

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY**DETROIT MICHIGAN**

June 3, 1930

To PACKARD DISTRIBUTERS AND DEALERS

Subject STANDARD TIRE EQUIPMENT

TO BE NOTED AND INITIALED BY	
<i>J. H. Chamberlain</i>	

Gentlemen:

The Engineering Department of the Packard Motor Car Company determines the size of tires to be applied to its cars as standard equipment. The tire sizes selected are those which, according to a decision of the Engineering Department of the Company, from all standpoints, are best suited to the car.

Recently, we have had some difficulty with certain local tire representatives trying to sell Packard owners larger sizes of tires on the theory that such equipment would give longer tire life, less tire trouble, easier riding, and in some cases they have made the claim that the car with standard equipment was under-tired. We have had this matter up with the tire manufacturers who are supplying our original equipment and they have convinced us of their desire to cooperate with us to eliminate improper activity on the part of the certain local tire representatives.

We have no objection to a local tire representative soliciting the business of our owners for larger size tires, provided the customer knows the facts concerning what such a change may bring about. If the tire representative confines his argument of sale to longer life and less tire trouble, we have no objection. We want him also to tell the customer that larger tires reduce the ease of steering, the power of the car, its ability to accelerate and, naturally, its top speed; and we want, in no event, the local tire representative of any of our standard equipment tire companies to state, directly or indirectly, to a Packard customer that the new car is under-tired.

Will you please, as you can conveniently, contact with the local representatives of the following manufacturers, go over this situation with them, and secure their cooperative effort, as outlined above? If for any reason you fail to secure their hearty support, please advise us at once.

Firestone Tire & Rubber Company
 United States Tire & Rubber Company
 Goodyear Tire & Rubber Company
 Goodrich Rubber Company

Yours very truly,
 PACKARD MOTOR CAR COMPANY

R. E. Chamberlain
 R. E. Chamberlain
 General Sales Manager

REC:B
 (b) 2000
 Dealers' G.L. No. 324