



*La Parade*

*The Parade*  
OF THE  
STRAIGHT EIGHT



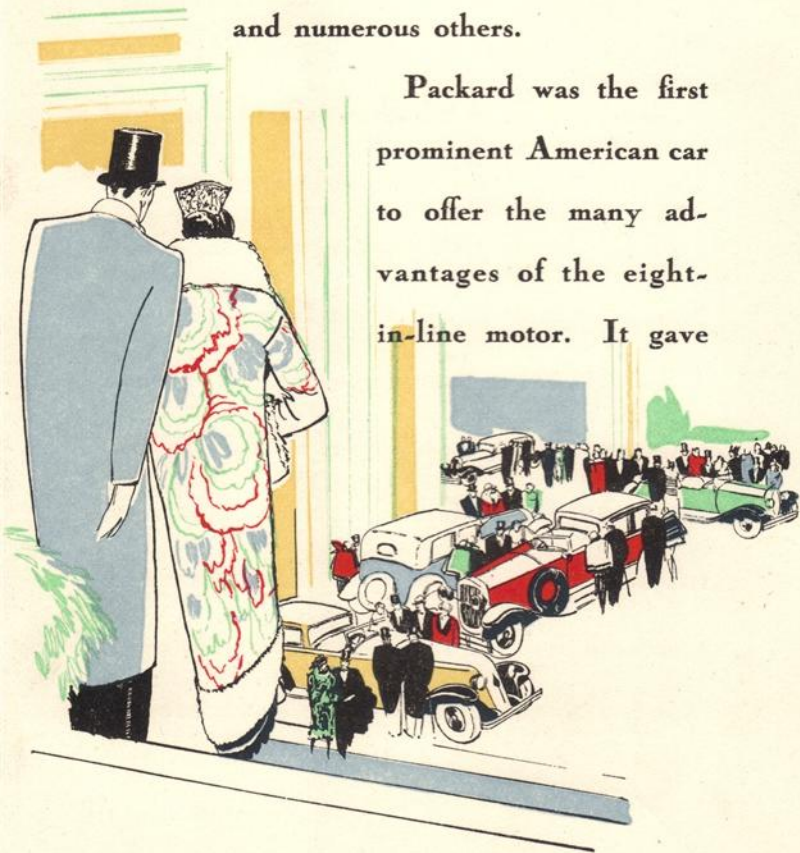


**I**F YOU were in Paris last fall, you were doubtless impressed by the fact that three of the oldest and most honored automotive houses of Europe—Renault, Mercedes-Benz and De Dion Bouton, the latter a builder twenty years ago of one of the world's very first vee-type eight cylinder automobile engines—announced Straight Eights at the Paris Salon.

In addition to these three, with their proud history of fine engineering and their facilities to study all types of motor design the world over, ten other leading European manufacturers presented Straight Eights at this world-famed Salon, with six others about to be announced.

Thus, more names famous in European motor-  
ing circles now join those of equal promi-  
nence who for years have favored the Straight  
Eight principle—Isotta-Fraschini, Bugatti  
and numerous others.

Packard was the first  
prominent American car  
to offer the many ad-  
vantages of the eight-  
in-line motor. It gave



