

PACKARD

*Custom*

*Cars*

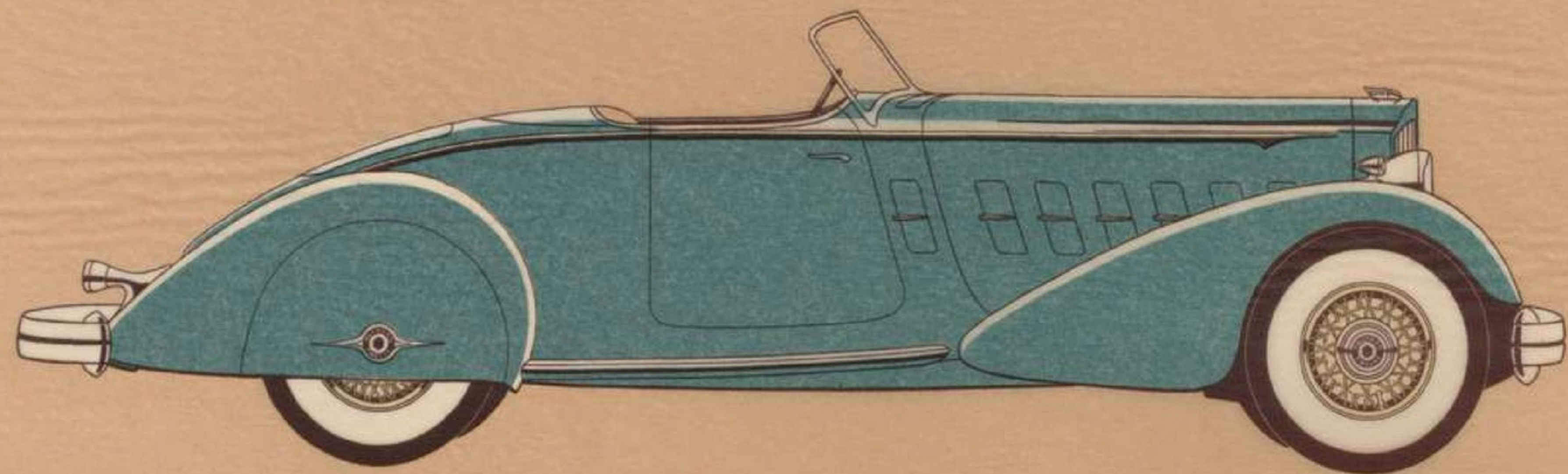


# P A C K A R D

## *Custom Cars*



**J**O THE MAN who knows old Masters, understands fine Gobelins, enjoys rich Orientals and appreciates the other treasures of his home—a Packard Custom Car for his garage! Each supplements the other in its finished artistry and rare perfection. And each offers the same joy of owning a masterpiece of limited edition. + + That the Packard edition should be the most distinguished of all custom body offerings is only natural. Two important points justify that statement. One: experience as the first fine car builder to fashion the enclosed body for the automobile, a hand-built custom creation. And two: a graceful chassis of long, lithe lines best fitted to enhance the flowing beauty of the custom builder's skill. Out of this rare combination now comes an array of custom models that answer every rigid requirement of the discriminating buyer who craves the finest in things artistic. + + For this select clientele Packard has literally combed the world of custom design. In its 1934 custom models Packard offers the works of its own artists and those of other far-famed names. Like a jewel in a fine setting, each is at its best on the Packard chassis. Not only are the fundamental lines of Packard beauty admirably fitted for the further sweeping grace of custom treatment but more than that, mechanical systems uniquely built into chassis and motor insure the long lived, trouble-free ownership that is expected of so great a possession. + + To the pleasure of having such an unusual possession may also be added the delight of self expression in its final development. For the buyer of a Packard Custom Car may choose his own interior fabrics in just the pattern and shade he desires. He may select that exterior color combination which best expresses his own harmony of painting. Or he may even position certain conveniences of interior design to suit his personal taste. + + And this taste is amply met by the wide range of individual creations shown on the following pages. Since these illustrations can only hint at the true luxury and distinction of Packard Custom Cars, may we suggest that you ask your dealer for additional details in photographs, drawings or diagrams. Too, that you ask the man who owns one!

