



Christmas
1 9 3 7

Mr. Forrest C. Allen
% University of Kansas
Lawrence, Kansas

You would hardly expect --

to find shoes and sentiment to mix in a business such as ours,
yet there are always exceptions. And if our true feelings
could be poetically expressed, they would sound something
like this:

If we are going to let this year pass
And never say a word,
Just let the sand run through the glass
And our wishes go unheard,
Then we would be ungrateful
For the favors you have shown,
And we would prove unworthy
Of the friendships we have known.

But sentimental verses along at this Christmas time are
really not sufficient to express our appreciation of your
good will and friendship. That's why we are sending you
something more tangible in the way of this Leather Folder,
and announce at this time that during each month of the
year 1938 a Dated Monthly Refill Pad for same will follow.

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encl.

And if we had the power to attach a real wish to each of
the monthly calendars, it would be the hope that each month
of 1938 will find you Healthier, Happier and More Prosperous.

Cordially yours,

J. Carney

Speaking for -
WISCONSIN SHOE COMPANY

