

November 10th to 15th
EXHIBIT
COLOR, PHENOMENA

In Minerals — In Animal Life
In Plant Life—In Commercial Art
In Ladies' Costumes and
In Motor Cars to Harmonize
Displayed through the Courtesy of
Mr. H. T. Strong and
Marshall Field & Company
at the
PACKARD BUILDING
2357 S. Michigan Ave.



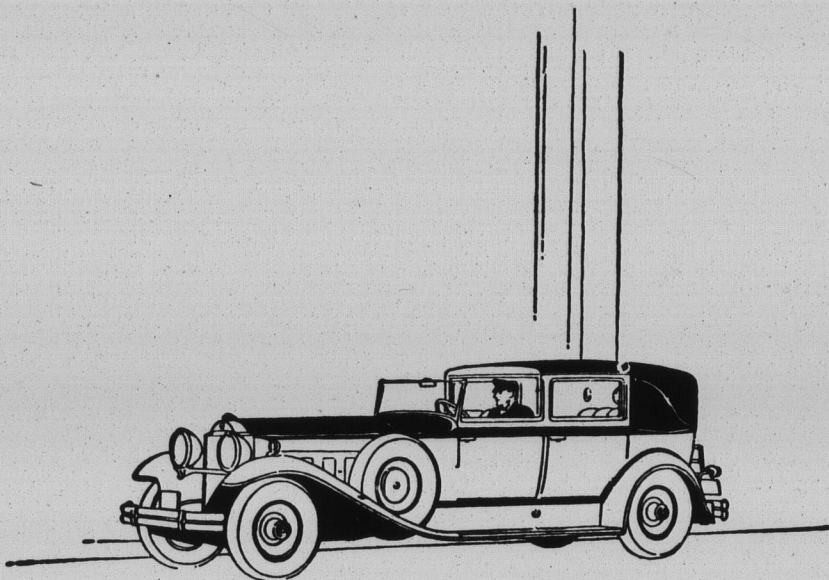
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PACKARD

Individual Custom

CARS



PACKARD announces a new and distinguished series of Individual Custom cars—designed and built entirely within the Packard factory itself.

These cars are for those who wish and can afford the expression of their own individualities in exceptional designs created expressly for them. After thirty years of experience in catering to the most discriminating and exacting motor car clientele on earth, Packard feels confident that its new Individual Custom factory is producing masterpieces of coachwork surpassing the finest previously available on *any* chassis.

Though Packard Individual Custom bodies are primarily designed for the De Luxe Chassis they also may be had on a shorter

wheelbase if desired. A wide range of body types are included, each available in any color and upholstery you may select from an unlimited choice.

These new custom-built Packard creations represent the supreme achievement of the world's largest builder of truly fine cars. He who owns a Packard-designed, Packard-built, Individual Custom car can truly feel that he commands the world's most distinguished and luxurious transportation.

Packard cordially invites you to inspect the Packard Individual Custom cars on display at the Automobile Salon held at the Drake Hotel from November eighth to fifteenth. Admission tickets will be supplied by any Packard branch or dealer.

ASK THE MAN WHO OWNS ONE

Packard Motor Car Company of Chicago

EVANSTON BRANCH
1735 E. Railroad Ave.

HUBBARD WOODS BRANCH
925 Linden Ave.