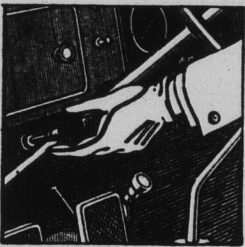


# The new

## PACKARD EIGHTS

*Six  
Packard Improvements  
that give a new meaning to  
Luxurious Transportation*

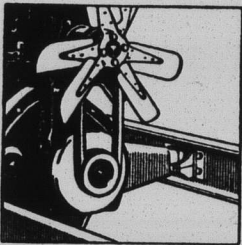
Never before has Packard offered new cars with so many or such important improvements. Outstanding among them all are the six unusual features illustrated below.



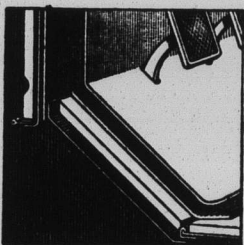
**Ride Control**—Packard hydraulic shock absorbers are now instantly adjustable from the dash.



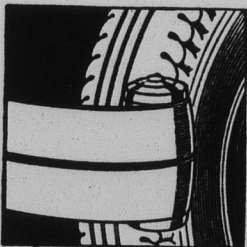
**Synchro-Mesh**—All Packards now have the new four-speed, synchromesh transmission.



**Engine Flotation**—The refined Packard Straight-Eight engine is now "floated" on rubber.



**Body Insulation**—The new Packard bodies are fully insulated against noise and temperature.



**Front End Stabilizers**—On the long or Packards the front bumper includes a stabilizing device at each end.



**Interior Luxury**—The new Packard bodies are more sturdily constructed, more luxurious, than ever before.

**ENTIRELY new**

*in everything save fundamental lines  
and straight-eight motor principle*

From bumper to bumper, outside and inside, mechanically and artistically, the Continental Series Packard cars are *entirely new*—completely redesigned. While the characteristic beauty of Packard lines and eight-in-line principle of motor design are retained, even these fundamental features show tremendous refinements. The new Packards are a truly great advance in luxurious transportation.

Come in and examine the new Packards in detail. Take the wheel of your favorite model and drive anywhere you wish. Then ride as a passenger. Only then will you appreciate that Packard engineers have done more than improve the beauty and performance of Packard cars, more than perfect new conveniences for the *driver*. You will find that true luxury and utmost riding comfort for *passengers* as well as driver were major considerations in the designing of these new and thoroughly modern cars.

Bodies are lower and roomier, with lines refined and modernized. Wheelbases are longer and the tread is wider. The motor is far more powerful—quieter, smoother.

All models are equipped with the exclusive new Packard *Ride Control*, the new Packard-built, four-speed synchromesh transmission and many other new features.

If you buy any other car than a new Packard this summer it will be at the sacrifice of supreme riding comfort. No other cars have all the modern features which make the new Packards not only the easiest riding cars in the entire world but also the easiest to operate. See these cars today. Why not own the only truly up-to-date car?

Packard Motor Car Company of Chicago

925 Linden Avenue, Hubbard Woods

A S K    T H E    M A N    W H O    O W N S    O N E