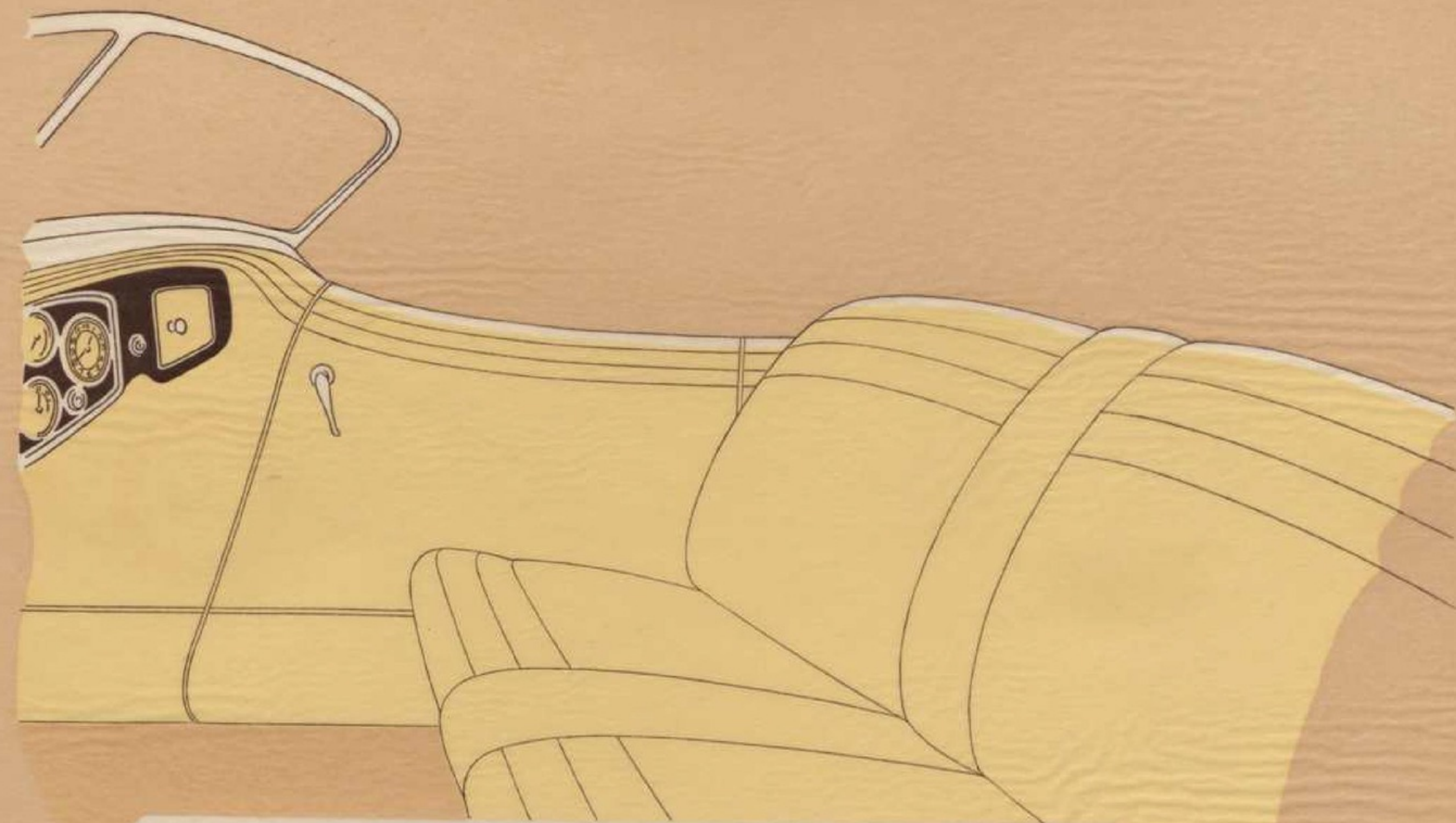


THE SPORT RUNABOUT

*by LeBaron*

TWO PLACES

STYLE NUMBER 275

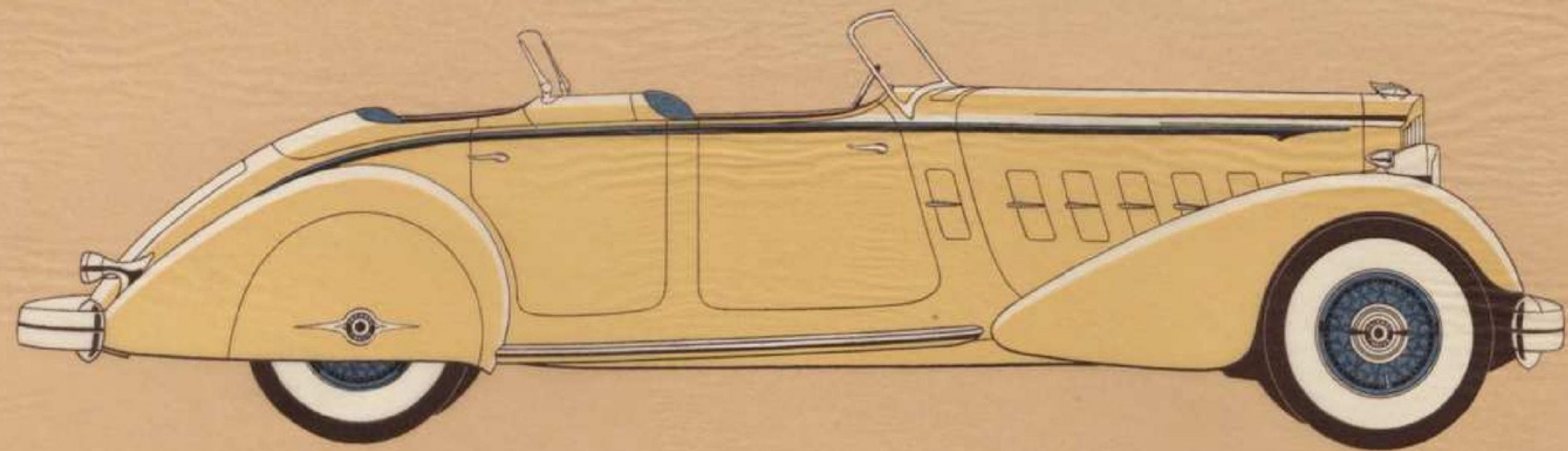


INTERIOR OF THE SPORT RUNABOUT

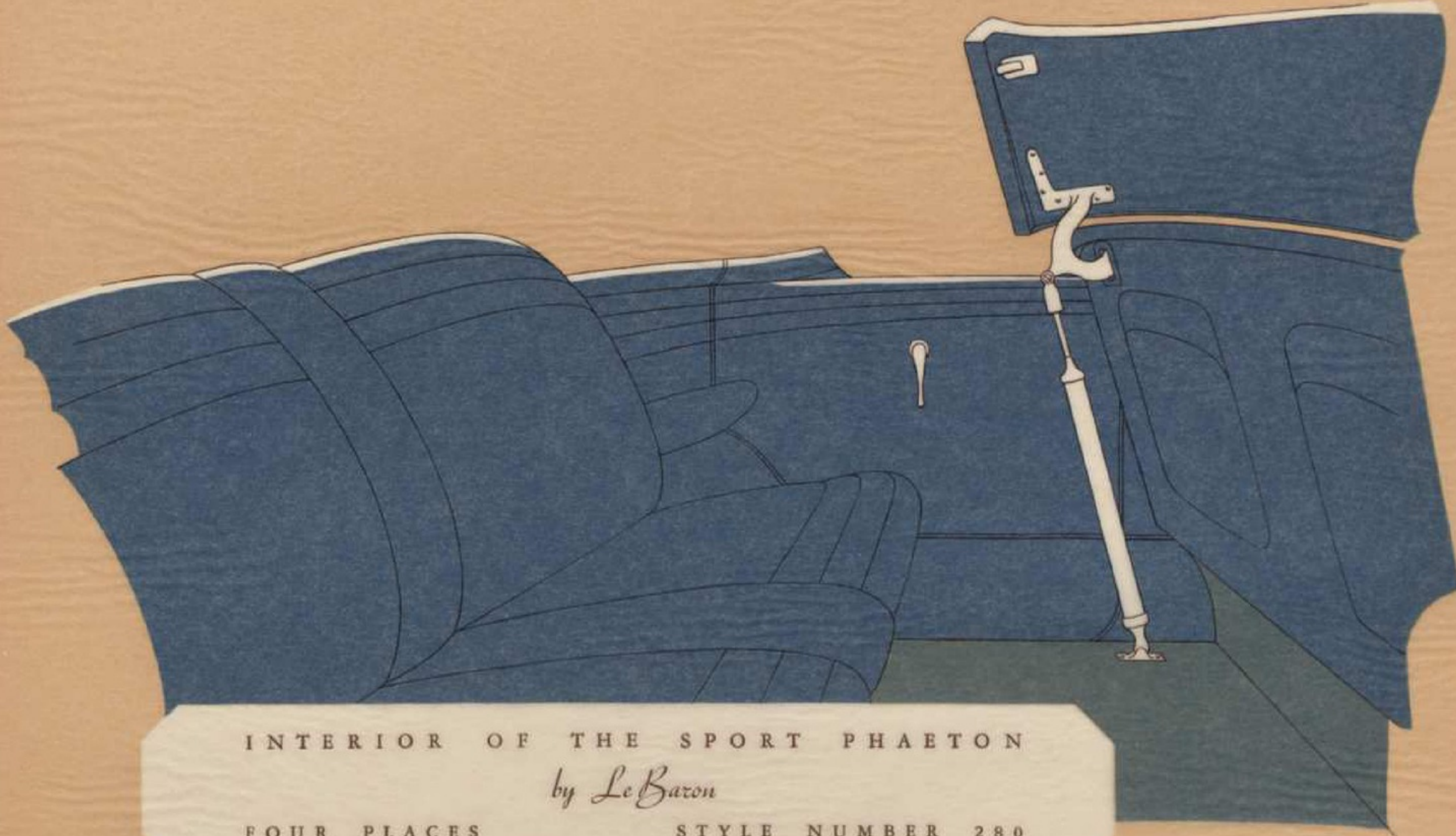
*by LeBaron*

TWO PLACES

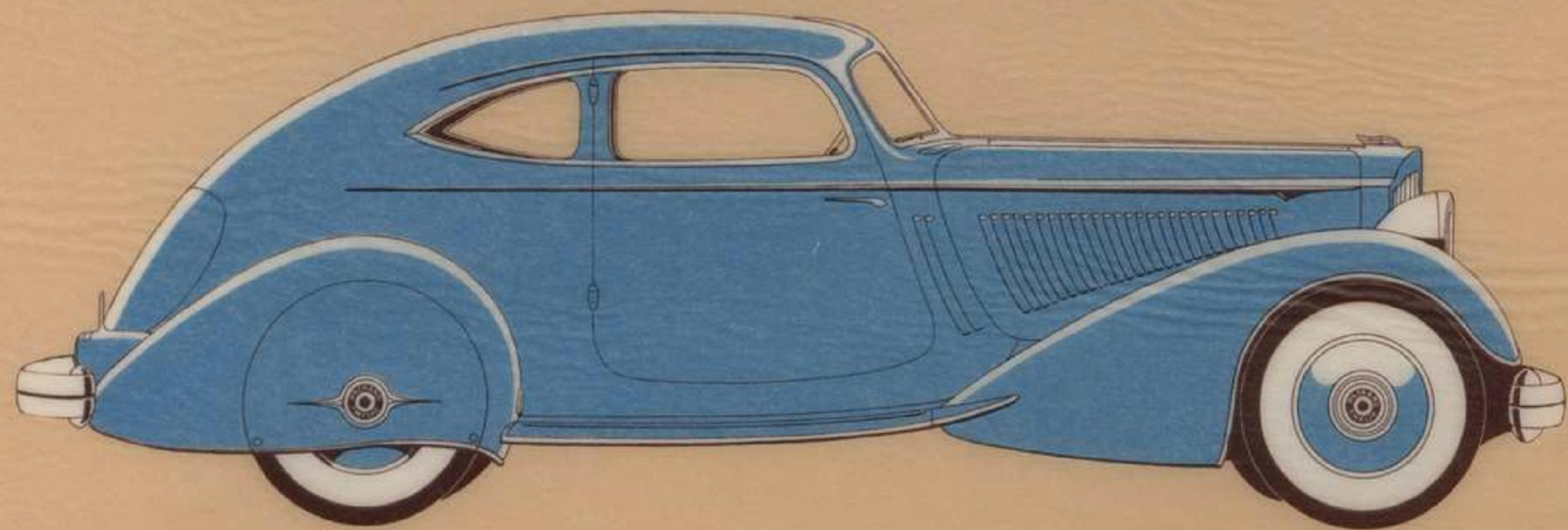
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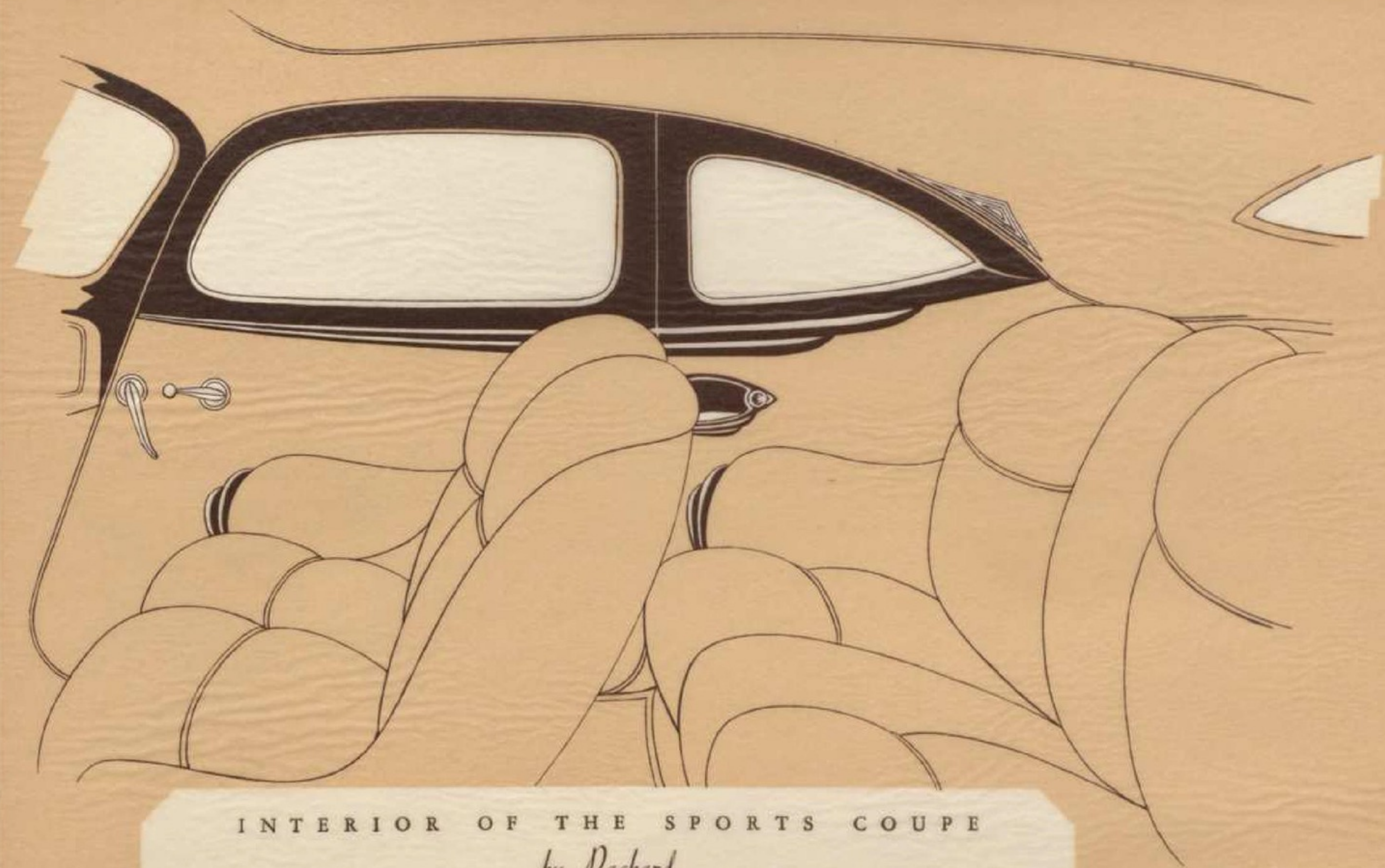
