

May 21, 1948
AIR MAIL

Dept. de Lisica
Avenida Brijadiera
Luiz Antonio 784
Sao Paulo, Brazil, S. Amer.

Gentlemen:

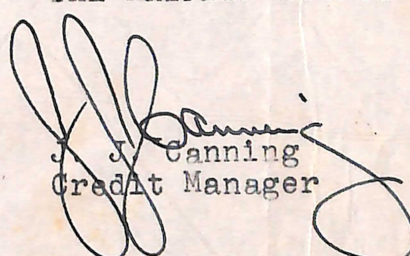
In the temporary absence of Mr. Morris from our office, I am taking the liberty of writing you concerning our collection letter.

I should like to extend and hope you will accept our sincere apologies for that letter. It was sent out under the signature of Mr. Morris, having been written by one not at all versed in the matter of collections. Since the margin of profit is so small in this line of business, it is essential that we have complete collections and because of this sometimes an overzealous employee oversteps the bounds of propriety in his attempt to do a good job. You undoubtedly know from past experience that it has never been and never shall be our policy to resort to such methods of requesting payments.

The Mayfair Agency is not a hostile agency but rather, we like to believe, a friendly one. We value greatly the good will of our customers and truly hope you will be generous and try to understand how such a "slip" could occur in a large organization.

It would be nice to hear from you saying that you have forgiven us and, at the same time, if your records are in agreement with ours, send us a check for the amount due. If they are not, would you please advise us so that we can look into the matter?

Very truly yours,
THE MAYFAIR AGENCY


J. J. Canning
Credit Manager

jjc/blw