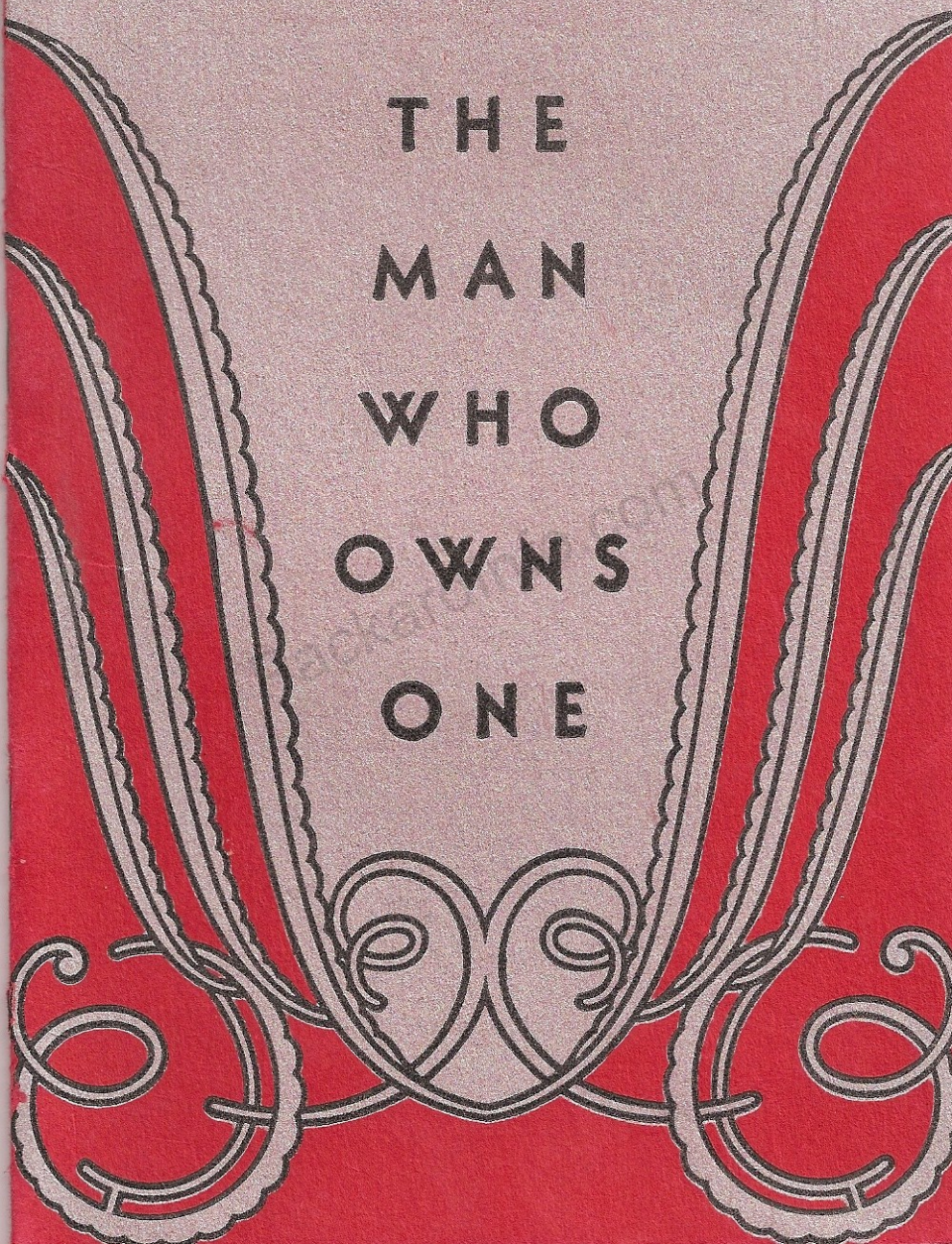


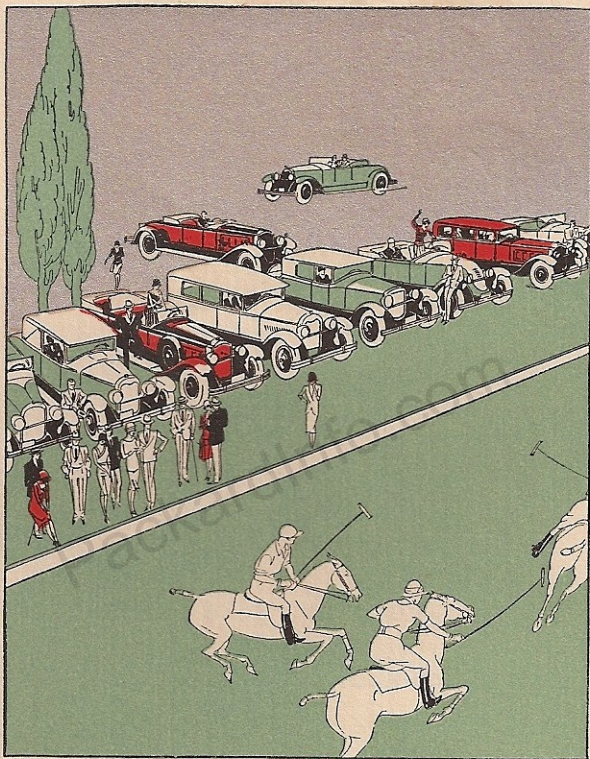
THE
MAN
WHO
OWNS
ONE





WHEN Packard makes a statement you can bank on its being founded on the best of evidence. The very bed-rock of much of Packard's advertising and selling effort is based on the interesting answers thousands of owners have given in the questionnaire that is delivered with each new Packard car.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?



68% of those who are buying the Packard
Standard Eight in 1929 give up other cars.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?

