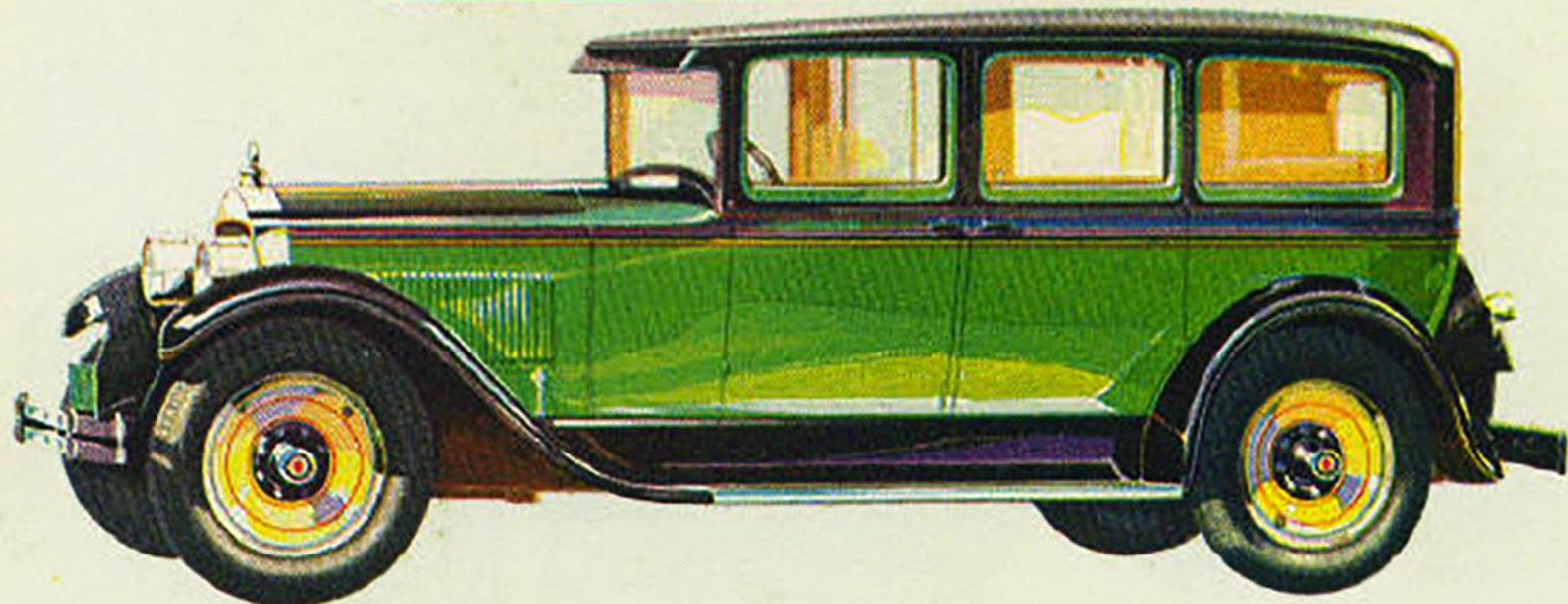




The consistency and color with which the all-mastery mixed and applied their pigments is attested by the color values and the character still retained by their paintings.



THE mixing and application of colors is an art as old as man's love of beauty. Yet within the past five years we have found better and more permanent lacquers and finishes than were discovered in the previous five thousand.

Packard, for example, now paints and finishes a body in a far more beautiful and enduring way than was possible with the materials and methods of yesterday—and in less than half the time. For Packard anticipated the modern vogue of color by investing over a million dollars

in new and highly advanced equipment.

In a central mixing room Packard artists prepare the color lacquers in all their unlimited hues. Nearly ten miles of special piping then convey the liquid colors to the spray booths where expert finishers apply them to Packard bodies—artistically and permanently—by the most modern of scientific processes.

Thus Packard achieves the beauty of finish which continues and endures throughout the unusually long life of the Packard car.

Packard cars are priced from \$2275 to \$4550. Individual custom models from \$3875 to \$8725, at Detroit.

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