THE SPORT PHAETON  
*by LeBaron*  
FOUR PLACES                      STYLE NUMBER 280



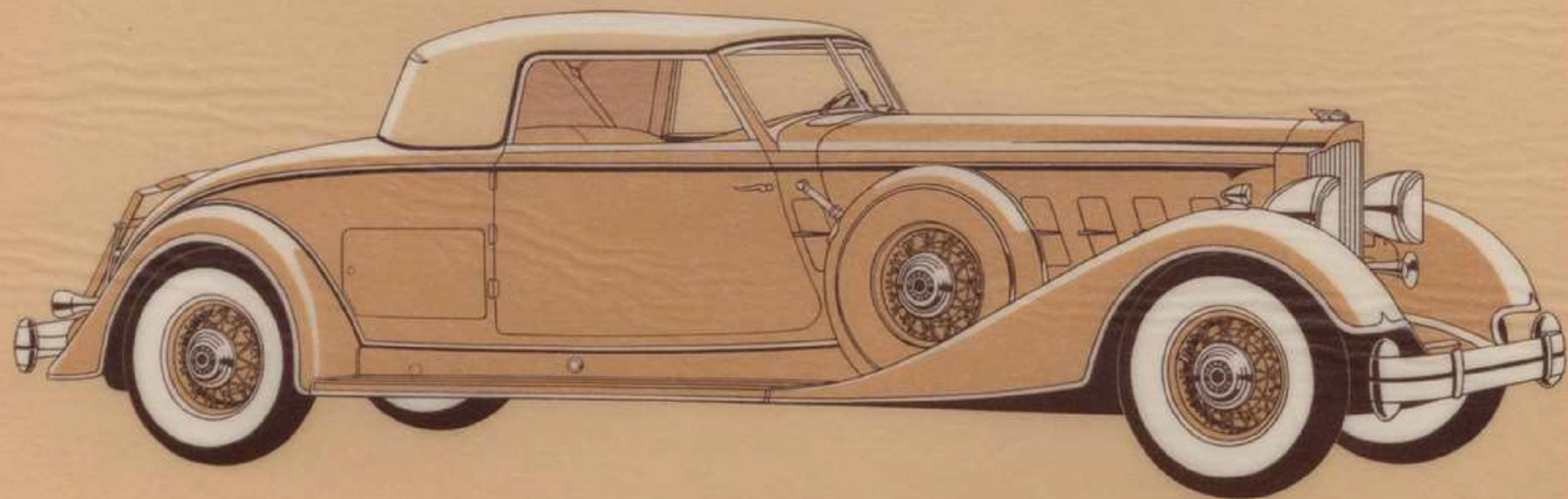
INTERIOR OF THE SPORT PHAETON  
*by LeBaron*  
FOUR PLACES                      STYLE NUMBER 280



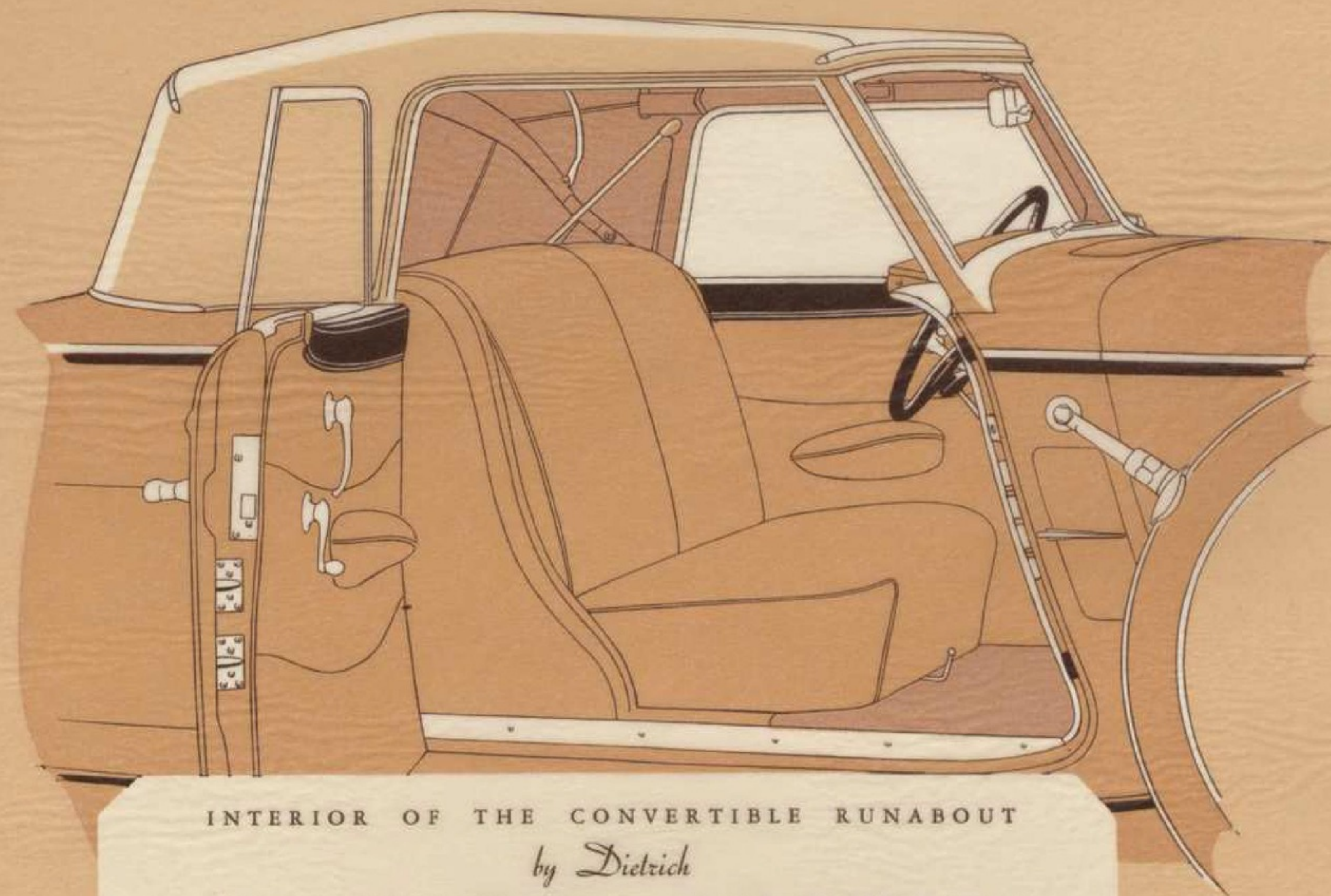
THE SPORTS COUPE  
*by Packard*  
FOUR PLACES



