

May 3, 1948

Dept. de Lisica
Avenida Brijadeira Luiz Antonio 784
Sao Paulo, Brasil
South America

Gentlemen:

Dept. de Lisica is on our DEAD LOSS LIST...That's an economic classification, of course. It doesn't mean that Dept. de Lisica is a dead loss to the community or the country. It simply means that in our experience with you, financially, you are a loss and a complete one.

It means that (upon your request and in your behalf) we have expended clerical time and office supplies, and advanced hard cash out of our own pockets, but because you have not paid your bill (in the amount of \$20.00) we have not recovered this outlay.

At the time we received your order, why did we have confidence in you ---so much confidence that we were willing to pay out time and money for you? The answer is that years of business experience have shown us that most people are worthy of confidence; most people do live up to their obligations.

Experience has also shown us that many of the names that get on our Dead Loss List aren't dead losses at all. Something went wrong, either at their end or at our end, or in between: at the post office, perhaps, or at the publisher's.

I have personally examined your order file very carefully, and the records are clear. No distress signals anywhere. So it looks to me as if you had received full value for the money you haven't sent us.

Is Dept. de Lisica really a dead loss? Then I must tell you that you belong to an extremely small percentage of the worldwide public we deal with every day---so very small, in fact, that the chances are all in favor of your responding to this personal letter with a personal reply and the remittance necessary to discharge your obligation.

Frankly, If the chances were otherwise, I would not take the time to write this letter. Instead, I would order the name of Dept. de Lisica to be entered on our PERMANENT Dead Loss List, which is, I should tell you, accessible to credit investigators throughout the Western Hemisphere.

I'll look for your reply within the next thirty days. Please make your remittance to me and mark the letter Personal. This will lift your reply out of routine channels and bring it straight to my desk.

Very truly yours,

W. R. Morris
W. R. Morris, Manager

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