



BODYGUARD

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PACKARD MOTOR CAR COMPANY
Detroit, Michigan



BODYGUARD

*T*O THE man of position, a motor car should be more than a mere means of transportation.

It should be his personal bodyguard.

It should offer him the safety which his importance—to his family, to his business, and to his community—demands. It should offer him the solace and comfort and quiet which he needs in his hours of relaxation.

Such a man should make no mistake about this fact . . . There is no substitute for weight and size when it comes to motoring safety, comfort and quiet.

The new 1938 Packard 12 and Super 8 have been designed and built with just one purpose in mind—to provide the executives of America with the kind of car they should have—to give them the safest, quietest, most comfortable cars the world has ever known.



The PACKARD SUPER 8 • Touring Sedan for Seven Passengers

Every bit of engineering that has gone into these cars has had this ideal in view. Every piece of material, and every hour of workmanship, have had this standard to meet.

Nor are these cars as expensive as you might think. Though finer than ever before, these large Packards are priced much lower than they were a few years ago. In operation costs, they challenge the thriftiest of automobiles. And because they alone among American fine cars possess enduring identity, they have never been obsoleted in appearance. You can drive a Packard years on end and it will always be smart. It will always be a Packard.

Indeed, if you will utilize to the fullest Packard's *two lives*—its long mechanical life and its long style life—we believe you will discover, as many others have before you, that in the end a large fine Packard costs much less than many a cheaper car. And throughout your years of ownership you will have enjoyed the greatest joy of motor-ing—the pride of belonging to the world's oldest and largest fine-car clientele.

But even if a large fine Packard cost much more than it does, even if it carried no plus in prestige, it would still be the soundest investment a man of importance can make. Because it offers him—*protection!*



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



ASK THE MAN WHO OWNS ONE

LeBoutillier & Dolan
BRYN MAWR, PA.