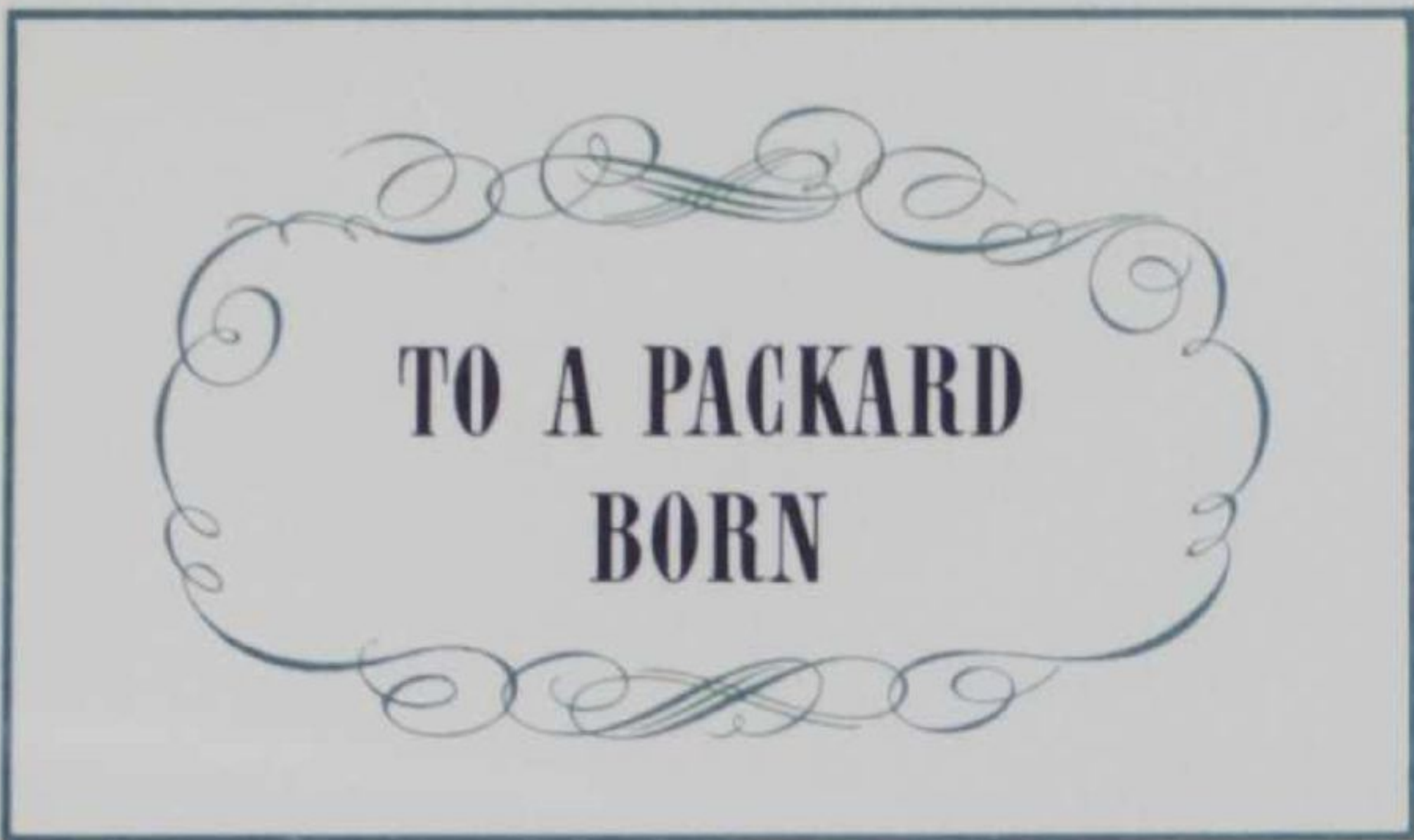


1938

**TO A PACKARD  
BORN**



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PACKARD MOTOR CAR COMPANY  
Detroit, Michigan



**TO A PACKARD  
BORN**

*T*O MANY, the ownership of a big Packard comes as a goal achieved, a prize won from life.

To many, it comes simply as the logical climax of their motor-car-owning experience—the result of living with several good cars and finally arriving at the finest.

To still others, Packard ownership comes as a transmitted family custom or tradition—like enrollment in historic schools, membership in distinguished clubs.

These are to a Packard born.

They are members of more than a thousand prominent American families, including many of the most distinguished names in the country's social, business and political life. More than a thousand families who have owned Packards continuously for more than a quarter of a century.



*The PACKARD 12 • Touring Limousine for Seven Passengers*

These people, accustomed to the best, naturally insist upon mechanical excellence, luxurious size and maximum safety. And they find these things to perfection in the magnificent Packard 12 and Super 8.

But they find something more. In Packard, they get certain "plus values" no other car can offer them . . . the most honored name in motoring . . . distinctive identifying lines that have come to symbolize social preëminence the whole world over.

In short, in Packard, these people find the one car that exactly mirrors their position, the one car that unerringly reflects their own good taste.

Yet they pay nothing extra for these "extra Packard values." The new 1938 Packard 12 and Super 8—finest by far of a long line of fine Packards—are priced much lower than they were a few years ago. And they are the thriftiest of large fine cars to operate.

To see these new large Packards is to desire them. To drive one of them is to experience the ultimate in motoring. To own one of them is to associate yourself with the most distinguished motor car clientele in the world.



THE *New* PACKARD 12  
THE *New* PACKARD SUPER 8  
*for 1938*



ASK THE MAN WHO OWNS ONE