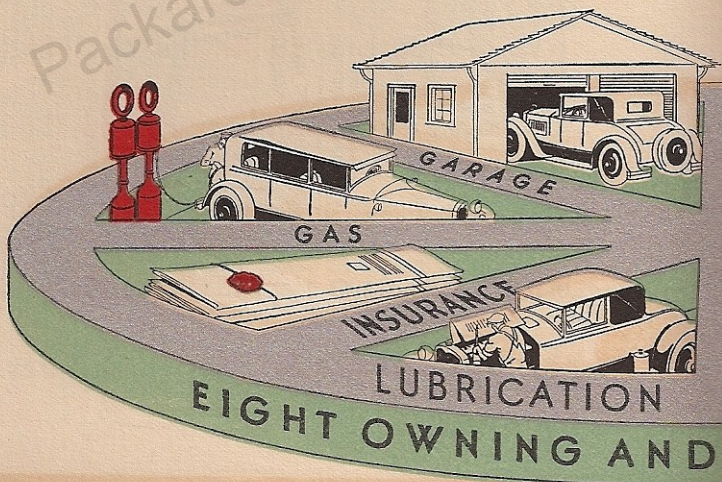
SEVEN out of ten who buy the Packard Standard Eight trade in or give up other makes of cars. Thousands of these new owners have owned cars that cost \$1500 or less when new.

These cars come from the very cream of lower price car ownerships.

Tens of thousands still in this class, and who own cars not in keeping with their positions in life and the beauty of their homes, can have Packard cars, with all their luxurious and exclusive features.

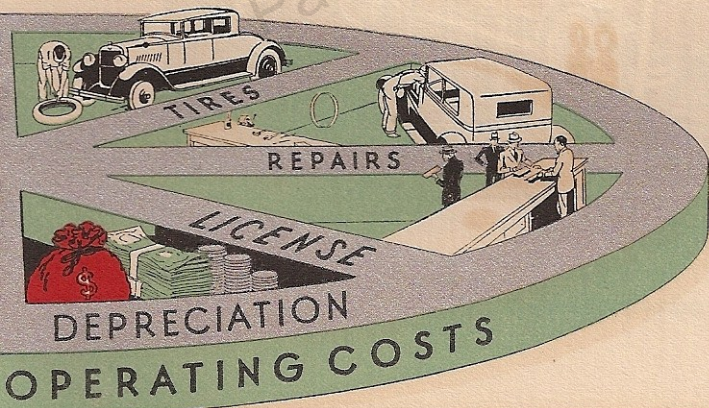
YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?

