



## L U X U R I O U S   T R A N S P O R T A T I O N



**T**HE Packard Custom Eight—with its new and enriched fittings and upholstery, its greater refinement of detail—today offers luxury far beyond that of any famous Packard of the past. Save for the Packard Eight De Luxe, it is truly the world's finest motor car—in brilliance of performance as well as in beauty and distinction of appearance.

The Custom Eight is built on a chassis of 140½-inch wheelbase. Its powerplant—identical with that of the Packard Eight De Luxe—includes a new four-speed transmission and further refinement of the famous Packard straight-eight motor. It provides new smoothness, new

speed, new agility, in traffic or on the open road.

Packard luxury—brought to even greater heights in today's Packard Eights—is winning admiration and patronage as never before. Record-breaking deliveries preceded the introduction of the present Packard Eights. Since then sales have mounted to new high levels—with the beautiful and practical Five-Passenger Coupe, pictured below on the Custom Eight chassis, among the most popular models.

Those who desire and can afford the utmost in motoring luxury—and their number is constantly increasing—are now, as always, turning to Packard cars.

*The galleys of the Barbary Corsairs—those ruthless privateers of the 16th century—were magnificently equipped in the height of barbaric luxury*

# PACKARD

ASK THE MAN WHO OWNS ONE

