

# P A C K A R D



*The Emperor Justinian codified and restated the principles of Roman law and conduct*

Packard enjoys a priceless reputation in the fine car field. It has been earned not alone by the unchanging quality of Packard cars, but as largely by the established Packard principles of doing business.

"Packard principles" is not a mere phrase. These principles—settled rules of action in public relations—have existed in substance since the founding of the Packard company. As early as 1909 they were put in writing, and in 1925

carefully codified, simply stated and published for the benefit of the nation-wide Packard organization and its growing clientele.

Today these fixed principles guide every Packard man, from chief executive to humblest employee, in courteous, dependable and just dealings with appreciative customers. For Packard reputation is not only a reward—but a continuing responsibility. No Packard man is allowed to forget the significance of the Packard slogan—

A S K   T H E   M A N   W H O   O W N S   O N E

