

An illustration of a woman in a green coat and hat standing in front of an ornate building entrance. The woman is holding a small brown bag and is looking towards the left. The building has a large arched doorway with columns and decorative carvings. The title 'SOCIAL MIRROR' is written in a decorative frame above the entrance.

# SOCIAL MIRROR



## SOCIAL MIRROR

*T*HOSE of social prominence cannot and should not choose a motor car as others do.

For they require more than mere transportation.

They need and deserve the maximum in motoring comfort, safety and quiet.

More, *their* car must reflect their position. It must possess the distinction, it must carry the prestige, befitting their social leadership in the community.

Such distinction and prestige can be found *only* in a large fine car. And they can be found at their greatest *only* in those most magnificent of fine cars—the new 1938 Packard 12 and Super 8.



*The PACKARD SUPER 8 • Club Sedan for Five Passengers*



For years, Packard has symbolized social pre-eminence both here and abroad. For years, it has been the preferred large fine car in every state in the Union. For years, it has been the choice of princes and potentates, of kings and ambassadors.

Such world-wide acceptance could not come from mechanical superiority alone—though Packard's genius for fine-car engineering and fine-car craftsmanship is an axiom in the industry. It could not come merely from superior riding qualities—though these large Packards are without question the quietest, safest, most comfortable cars the world has ever known.

Such acceptance must be traced further—to those “extras” that only Packard offers . . . an honored name, the oldest and most famous among American fine cars. . . and an enduring identity—distinguished lines the whole world recognizes, that say “Packard” wherever motor cars are driven.

Though finer and more luxurious than ever before, these 1938 Packards cost much less than they did a few years ago. In economy of operation, they rival the thriftiest of motor cars. And, because of their ageless lines, they can be driven for years and still remain smart appearing and recognizable.

But above all other considerations that make the purchase of a Packard so logical stands this fact: A large fine Packard, more than any other car, *exactly* mirrors your position.



THE *New* PACKARD 12  
THE *New* PACKARD SUPER 8  
*for 1938*



ASK THE MAN WHO OWNS ONE