

Here's gas mileage you can bank on!

Thrift Report

— based on a national survey

Here's what new Packard owners say about the highway performance of the new 130-HP Packard Eight, equipped with overdrive.* As the chart shows, fuel economy varies with terrain, temperature, traffic conditions, speed, and individual driver habits. But you'll notice that the most frequently mentioned figure is 18 miles per gallon at highway speeds.

*Optional equipment, at moderate extra cost.

MILES PER GALLON	PERCENTAGE OF OWNERS REPORTING EACH FIGURE
15	5.9%
16	9.6%
17	15.1%
18	24%
19	13.6%
20	10.5%
21	7.1%
22	5.1%



To any motorist, the figures above are good news . . .

And to the owners of roomy, road-worthy, luxury cars, these frugal facts are nothing short of *sensational!*

They cover the highway performance of the husky, precision-built, 130-HP (we repeat: *one hundred and thirty horsepower*) Packard Eight, equipped with overdrive* . . . as reported by hundreds of new Packard owners in a coast-to-coast survey.

They show you how Packard's new "free-breathing" engine design combines *spectacular economy* with smooth, brilliantly responsive performance.

They show you what you can expect from a completely *new* power plant — *new* engine design born of Packard's wartime experience powering the PT boats, and America's fastest planes.

Come in—learn the year's big *thrift* story in complete detail. You'll find it's another reason why you'll *every* the man when you "ask the man who owns one!"

Packard

— ASK THE MAN WHO OWNS ONE —

PACKARD MINNEAPOLIS, Inc.
1400 Harmon Place, Minneapolis, Minnesota

LOOP MOTOR CO.
315 South Eighth St., Minneapolis, Minnesota

BLOODHART MOTORS, Inc.
3255 Hennepin Ave., Minneapolis, Minnesota

KAY MOTORS, Inc.
5101 Minnetonka Blvd., St. Louis Park, Minnesota

JACKSON STREET MOTORS
217 Jackson St., Anoka, Minnesota

In honor of "low" gas prices (at least as I type this), here's a nostalgic ad from the *Minneapolis Star* that ran in October of 1948. The fatter wallet is always a good advertising hook, and Packard opted to go the MPG route in this ad. These bathtub beauties were available for an affordable \$2,150 for the Eight series and \$2,375 for the Deluxe line. Thriftiness has always been a selling point for cars, and it's interesting to see MPG used as a tool decades before CAFE regulations and emission