

A

November 30, 1940

Mr. J. H. Welsh  
Lucky Tiger Manufacturing Co.  
Sixth and Delaware  
Kansas City, Missouri

Dear Mr. Welsh:

You overwhelm me with your kindness and with your generosity. I assure you that I have no semblance of a chizzler. I had previously called the Crown Drug Company and asked them if they had the \$1.00 or 12 ounce size of Lucky Tiger with and without oil, and they said "no." I was only desiring to buy the thing that I had bought before, and when they had none, I supposed, perhaps erroneously, that the 69¢ deal of both the Lucky Tiger tonic and shampoo had gone out of sales circulation.

My secretary is not here today so I cannot refer to our previous correspondence, but in the first letter I endeavored to be conservative when I stated that I boosted your Lucky Tiger. From coast to coast I have gone in barber shops, and when they would try to sell me a certain shampoo or a tonic I insisted on Lucky Tiger, telling them that maybe some other brand might be good and they may have found it beneficial. For more than twenty years, yes, it seems to me nearly 30 years, I have used Lucky Tiger with marvelous results. I can remember when Fitch and Penaud was the rage and I did allow the barber to sell me these tonics and shampoos because they did state what wonderful effects they had with them. Then I would tell the barbers that by using this I would have an accumulation of dandruff and falling hair. I immediately would go back to Lucky Tiger and in less than two weeks all difficulty would be obviated. Perhaps it may be an idiosyncrasy, but I know that Lucky Tiger does the job for me, and having used so much with such splendid results you could not get me to use anything else.

I then started on my daughters. When they would have dandruff they would go to beauty parlors and they would try this and that with very little result. After much persuasion, I would beg them to use the tonic that I had on my dressing table, and if I kept after them they would report gratifying results.

I have had the same experience with my sons. The youngest one, Bob, who is a pre-medic, was bothered terribly two years ago with dandruff. His barber had been selling him on other ideas and I had the most difficult time with him of any of the children. I finally told him that if he would use it three times a week and did not get rid of the dandruff in a month that I would buy him a new hat. He followed orders and I did not have to buy him a new hat. He is as enthusiastic about Lucky Tiger as I am.