**GENESTIN**

**SCAP      BALLOT**

**HARRIS-LÉON-LAISNE**

**MORRIS - LÉON - BOLLÉE**

**PRAGA      MESSIER      BUGATTI**

**UNIC      PANHARD & LEVASSOR**

**AMILCAR      BIANCHI      HORCH**

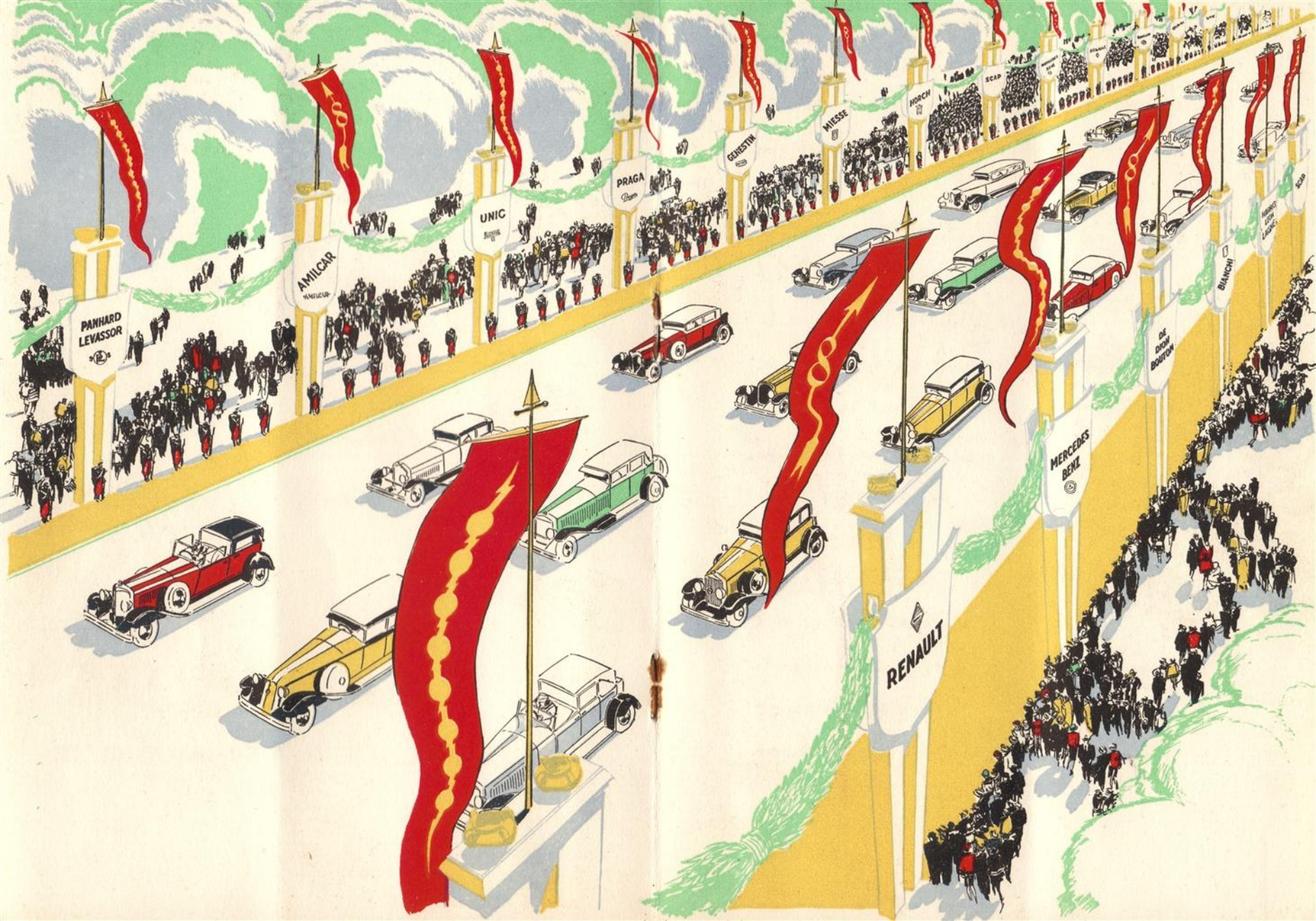
**DE DION - BOUTON      RENAULT**

**ISOTTA-FRASCHINI      MERCÉDES-BENZ**

up one of the greatest vee-type engines to adopt it. Then came four-wheel brakes and later, the instant chassis lubrication system, each an evidence of Packard's engineering leadership. And now, another forward step—the Packard shock absorbing system which combines a new safety in steering with a new comfort in riding.



Packard, out of its experience with the Straight Eight motor in its larger cars, together with the world-wide following this design has acquired, now



