

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

October 16, 1930

To PACKARD DISTRIBUTERS AND DEALERS

Subject DISCONTINUING KELCH HEATERS

TO BE NOTED AND INITIALED BY

Gentlemen:

We have just completed a personal survey of approximately 90% of our heater territory and found that the Packard Hot Water Heaters are preferred to any others.

When we announced the Packard exclusive hot water heaters we decided we would continue to carry the Kelch Exhaust Type Heater for at least this season.

As you know, this heater is of the exhaust gas type which is rapidly being displaced by other designs. Because of the small number of Kelch Heaters that we have been able to sell, the manufacturer has discontinued his exclusive distribution arrangement with us and has decided to sell his heaters, probably through jobbers. We don't anticipate much competition from this source but as their arrangement is contrary to the policy that has worked to our mutual advantage we are discontinuing the Kelch Heater as a Packard Approved Accessory, and will not accept any orders for Kelch Heaters after this date.

During the past month we have sold 3637 of our new Hot Water Heaters and we are sure you will agree that it is far in advance of any other heater now on the market, and it certainly will be to your advantage to concentrate your efforts on the new Packard Hot Water Heaters.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory ManagerJDW:B
(b) 2000
Dealers' G.L. No. 347