



YOU ARE PAYING  
*for the*  
**NEW PACKARD EIGHT**  
*Why not own one?*

**A**GAIN this year the story of the new Packard Eight is not a sensational one. Packard did not reach its world leadership among fine car manufacturers by sensational means.

The story of the new Packard Eight is the sound and sensible story of a fine car made even finer. That is what Packard has been striving to do and has done each year for thirty years. But no new Packard of recent years has embodied so many refinements and improvements as this one.

Eight years of successful eight-in-line experience result in a powerplant and chassis it now seems impossible to further improve. Precision workmanship is protected by *automatic* lubrication. Packard designed and built bodies—beautiful with the grace of line always characteristically Packard—increased power, still better performance, still smoother and more quiet luxury of travel—these things distinguish the new car. They are worth experiencing.

But the greatest thing we offer you in a Packard is a sound conservative investment in truly fine

transportation—an investment never depreciated by needless changes in design—a long-time investment in motor car satisfaction.

You are probably paying for the new Packard Eight whether you own one or not. If you drive a car of its size and power, we know you are and we can prove it. So why not own one? Operating costs are no greater for a Packard Standard Eight than for any other car of its size regardless of its list price. Depreciation on the Packard is actually less, for you like others will keep it far longer than you would any ordinary car.

Records show that Packard owners keep their cars nearly twice as long as the cars they traded in, and that the chances are nine out of ten that you, having once bought a Packard, will never buy any other make of car!

Allow us to figure your ownership cost for you without obligation. You may find that a new Packard Eight can be yours for a surprisingly small down and monthly payment. If your used car is of average value there may be no down payment necessary.

ASK THE MAN WHO OWNS ONE



**Geo. H. Koon Motor Sales**

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SECOND ONLY TO A NEW PACKARD IS A USED PACKARD