S EVEN of the eight costs of owning and operating any sizable car are collectively no greater on a Packard Standard Eight. The eighth cost will be considered on another page. In motor cars, as in the shoes we shine and

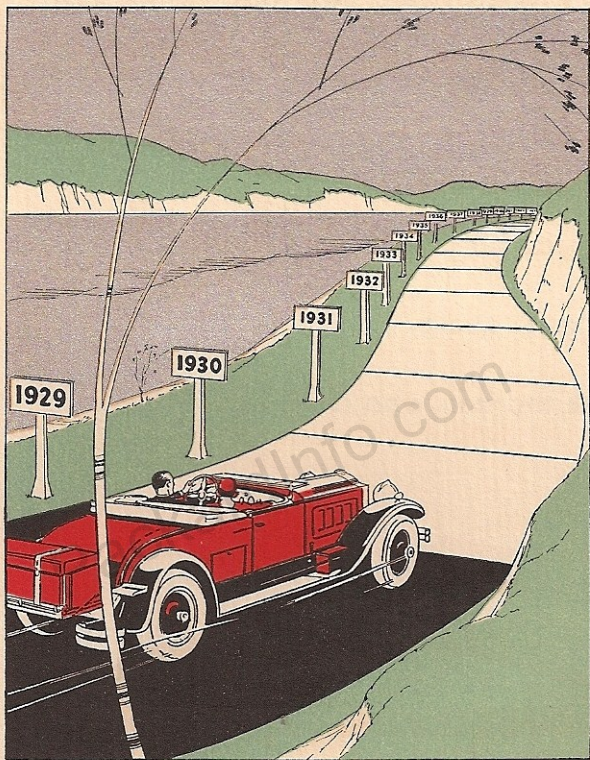


Gasoline, oil, tires, garage and license costs are no greater on a

the hats we check, after costs are not less because first costs were less. A Packard costs no more for "room and board" and less for "medical attention" than a car of lesser quality bought at a lower price. Ask the man who owns one about this.



Packard, insurance but a few dollars more, and repairs cost less.



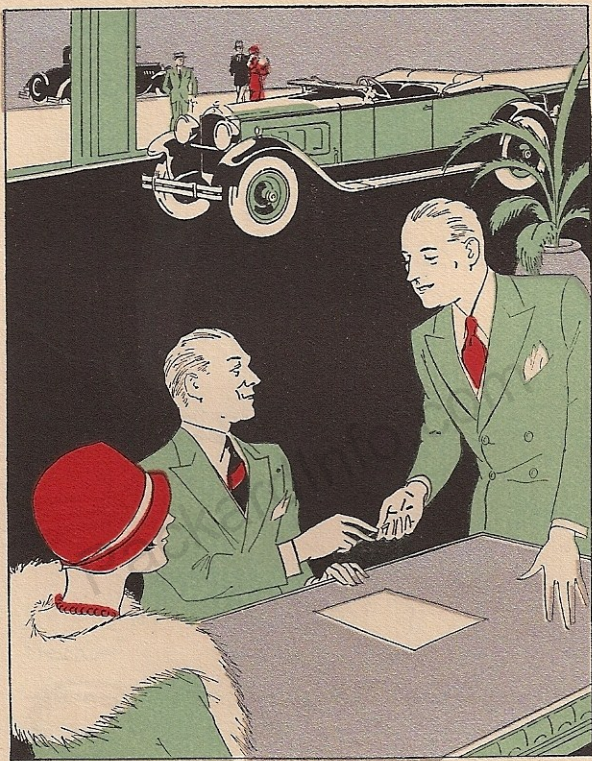
"A year to pay—five years to own" is a very conservative description of Packard ownership.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?

THE depreciation cost of the Packard car is unusually low because most owners keep their cars nearly twice as long and drive them nearly twice as far as the cars they traded in.

The simple arithmetic of Packard ownership is this—if you keep a Packard twice as long as a car costing half as much, the depreciation cost will be the same. If the car costs more than half as much, the advantage is with the Packard.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?



