

# PACKARD EIGHT PRICES REDUCED

**P**ACKARD'S own Custom Eight cars are to-day reduced in price as follows:

MODEL	OLD PRICE	NEW PRICE	REDUCTION
Seven Pass. Sedan Limousine	\$5250	\$4550	\$700
Seven Passenger Sedan . . .	5150	4450	700
Two Pass. Convertible Coupe	4950	4250	700
Two Passenger Coupe . . .	4800	4150	650
Five Passenger Club Sedan . .	4950	4450	500
Four Passenger Coupe . . .	4950	4450	500

The Packard factories are busy to capacity—busier than ever before in nearly thirty years of fine motor car building and at a season of the year when activity is least expected. It is but good business for Packard to share its prosperity with those who buy its products. Therefore the new prices.

There has been no change in quality. Each car is identical with those Packard has been building. The new prices continue to include complete custom equipment and unlimited paint and upholstery options costing hundreds of dollars extra on many other cars. This, together with today's price reductions, gives the Packard Eight an important first cost advantage.

The lower prices make it possible for many additional thousands to step up to the possession of America's finest and most modern car.

We shall be pleased to put this great car into your hands for a demonstration and in return ask only the privilege of telling you what your present car is worth in part payment. Any Packard may be purchased on our payment plan.

*(Prices do not include freight and Government tax)*

# PACKARD

ASK THE MAN WHO OWNS ONE

Packard Motor Car Company of Chicago

EVANSTON BRANCH  
1735 E. Railroad Ave.

HUBBARD WOODS BRANCH  
925 Linden Ave.