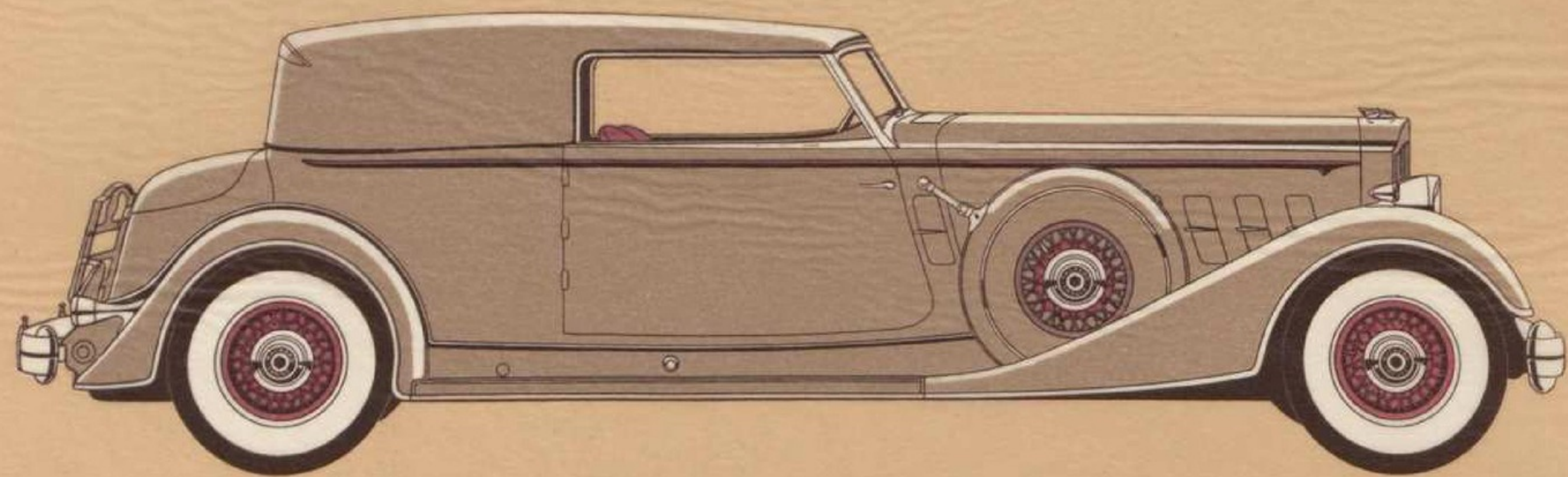
INTERIOR OF THE SPORTS COUPE  
*by Packard*  
FOUR PLACES



