



As fine gold refined— THE NEW PACKARD EIGHT

WE MOST cordially invite you to come in and look over the new Packard cars now on display at our showrooms.

You will find them as fine gold refined—as one of the world's finest cars made still finer.

A Wide Choice of Beautiful New Models

The new Packard Eight includes more notable improvements and refinements than any Packard of recent years. It is available in thirty-two beautiful models ranging in price from \$2385 for the ever-popular Standard Eight Five-Passenger Sedan to \$6075 for the finest Individual Custom creation. (At the factory.)

Improved carburetion and manifolding have increased the power. With added power, performance, especially in traffic and at the "red light", has been bettered. The advantages which only a four-speed transmission can give have been retained, with the transmission converted to the "short-shift" type. Longer and softer springs and new shock absorbers provide more riding comfort. An entirely automatic lubrication system now takes the human element out of daily chassis care and protects the long life resulting from fine engineering and precision manufacture.

Bodies made in Packard's own factories are the finest in every way that Packard has ever offered. Traditional appearance has been retained and beauty of line refined. Interiors have been beautified and made more luxurious. New color combinations have been provided.

Thirty years of building for the most discriminating clientele has taught the Packard Motor Car Company what such a clientele demands. And year by year—and again this year—new luxuries, new refinements and new improvements have been added.

An Investment in Luxurious Transportation

Today when nearly everyone is thinking in terms of investment instead of speculation, and buying more carefully, we ask you to view *refined and improved cars*—cars without a single speculative or untried feature. With Packard the car has *always* been greater than any one feature. You could not buy, expecting to keep your car four or five years if it were otherwise.

We shall be delighted to have you visit our showrooms and, as our guest, you will not be urged to buy. You will be extended every courtesy and desired attention in return for your own kindness in calling.



Geo. H. Koon Motor Sales

106 South First Street

Highland Park, Illinois

ASK THE MAN WHO OWNS ONE