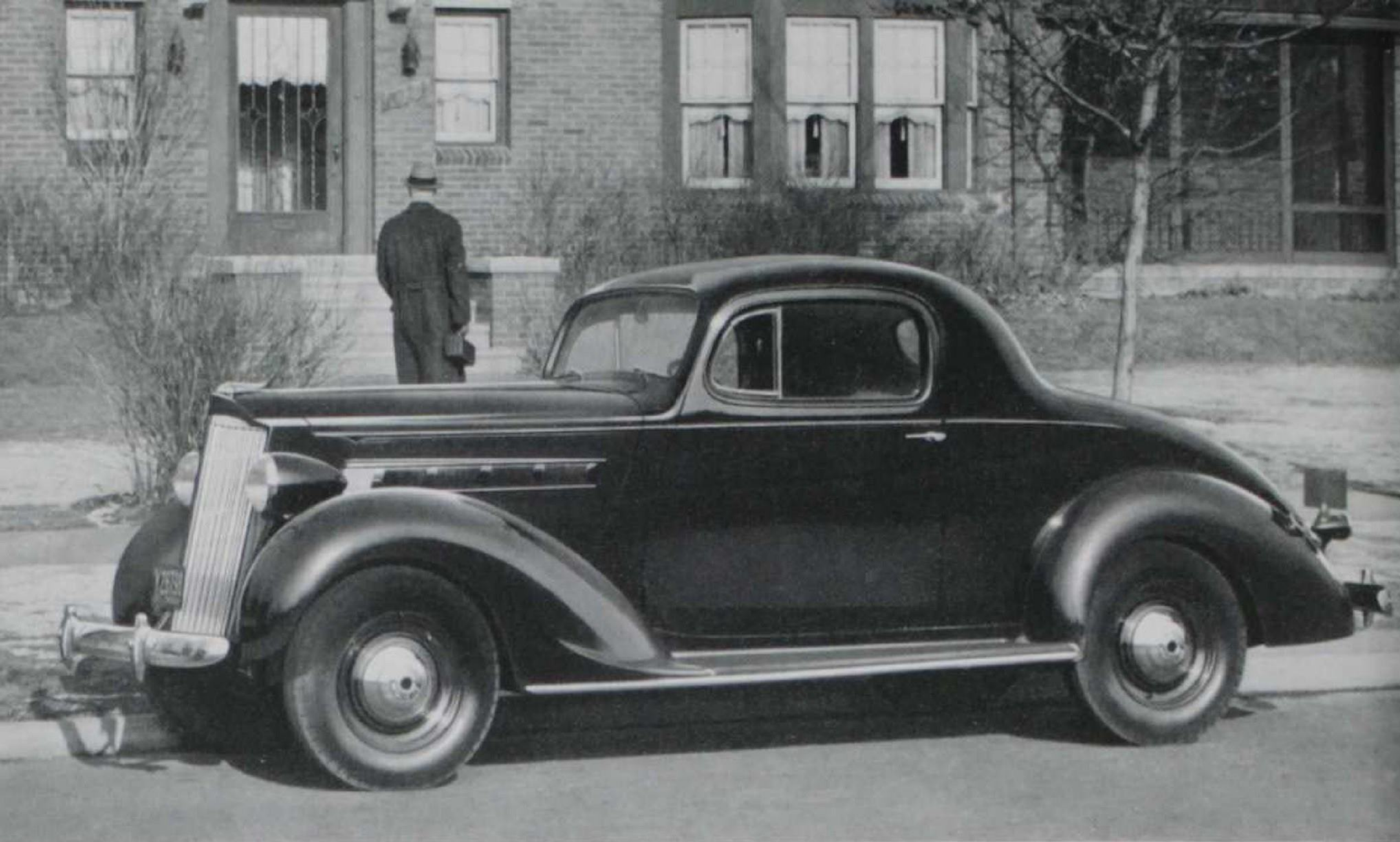
and then,

to use the Special Doctors' Plan

described on the last page

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This physician is taking the first step in the special doctors' plan, an "around the clock" demonstration in the new lower-priced Packard Six.

Packard's Special Plan for

Doctors is based on reason and addressed to a most reasonable body. The medical profession is indeed a reasoning one, first in the mastery of science and then against the ills and ails of the world. Just as fundamental, the Packard Plan makes it easy for the doctor to evaluate for himself a medical tool as important to successful practice as any other item of equipment—his motor car.

Let us analyze for a moment the steps the physician follows to maintain that successful practice. He adds to his education a full knowledge of latest medical developments. He takes a jealous interest in having equipment of the finest and in having it up-to-date. He keeps pace with the best possible office address, creates within it an impressionable atmosphere and staffs it with the most efficient assistants.



With the new ease of handling built into the sedan type of car, many doctors are choosing the *Packard 120 Touring Sedan* as an ideal car for business and family use. Thousands take delivery of their new lower-priced Packards with the used car equalling or exceeding the down payment, and with monthly payments as low as thirty to forty dollars a month, depending upon distance from the factory.

How reasonable, then, to apply the same philosophy to the doctor's "travelling office," his motor car. For every one who sees him in his medical headquarters, countless others see him in his automobile. They recognize him personally, or by the insignia of his service to mankind, the medical emblem on his motor car.

And who but the doctor deserves the best in motor cars—one that is low in first-cost, economical in after-costs and high in carrying the prestige of the profession?

Without consideration to the visible stamp of success that a Packard confers upon its owner, the car has long been an excellent investment in medical transportation. Even at the higher prices of earlier models, more doctors drove Packards than any other single profession. But now that Packard offers two economical new lower-priced cars, the Six and 120, a Packard is more than ever the ideal car for the doctor.

Both the Packard Six and Packard 120 are Packards through and through. Each has *two* lives—long mechanical life, and enduring identity. Each has won the title of "the most service-free car in America." And each has *proven* records of low operating and maintenance costs that compare favorably with those of even the lowest-priced cars.

But drive either the Packard Six or Packard 120 and you will be doubly certain that it fits your professional needs as your thermometer fits its case—a car responsive to the touch as the feel of your favorite instrument, dependable as the assistant at your side, and only less distinguished than the profession you follow.

Yes, we want you to *drive* one of these economical new lower-priced Packards; and to make this easy, we have developed the Special Plan for Doctors described just over the page. Why not avail yourself of it—*Now?*

THE
Special Plan
FOR
DOCTORS

Because of your community leadership and the recognition it merits, Packard cordially invites you:

- 1 To "live around the clock" with a Packard—to accept without obligation the loan of a Packard Six or Packard 120 for a normal day's use.
- 2 To investigate a flexible and individualized payment plan, based on the self-evident integrity of the physician in established practice.
- 3 To learn of the low operating costs, and the economical and rapid handling of physicians' cars when service is necessary.
- 4 To Ask the Man Who Owns One.

Your Packard dealer is ready and waiting to put this plan into effect for you. Why not call him today?