

THE SECRET





*“The wall must wear the weather stain
before it grows the ivy.”*

THE SECRET OF OWNING
A PACKARD CAR

Years ago, men bought paper-soled shoes.
They don't do it any more.

Why:

Because they have learned that the secret of owning better shoes is to buy good ones and wear them out.

Today, a great majority of men are still buying “paper-soled” motor cars.

Why:

Because they don't know as much about motor cars as they do about shoes.

THE SECRET OF OWNING

They have yet to learn the secret of owning a good motor car—*wearing it out instead of trading it out*. We want every man who buys a Packard car to wear it out.

A man should not give up his car every year or so just because of a model with a new “dress” or some minor changes—not unless he gives up his home at the same time because of something new in architectural style or heating equipment.

There is no money saved in buying a “procession” of low-priced cars—cars costing down to a thousand dollars or so.

A PACKARD CAR

The man who trades his car in every two years or so is working for Uncle Sam, the railroads, and three automobile men.

On each car he has to pay a war tax, a freight charge, a maker's profit, a distributor's profit, and a salesman's commission.

Once every four or five years or more is often enough to open one's pocketbook for such expenditures.

With the Packard Six comes

Beauty, Distinction *and* Comfort,
Long Life, Economy *and* Safety.

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It costs no more to wash and polish a Packard than a cheap car.

No more to garage one.

Little, if any, more to insure one.

It "eats" but little:

10 to 12 or more miles to the gallon of gasoline.

1000 or more miles to the gallon of motor oil.

15,000 to 20,000 or more miles to a set of tires.

These are the figures Packard Six owners generally report.

And when the car needs mechanical attention

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its owner has—our service *a la carte*.

In the office, he may examine a book that tells him in detail the labor and material story of each and every operation.

Every repair shop price is a fair price—he knows in advance the cost of the work to be done and in detail about the work to be done.

Money in his pocket and a better running car.

With all the foregoing true, why doesn't Packard sell more motor cars?

Because nine out of ten men who are buying "procession" cars think they "cannot afford a

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Packard” and never come near us to learn differently.

The Packard Six is *not* a rich man’s car—although many rich men are joyful in the ownership of one.

Its price is much *less* than most men think—\$2285 for the Five-Passenger Sedan at Detroit.

It is often bought on a deferred payment plan—“it being better business to buy a good car on time than a low-priced car for cash.”

It actually costs less to operate and maintain than any other sizable car on earth as far as we

A PACKARD CAR

know—less than even many of the smaller cars. For every man who has a Packard Six today—figures show that a *dozen* cannot afford to be without one.

And each will have one when he learns the secret.

This booklet has been written out of the experience of more than one hundred thousand Packard Six owners who already have learned the secret of owning a Packard car.

(See following pages for models and prices)

If you prefer to buy out of income instead of capital, you will find the Packard Payment Plan a most attractive one. Your used car will be appraised at its fair market price and its value applied against the new car down and monthly payments. Many take possession of their new cars without any cash outlay and with the small monthly payments made smaller because of the used car allowance being greater than the amount of the new car down payment.

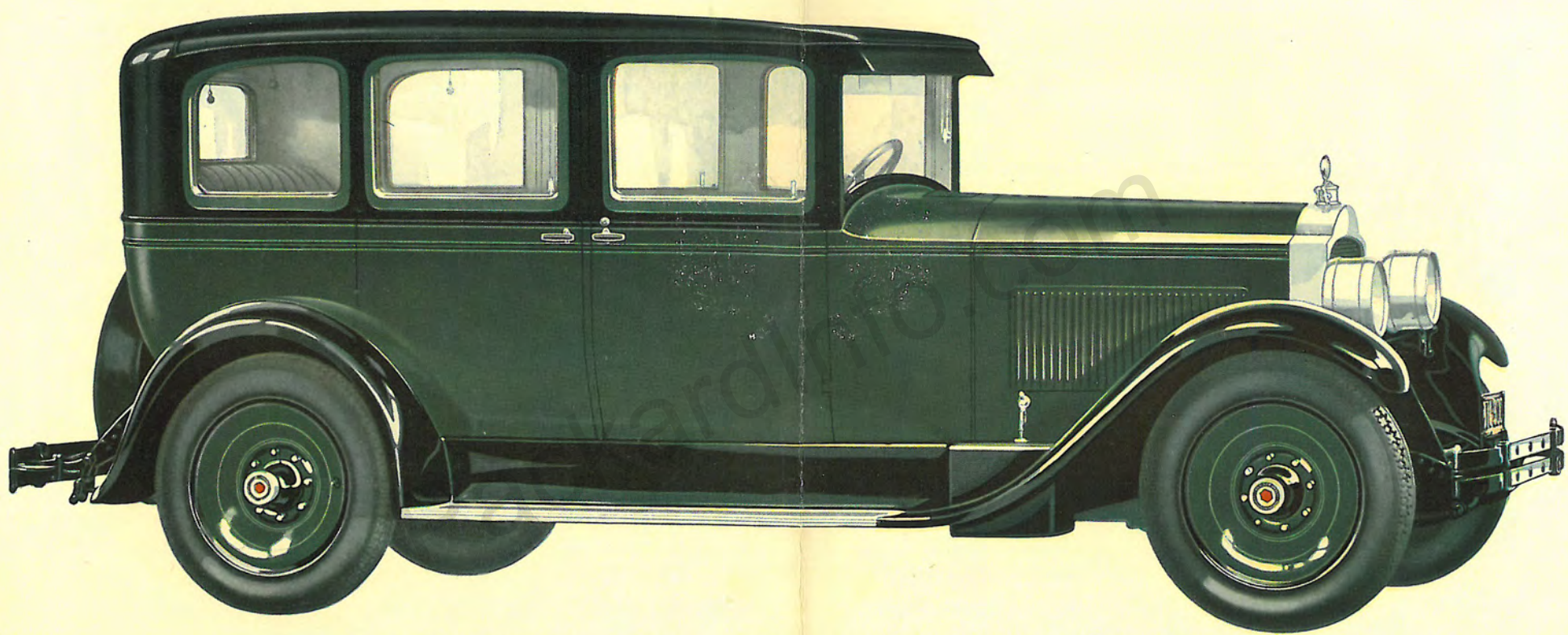
The Packard Six 5-26 Models

2-Passenger Runabout	\$2275
5-Passenger Sedan	2285
5-Passenger Phaeton	2275
2-Passenger Coupe	2350
2-Passenger Convertible Coupe	2425

5-33 Models

7-Passenger Touring	\$2485
4-Passenger Coupe	2685
5-Passenger Club Sedan	2685
7-Passenger Sedan	2685
7-Passenger Sedan-Limousine	2785
2-Passenger Runabout	2385
5-Passenger Phaeton	2385

Prices do not include freight and government tax.



THE PACKARD, SIX & FIVE, PASSENGER SEDAN

PackardInfo.com