

LUCKY TIGER BUILDING
Entirely Occupied by
Our Own Plant



LUCKY TIGER MANUFACTURING COMPANY



PRODUCTS

LUCKY TIGER HAIR TONIC
LUCKY TIGER MAGIC SHAMPOO
LUCKY TIGER OIL SHAMPOO
LUCKY TIGER HAIR DRESSING
LUCKY TIGER SKIN TONIC
LUCKY TIGER OINTMENT

P. S. HARRIS, PRESIDENT
J. E. GOAR, SECY.-TREAS.
CLAYTON E. GOAR, VICE-PRESIDENT
J. J. HARRIS, 2ND VICE-PRESIDENT

SIXTH AND DELAWARE STS.

KANSAS CITY, MO.

November 26, 1940

Dr. Forrest C. Allen
Director of Physical Education
University of Kansas
Lawrence, Kansas.

Dear Dr. Allen:

We appreciate your letter of the 23rd and to have the opportunity to correct the erroneous impression that we are profiteering on our "Both - 69¢" Deal.

In the early Fall of 1939 we introduced a combination package made up of 1 - 12 ounce bottle of Lucky Tiger and 1 - 8 ounce bottle of Magic Shampoo and set up a Fair Trade Minimum Selling Price thereon of 79¢. This Fall we introduced a combination package made up of 1 - 8 ounce bottle of Lucky Tiger and 1 - 8 ounce bottle of Magic Shampoo and set up a Fair Trade Minimum Selling Price of 69¢ or 10¢ less than the 1939 combination.

The 1939 combination cost you 3.95 cents per fluid ounce of contents and the 1940 cost you 4.31 cents per fluid ounce of contents. This shows an increased cost to you of 3.6 mills per fluid ounce of contents. However, this was not increased profit to us for our labor costs have increased because of the Wage and Hour Bill, which Bill and the war have also increased our cost of cartons, labels, shipping cases and other items. The war has increased the cost of perfume oils and some other chemicals. To these increases we must add excise taxes 10%, corporation taxes, income taxes (if any net income is left,) State Taxes, City Taxes.

We do not know who told you we are profiteering on our 1940 special unit, but whoever suggested such a thing was wrong.

I have written this letter to you with a lot of personal interest for I have heard a great deal of you from some very good friends of mine in Kansas City, Kansas, where I live - Renz Edwards and Morris Briedenthal. Also I have a son whom I intend to send to K. U. in 1942. And, by the way, if you want to know what kind of folks we are, ask