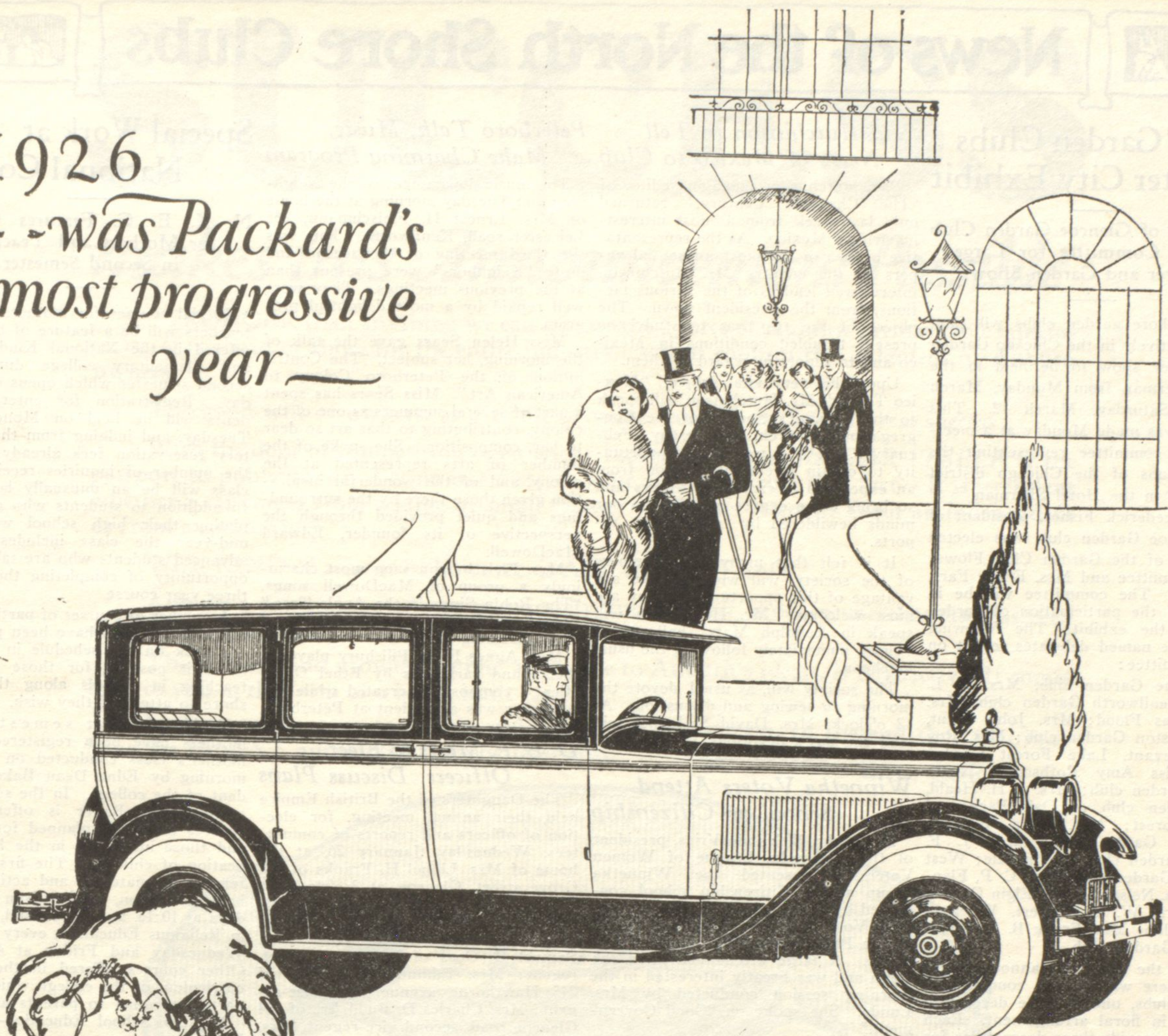


1926
 - - - was Packard's
 most progressive
 year - - -



WE speak of Packard's prosperity in no boasting spirit but rather because it reflects the public's appraisal of Packard cars. No company can long survive the ill will of its customers—no company can be stronger than the faith of those who buy its product. We are thankful to the distinguished and discriminating clientele which has given us, not only prosperity but leadership in the fine car field. Principle before profit, the bedrock of Packard policies, has paid big dividends, not in gold alone but in prestige—a prestige that

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