THE CONVERTIBLE RUNABOUT  
*by Dietrich*  
TWO OR FOUR PLACES      STYLE NUMBER 4071



INTERIOR OF THE CONVERTIBLE RUNABOUT  
*by Dietrich*  
TWO OR FOUR PLACES      STYLE NUMBER 4071

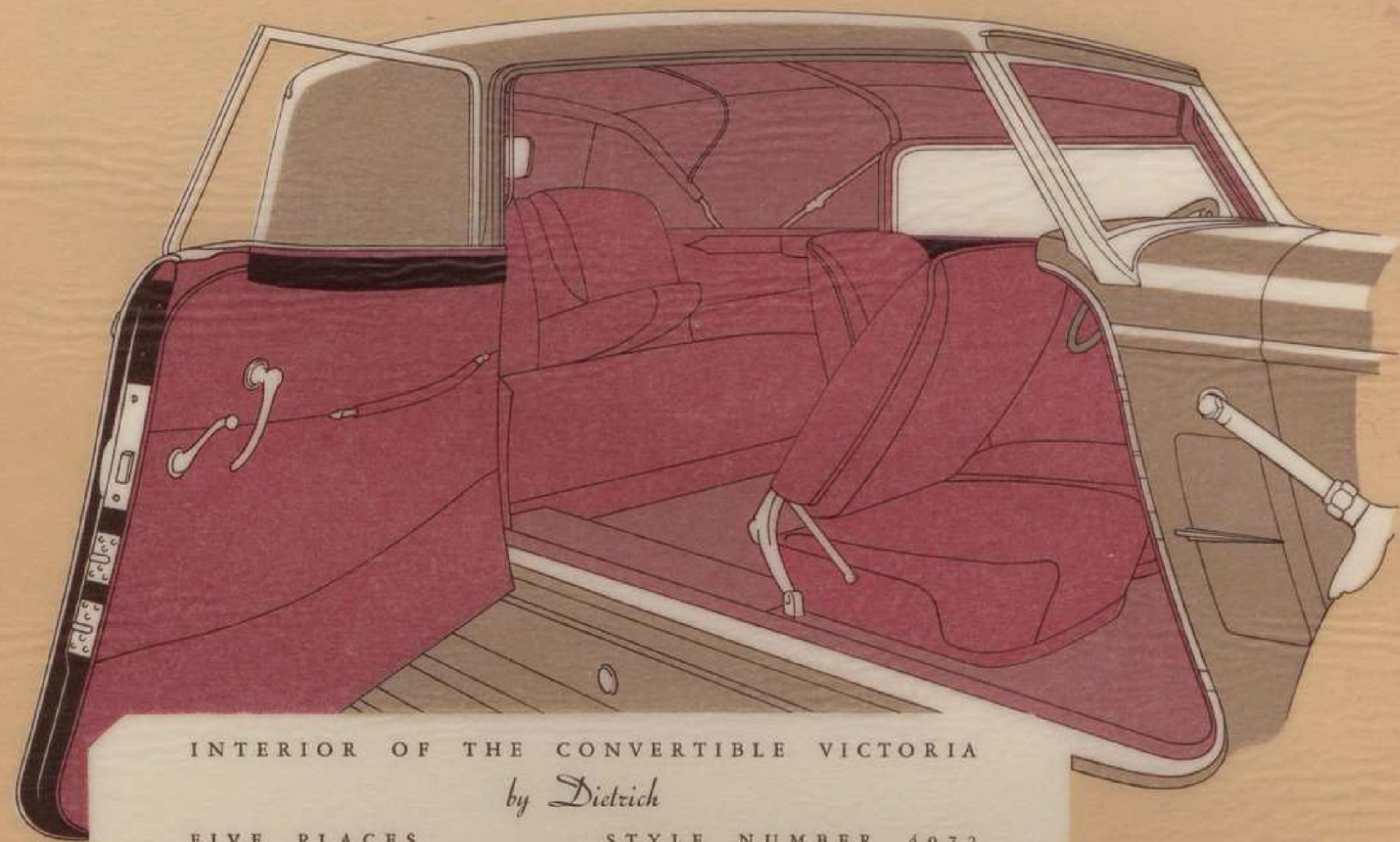


THE CONVERTIBLE VICTORIA

by *Dietrich*

FIVE PLACES

STYLE NUMBER 4072

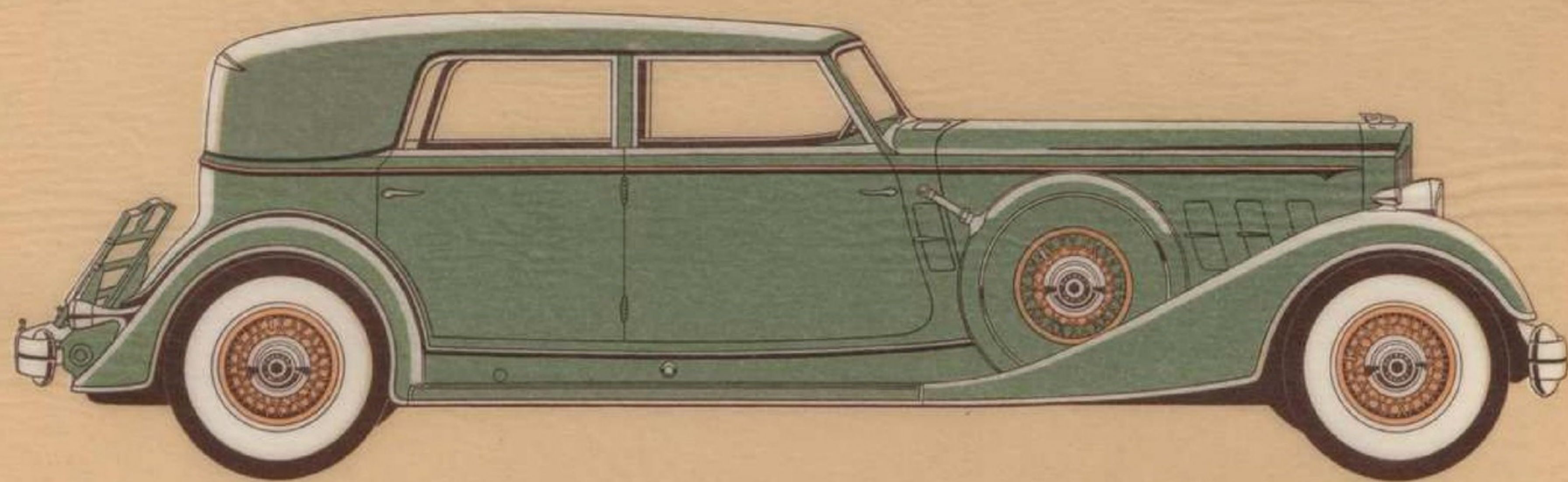


INTERIOR OF THE CONVERTIBLE VICTORIA

by *Dietrich*

FIVE PLACES

STYLE NUMBER 4072

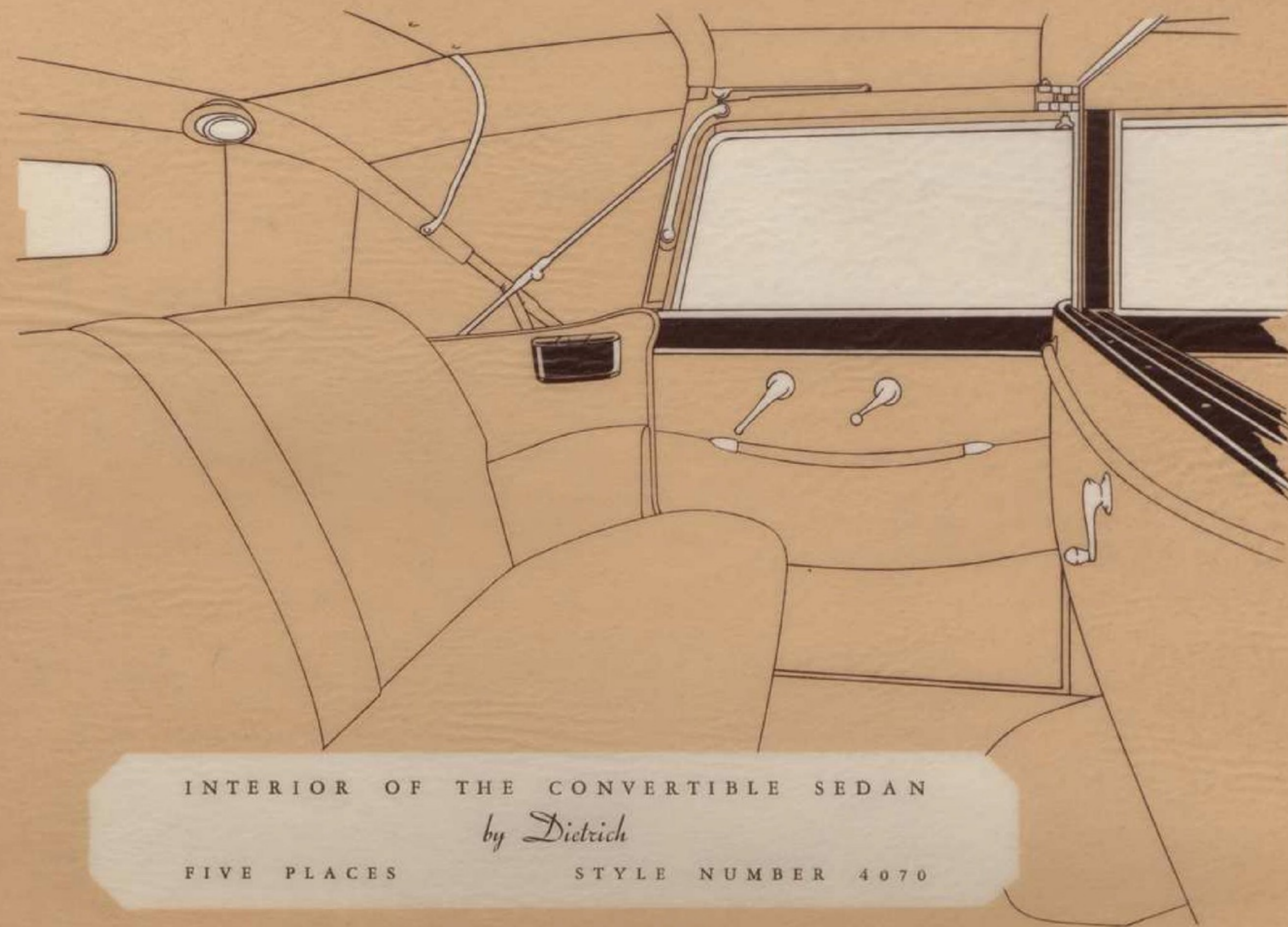


THE CONVERTIBLE SEDAN

*by Dietrich*

FIVE PLACES

STYLE NUMBER 4070



