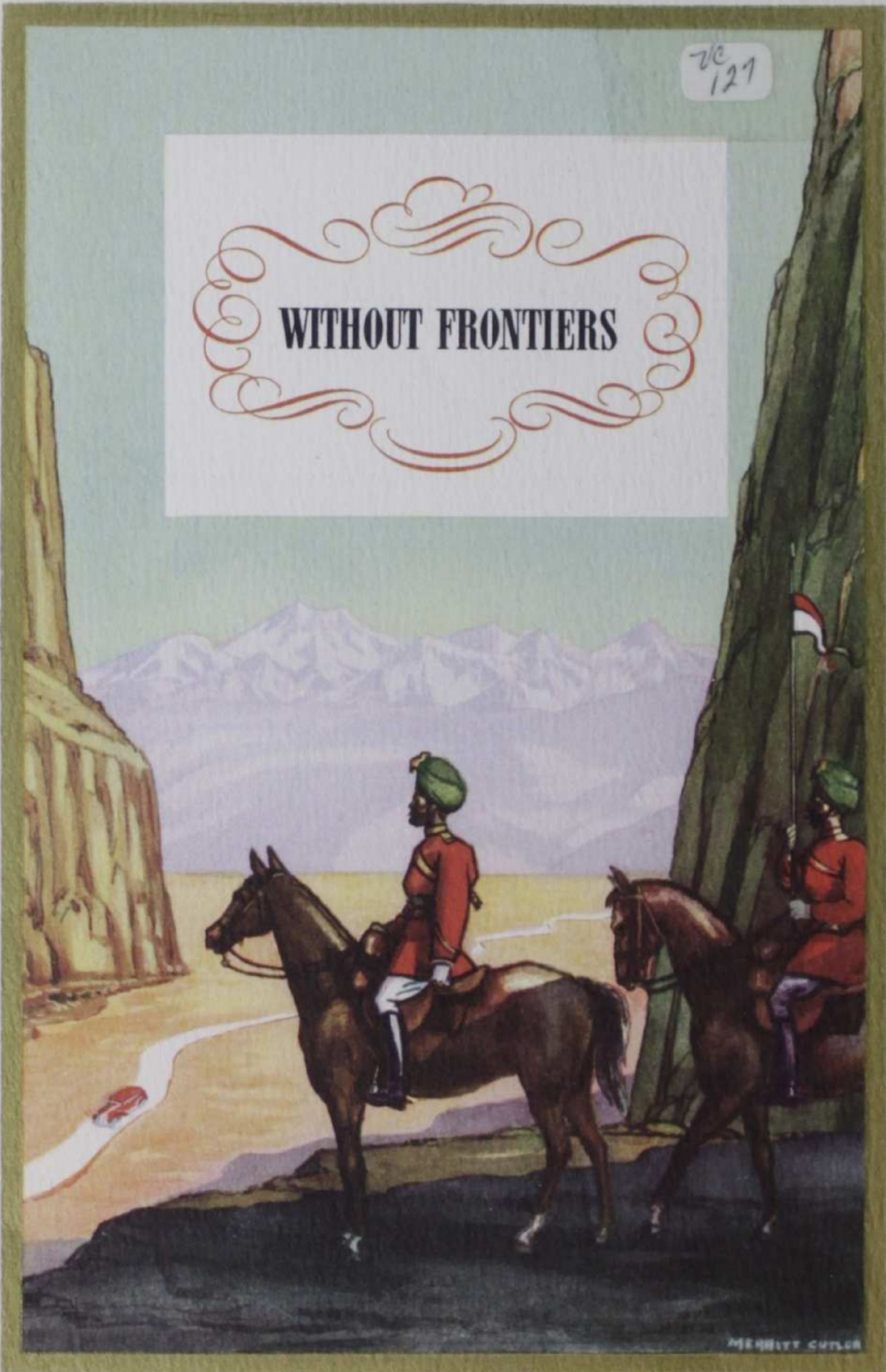


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WITHOUT FRONTIERS



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Detroit, Michigan



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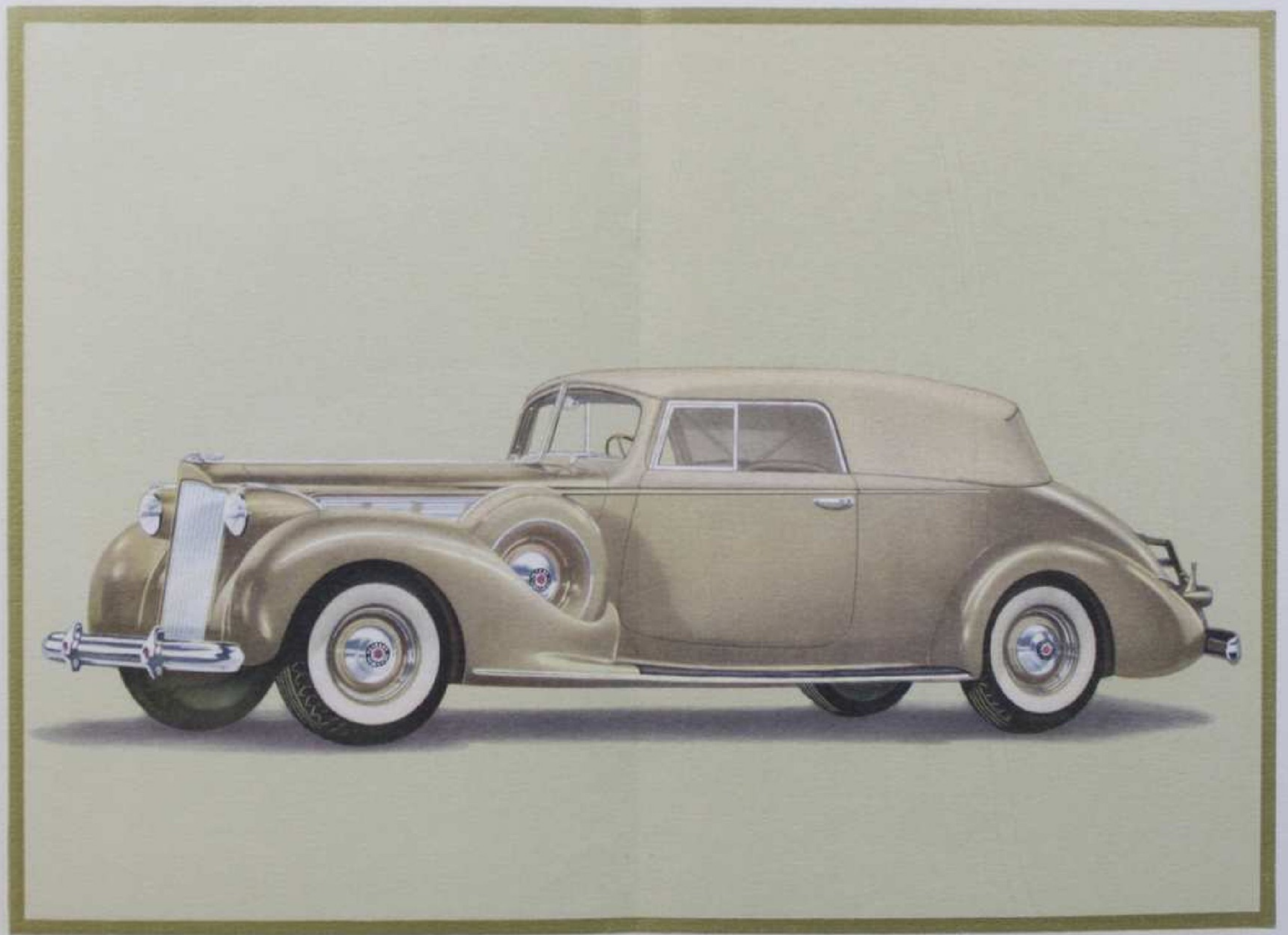
*F*ROM high in the Himalayas, an Indian potentate orders a Packard 12 for his wife, specifying that the upholstery must match the shade of her favorite slippers . . .

In a far Eastern country, a new Emperor delays his own coronation until a fleet of Packards large enough to care for his entire retinue arrives . . .

A European monarch, whose chief joy is motoring, daily visits the royal garage to inspect and admire his twenty-seven Packards . . .

A diplomatic ball is given in Washington, and from 18 of the 22 embassies, Packards roll forth . . .

And so it is with royalty, with social, business and political leaders the world around. The preference for Packard among American fine cars is without frontiers.



The PACKARD SUPER 8 • Convertible Victoria for Five Passengers

Nor is this preference newly won. Year after year, more large Packards have been exported than *any three other American fine cars combined*.

Naturally, this world-wide acceptance is not due to price. It has been achieved in spite of tariff walls and national prejudices. It has been achieved on merit alone.

It is testimony to Packard's mechanical superiority—to the ability of these cars to give years of service far from repair shops.

And it is testimony to Packard's prestige—to the pride of ownership that goes with its honored name; to the distinction inherent in its famous ageless lines.

The preference for Packards, which knows no frontiers abroad, is equally without boundaries at home. Packard is the preferred large fine car in every state in the Union.

The new 1938 Packard 12 and Super 8 represent Packard fine-car craftsmanship at its greatest. In beauty of line, in luxury of appointments, in comfort, in safety, in quiet, in performance—in every quality you might seek in a motor car, these Packards are preëminent.

Yet they cost much less, to buy and to maintain, than they did a few years ago. Their initial cost is much lower. And in economy of operation, they challenge cars costing only half as much.

We invite you to drive one of these cars—to experience the thrill which only the world's finest automobile can give you. And we invite you to add your name to the most distinguished motor car clientele in the world—the owners of large fine Packards.



THE *New* PACKARD 12

THE *New* PACKARD SUPER 8

for 1938



ASK THE MAN WHO OWNS ONE