PAHARD  
LEVASSOR

AMILCAR

UNIC

PRAGA

GORETIN

WIESEL

HORCH

SCAP

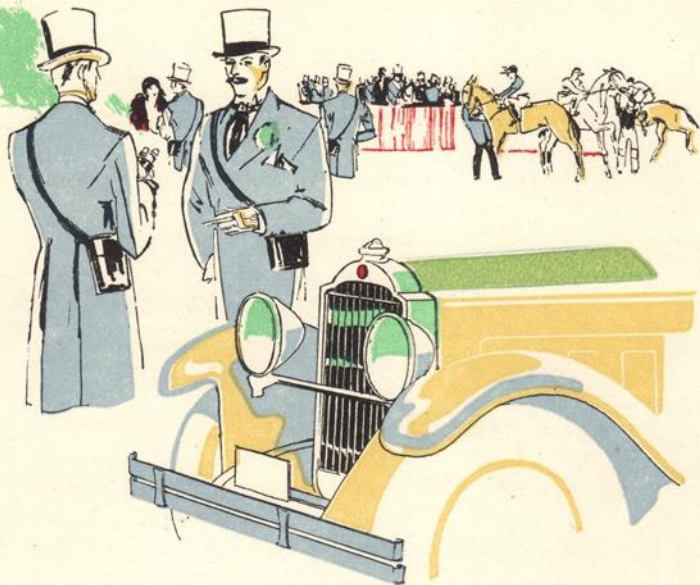
MERCEDES  
BENZ

RENAULT

DE  
DION  
BOUTON

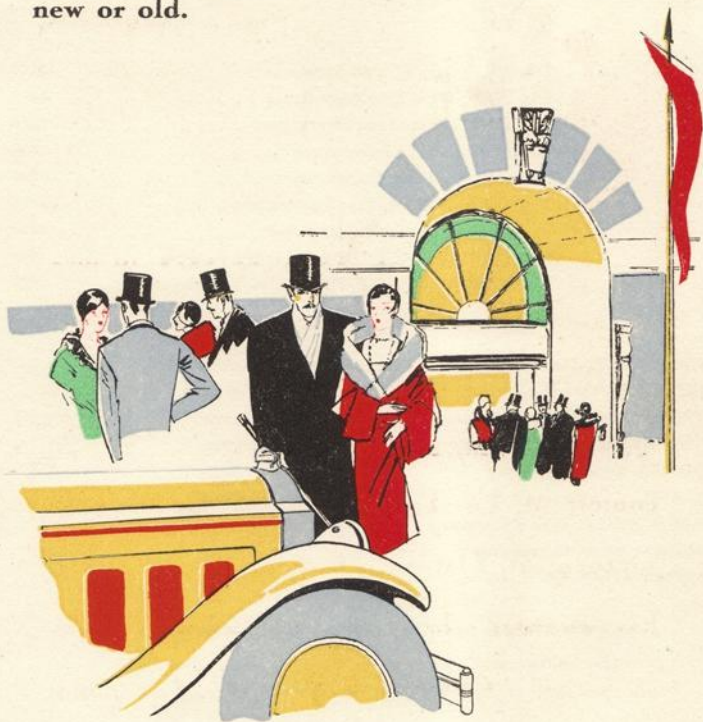
BLONCH

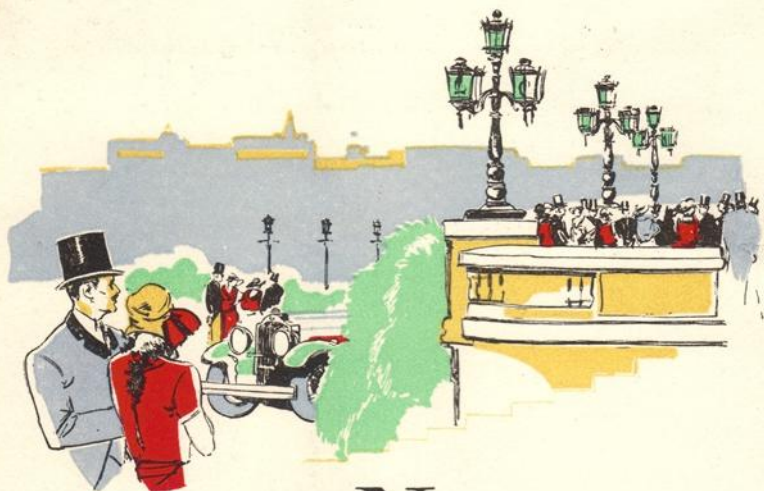




presents **Straight Eight** motors in all of its latest cars, and in a wide range of prices and styles. But regardless of size or luxury of body equipment, each Packard model is mechanically the same — in the chassis as well as in the motor. And each alone offers that distinction of fine car ownership which only is found in a Packard.

than two decades that long established  
grace of line has remained inherent in  
Packard design, always proclaiming a  
Packard distinctively a Packard—whether  
new or old.





**N**OT ONLY in mechanical design has Packard been given world-wide acclaim, but also in exterior beauty. From an early motor car beauty contest at Le Touquet to the most recent victory at Ostend, fashionable Europe has awarded the palm to Packard charm in many a *Concours d'Elégance*. For more

The RUNABOUT, Two Passengers . . . . .	\$2535
The PHAETON, Five Passengers . . . . .	2535
The TOURING, Seven Passengers . . . . .	2635
The COUPE, Two Passengers . . . . .	2510
The COUPE, Four Passengers . . . . .	2735
The CLUB SEDAN, Five Passengers . . . . .	2735
The SEDAN, Five Passengers . . . . .	2435
The SEDAN, Seven Passengers . . . . .	2735
The SEDAN-LIMOUSINE, Seven Passengers . . . . .	2835
The CONVERTIBLE COUPE, Two Passengers . . . . .	2585

**The  
Packard  
Standard  
Eight**

**The  
Packard  
Custom  
Eight**

The RUNABOUT, Two Passengers . . . . .	\$3175
The PHAETON, Five Passengers . . . . .	3175
The TOURING, Seven Passengers . . . . .	3275
The COUPE, Two Passengers . . . . .	3250
The COUPE, Four Passengers . . . . .	3750
The CLUB SEDAN, Five Passengers . . . . .	3750
The SEDAN, Seven Passengers . . . . .	3750
The SEDAN-LIMOUSINE, Seven Passengers . . . . .	3850
The CONVERTIBLE COUPE, Two Passengers . . . . .	3350

The RUNABOUT, Two Passengers . . . . .	\$4585
The PHAETON, Five Passengers . . . . .	4585
The SPORT PHAETON, Five Passengers . . . . .	4935
The TOURING, Seven Passengers . . . . .	4585
The COUPE, Two Passengers . . . . .	5385
The COUPE, Five Passengers . . . . .	5735
The CLUB SEDAN, Five Passengers . . . . .	5785
The SEDAN, Seven Passengers . . . . .	5785
The SEDAN-LIMOUSINE, Seven Passengers . . . . .	5985

**The  
Packard  
DeLuxe  
Eight**

Above prices f. o. b. the factory, Detroit, Michigan.

Also Individual Custom Models from \$5190 to \$10,000  
f. o. b. the body builders

If you prefer to buy out of income you will find the Packard Payment Plan a most attractive one. Many take possession of their new cars without any cash outlay and with the small monthly payments made smaller because of the used car allowance being greater than the amount of the new car down payment.



ASK THE MAN WHO OWNS ONE