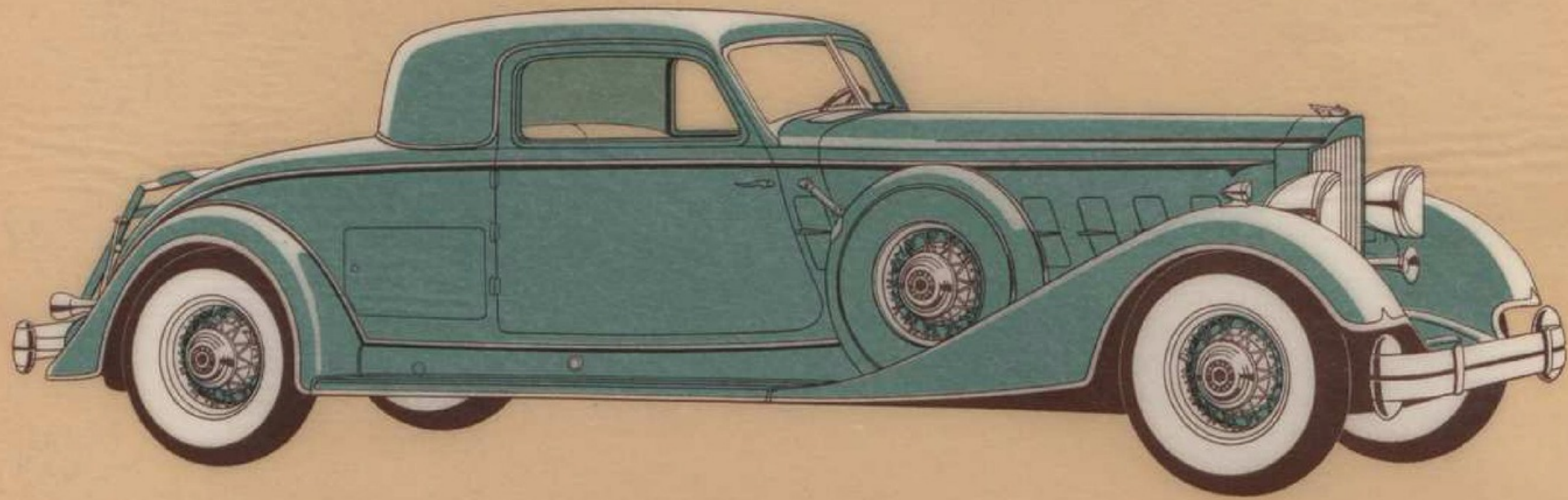
INTERIOR OF THE CONVERTIBLE SEDAN

*by Dietrich*

FIVE PLACES

STYLE NUMBER 4070



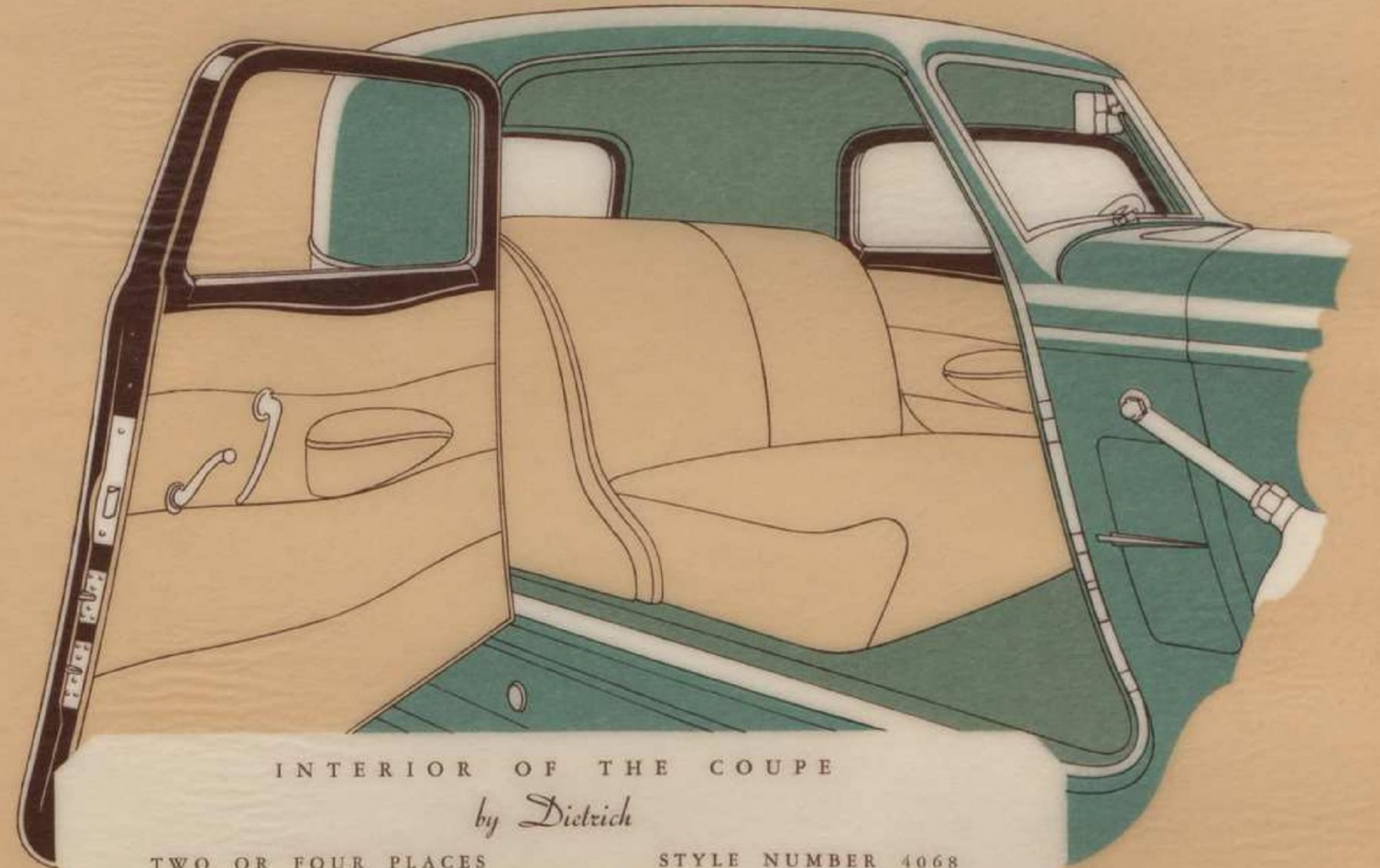


THE COUPE

by *Dietrich*

TWO OR FOUR PLACES

STYLE NUMBER 4068

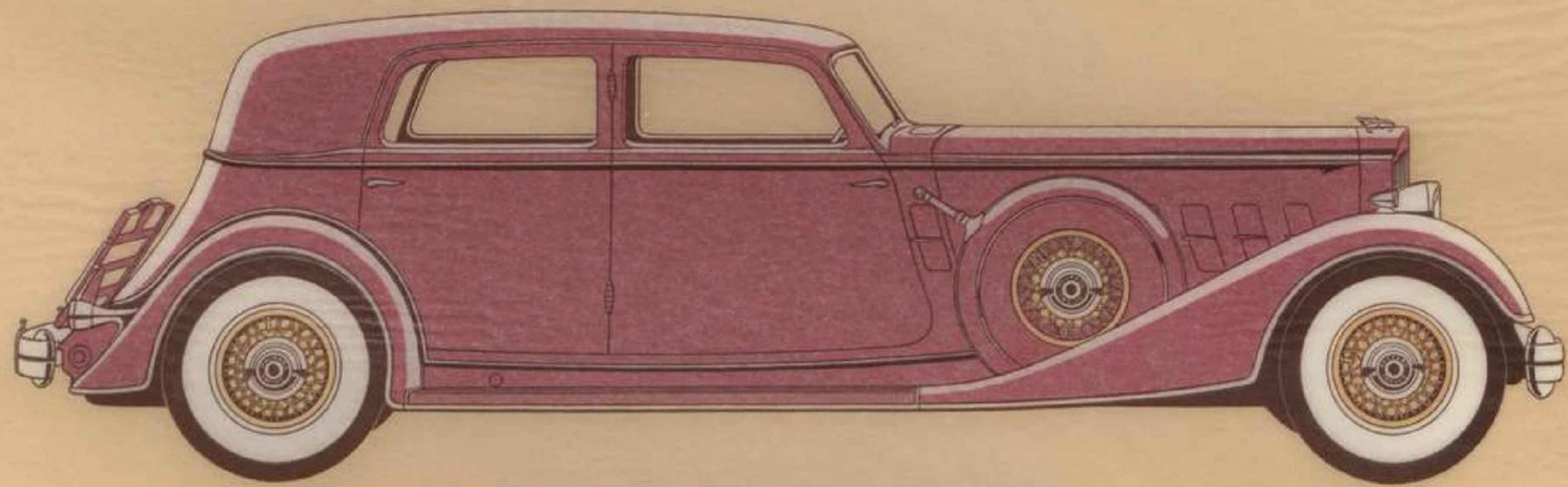


INTERIOR OF THE COUPE

by *Dietrich*

TWO OR FOUR PLACES

STYLE NUMBER 4068

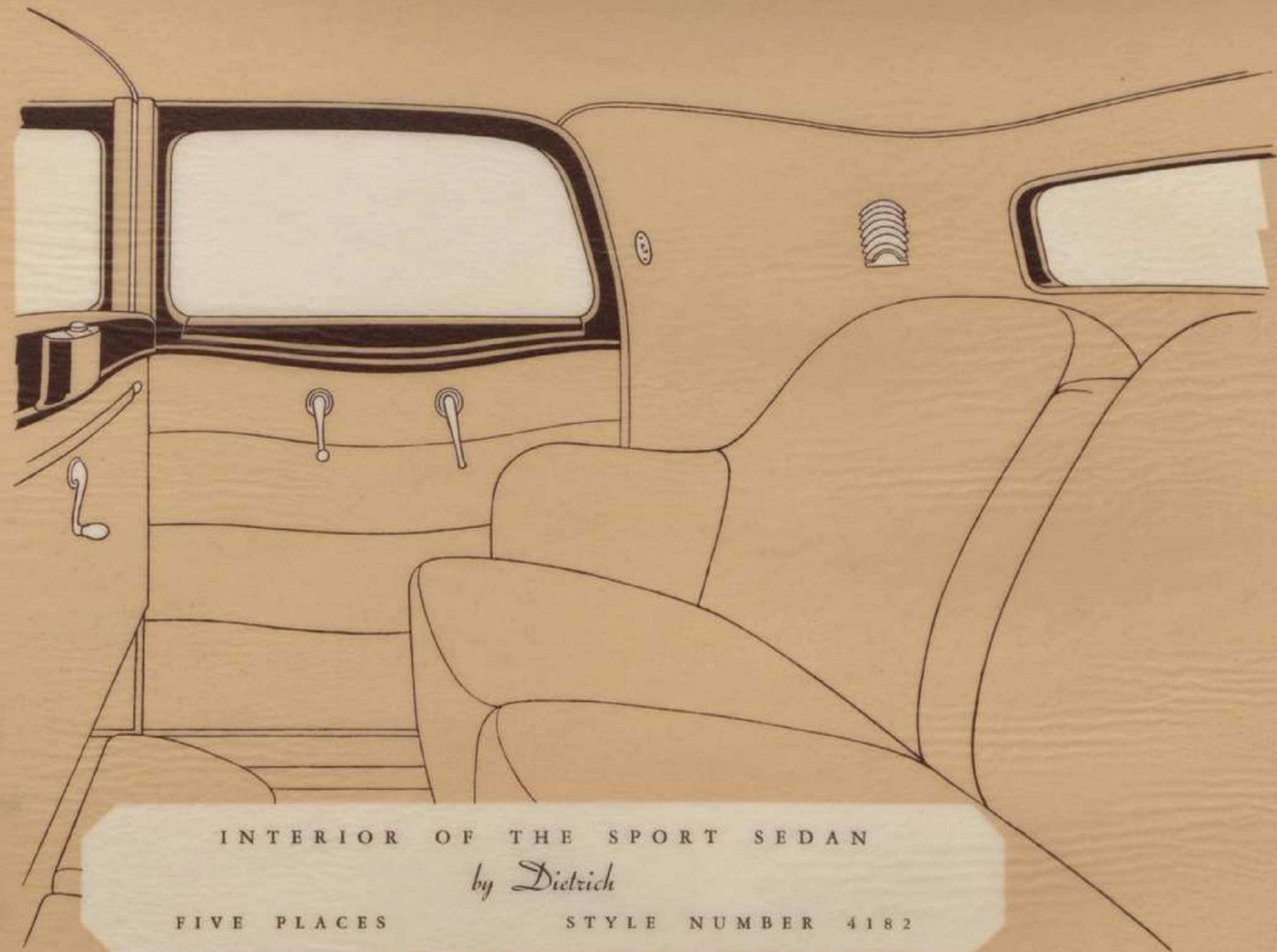


THE SPORT SEDAN

*by Dietrich*

FIVE PLACES

STYLE NUMBER 4182

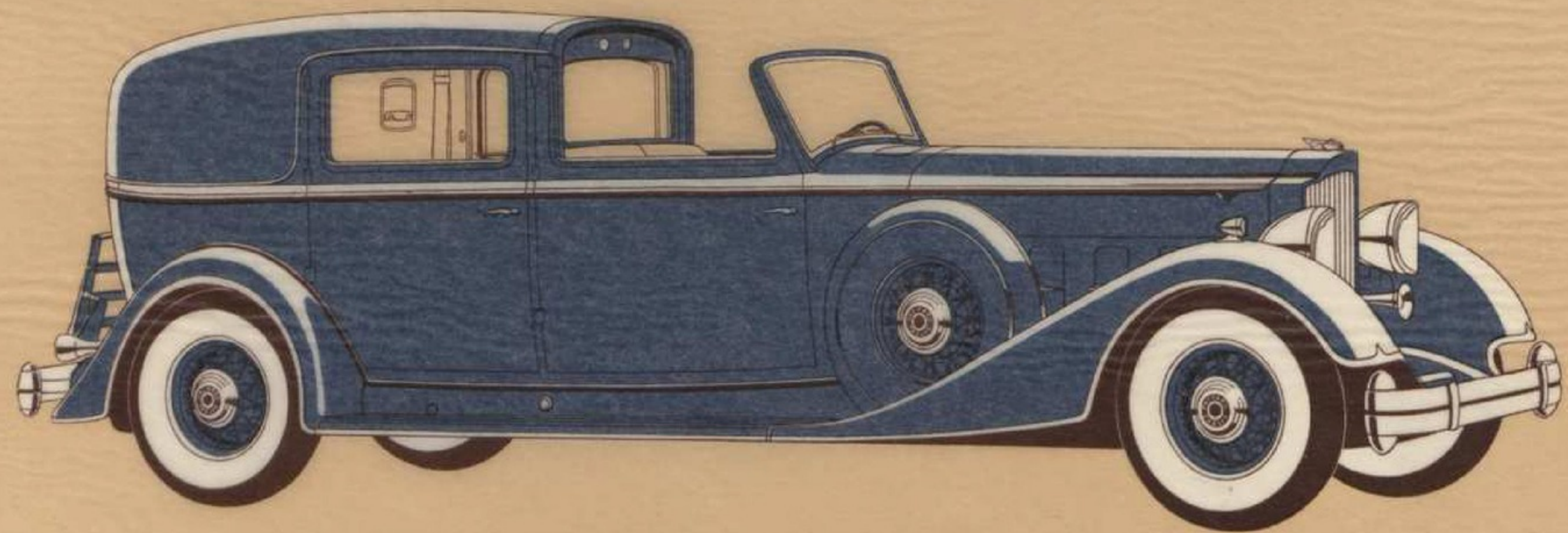


INTERIOR OF THE SPORT SEDAN

*by Dietrich*

FIVE PLACES

