

FILE NAME: National Safety Council (NSC)

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DOCUMENT DESCRIPTION: Letter to Donald Tulloch, Jr. RE Frost Proof

1/18/39

Mr. Don. Tulloch

Frost Proof

The season is getting along to where it soon will make very little difference whether the price on this item is adjusted or not.

If the price on this item were re-adjusted to a basis somewhere in line with what it used to be before the days of the license agreement, it is our belief that more jobbers would again list it in their catalogs and that at least a worthwhile percentage of the business we have lost could be recovered through sensibly repricing of this item. Granted, there never was a demand for Hairfelt and Woolfelt type of Frost Proof that there is for some other covering -- it seems to us unreasonable of the industry to take the position that Frost Proof covering has no competitors and that its selling price should not be governed by market conditions. Why, for instance, should a 36" Frost Proof covering, 17" thick, sell at almost the same price as does the Air Woolfelt covering made up of 32" thick? *Exhibit*   
 Further, this point we make this statement just as demand for Frost Proof, we are purposely avoiding its sale and recommending heavier thicknesses of Woolfelt, though as manufacturers of a small line, we regret the loss of as much as 15% from our line. As such, we are in a position to bear with us.   
 A more substantial in the west, where it is being used, it is not considered, opinion that Frost Proof business will come out of a lot of hiding places when the schedule is reasonably adjusted so that we can represent it as a profitable item to jobbers just as we now do Woolfelt and Air Cell.

ONE  
P.C.  
000120

P. O. C.

*None* Exhibit 95

Obtained 6-18-40  
No 1-12407  
Federal Trade Commission

FEDERAL TRADE COMMISSION  
Main 1461  
IN THE MATTER OF  
*None*  
*Collopy*  
*Junior*

C-243

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