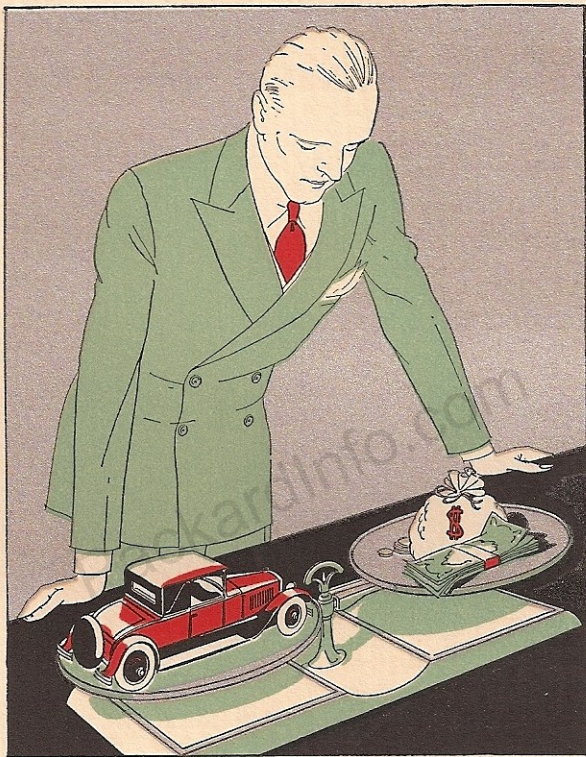
"Once a Packard owner—always a Packard owner" is true 96 times out of every 100.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?

NOT even one out of ten who buy Packard cars ever leaves the Packard family for any reason — a remarkable record. What greater proof could we offer that the Packard Standard Eight story about low operating costs and long life is true?

Owners appreciate the simplicity of Packard cars, the ease with which they may be cared for, and such notable features as the Packard Shock-Absorbing System and the Quick-Step Transmission.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?



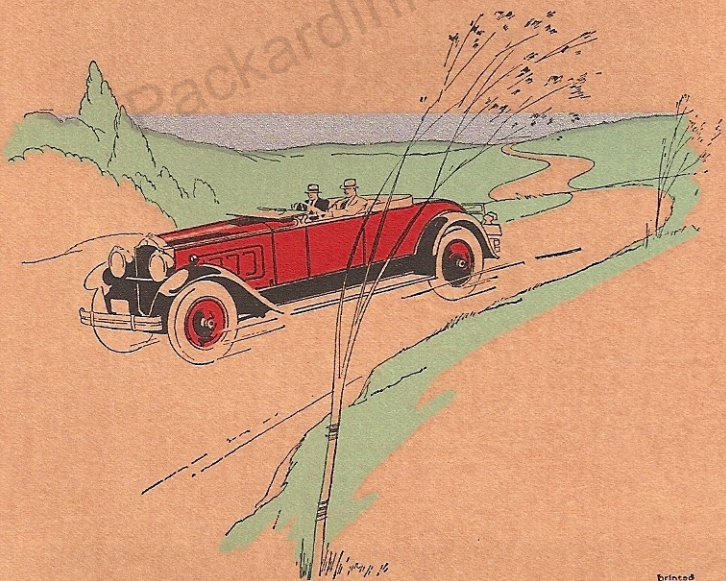
Let us weigh the value of your used car—it may exceed the down payment on a new Packard Eight.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?

THE VALUE of the average car traded in on a Packard Standard Eight equals the down payment of the new car. In many cases it is greater. With the value of the used car applied against the down payment, thousands take possession of their new Packard Standard Eights without any cash outlay other than the small amount of each monthly payment. There is no financial hardship in having a Packard, in first or after costs.

YOU ARE PAYING FOR A PACKARD—WHY NOT HAVE ONE?

EVERYONE owning a car costing less than a new Packard, down to half its price, is open to the charge that he is paying for a Packard without having one. Does this apply to you?



PRINTED IN U. S. A.



ASK
THE MAN
WHO OWNS
ONE

PACKARD STANDARD EIGHT

The Sedan, Five Passengers . . .	\$2375
The Sedan, Seven Passengers . . .	2675
The Club Sedan, Five Passengers . . .	2675
The Sedan-Limousine, Seven Passengers	2775
The Roadster, Two-Four Passengers . . .	2425
The Phaeton, Four Passengers . . .	2425
The Sport Phaeton, Four Passengers . . .	2725
The Touring, Seven Passengers . . .	2525
The Coupe, Five Passengers . . .	2675
The Coupe, Two-Four Passengers . . .	2525
The Convertible Coupe, Two-Four Pass.	2550

All prices f. o. b. the factory, Detroit, Mich.