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November 23, 1940

Lucky Tiger Manufacturing Company
Kansas City, Missouri

Gentlemen:

For more than fifteen years I have been a consistent and an ardent user of your Lucky Tiger hair tonic. I first started educating my sons to the use of this tonic and then my daughters developed some dandruff and I sold them on the idea. I purchase from four to six bottles a month. However, something has happened that has cooled me off considerably.

I did buy the twelve ounce bottle. For several years I have been buying this from the Crown Drug Store. For a while you put a leader on sale together with the tonic and that was your Magic Shampoo Soap, for the same price as the tonic. I have never used the shampoo, but noticed in the last package I bought that your bottle has shrunk from twelve ounces to eight ounces. That is a 33 1/3% increase, which makes it all out of reason. Certainly there is no consistent reason why such a radical drop should be made in the size of your product. Alcohol for scientific purposes and other drugs can not justifiably account for such a change.

Many firms and corporations are taking advantage of this situation and have hiked the prices already, and, so far as I am concerned, if you can not give a better explanation than I have heard, I certainly will not continue to use your product because I think you are either taking advantage of the situation or adopting unfair tactics.

Very cordially yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

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