

The F.W. Fitch Company

MANUFACTURING PERFUMERS AND CHEMISTS



DES MOINES
IOWA

April 1943

FROM THE OFFICE
OF THE VICE PRESIDENT
IN CHARGE OF SALES

Gentlemen:

It's a little discouraging to see that your purchases of Fitch merchandise in 1942 show a loss compared to your 1941 purchases.

1942 showed a big gain in Fitch sales so we are surprised to see that your purchases of our products in 1941 were \$ 92.15 compared to your purchases in 1942 which were \$ 20.01 .

Naturally, we want to see you increase your sales this year and the only way it can be done is by pushing the sale of our NON-ALCOHOLIC items such as Brush and No-Brush Shaving Cream, Hair Oil, Brilliantine, Oil Shampoo, Wave Set, etc. If there is any way that we can help you in furthering the sale of these products, we would like to hear from you.

The reason we ask you to concentrate on the non-alcoholic items is because we have been cut 50% of our alcohol consumption so we have had to curtail our production of Dandruff Remover Shampoo and Ideal Hair Tonic, and have had to discontinue other alcoholic items altogether. Also, the curtailment program has brought about other shortages on cans, bottles, caps, and tubes.

Best wishes for a prosperous 1943.

Yours for Victory
THE F. W. FITCH COMPANY

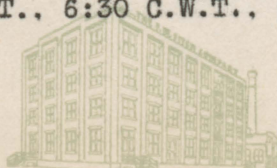
L. R. Sandahl
Vice President

LRS:DF

P. S. Fitch's Dandruff Remover Shampoo, Ideal Hair Tonic, and Shaving Creams (both Brush and No-Brush) are now being advertised on the famous Fitch Band Wagon radio program heard over 130 N.B.C. Stations every Sunday evening at 7:30 E.W.T., 6:30 C.W.T., 5:30 M.W.T., 4:30 P.W.T.



DES MOINES



BAYONNE



LOS ANGELES



TORONTO

T. K. PHARMACY

CUT-RATE DRUGS, LIQUORS, PRESCRIPTIONS

2700 LARIMER STREET

TABOR 9227-9228

DENVER, COLORADO

April 20, 1943
Denver, Colorado

F. W. Fitch Co.
Des Moines, Iowa

Gentlemen:

I am in receipt of your kind letter sent through Mr. Sandahl's office in regards to our volume. Thank you for this information, however I do believe that our volume of business or sales of Fitch products are steadily increasing rather than the opposite as your figures might indicate. The difference being in a long and short inventory and the fact that I had been buying short waiting for your salesman to call. Fitch products have always been a good selling line with us.

Please ship the following order to us;

2 doz	Fitch DR Shampoo	59¢
2 doz	Fitch " "	25
3		
1 doz	Rose hair Oil	39¢
1 "	" " "	19¢
1 "	Almond hand lotion	10¢
1 "	Lilac lotion	10¢
1 "	Ideal hair tonic	50¢
1 2	Ideal hair tonic	\$1.00