STYLE NUMBER 4182

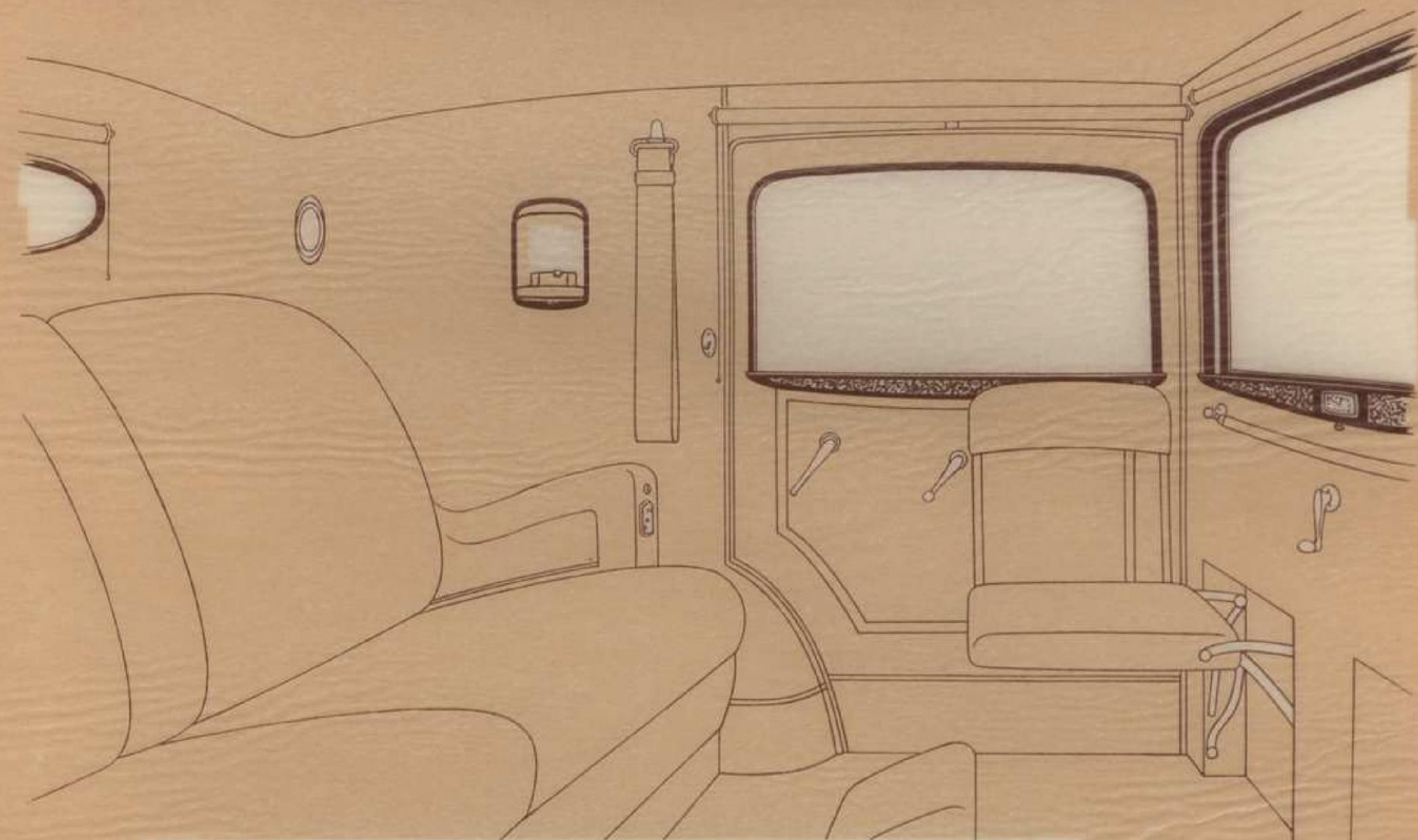


THE ALL-WEATHER CABRIOLET

*by LeBaron*

SEVEN PLACES

STYLE NUMBER 858

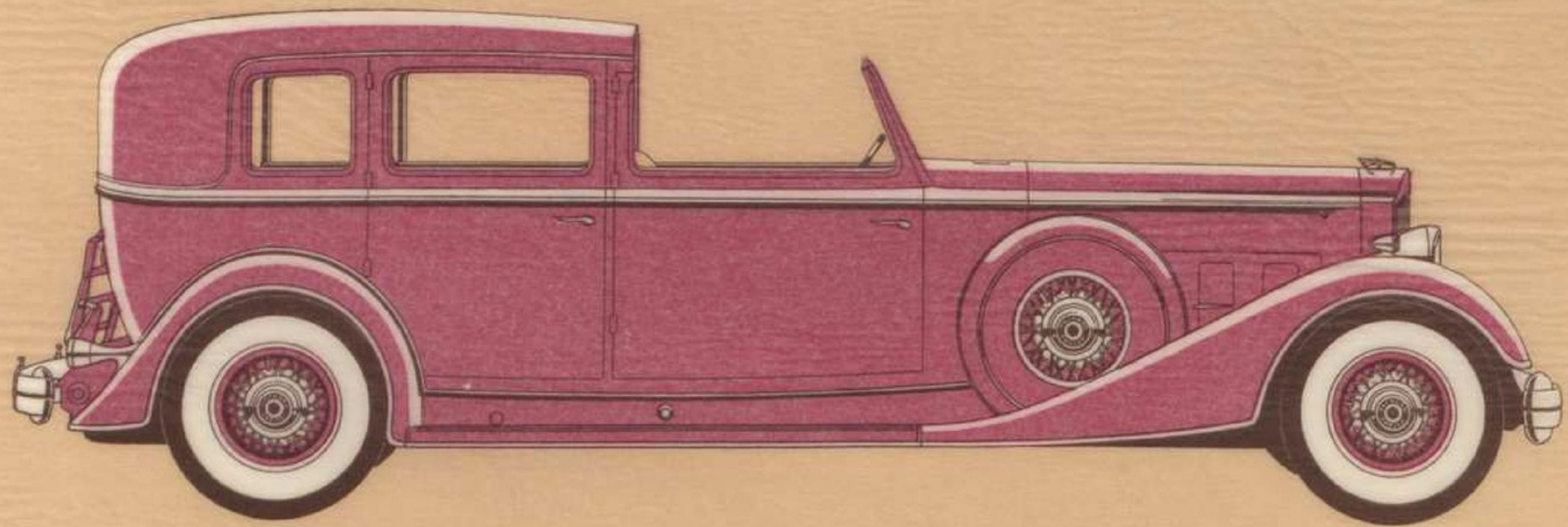


INTERIOR OF THE ALL-WEATHER CABRIOLET

*by LeBaron*

SEVEN PLACES

STYLE NUMBER 858

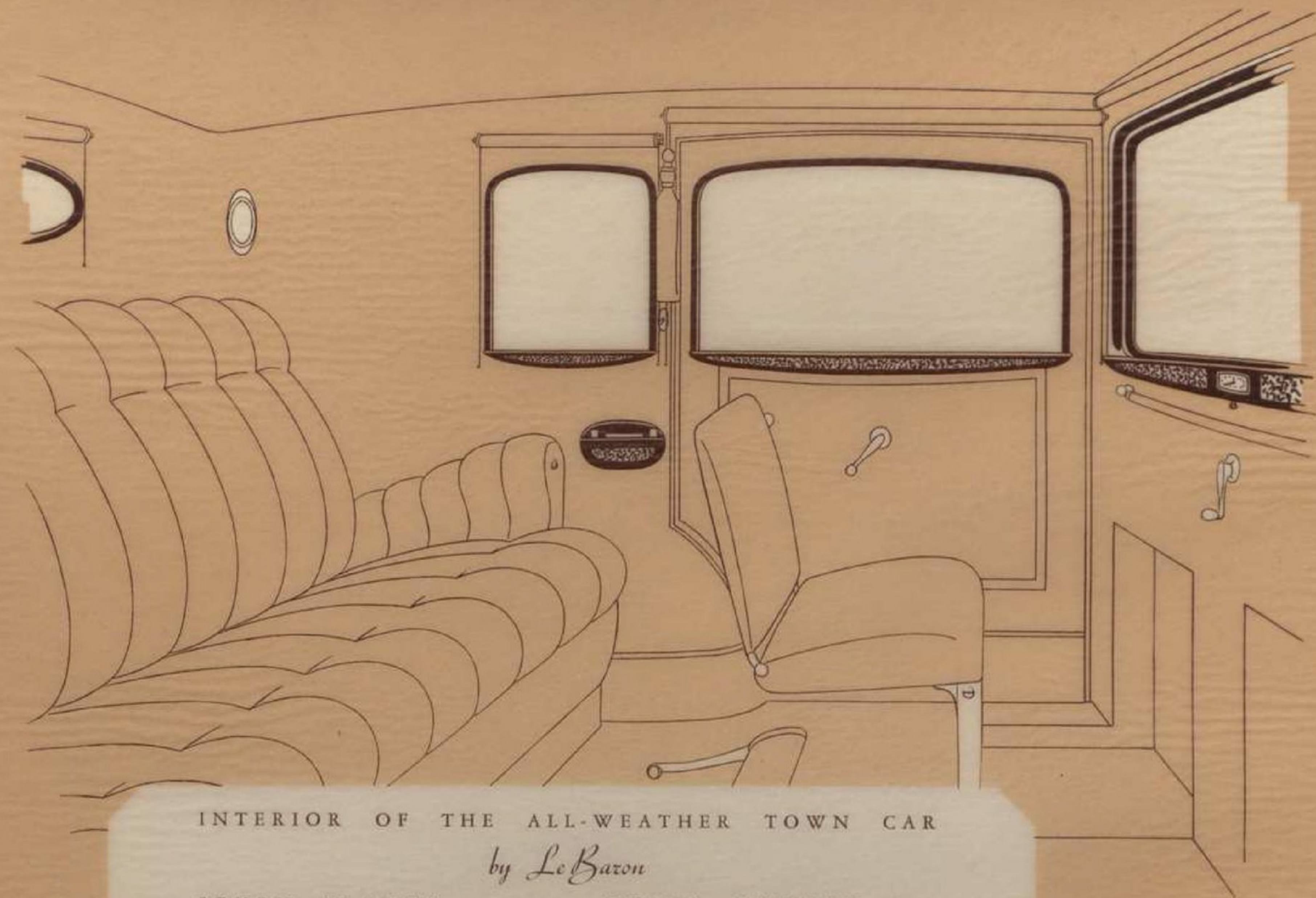


THE ALL-WEATHER TOWN CAR

*by LeBaron*

SEVEN PLACES

STYLE NUMBER 859



INTERIOR OF THE ALL-WEATHER TOWN CAR

*by LeBaron*

SEVEN PLACES

STYLE NUMBER 859

## *Packard Custom Cars*

depicted on the foregoing pages are all shown on the chassis of the Packard Twelve. Some of these body types are also adaptable to the Super Eight for those who prefer this Packard model—whose only rival is its own companion car, the Packard Twelve. May your local Packard dealer, therefore, have the pleasure of counselling further with you on your personal requirements as to chassis, body design, color and fabric choice, preferred equipment and other details of your custom car selection?

*The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold*

PACKARD MOTOR CAR COMPANY  
DETROIT, MICHIGAN

*Ask The Man Who Owns One*

