

January 30, 1940.

Mr. R. E. Deateale,
Sales Manager,
Glenmore Distilleries Co.,
Louisville, Kentucky.

Dear Mr. Deateale:

My belated acknowledgment of your very versatile and lovely Christmas gift does not show the appreciation that I hold for your kindness. This beautiful mission leather folder exactly hits the spot. I know of nothing that the recipient of such a gift would appreciate more.

It is a constant reminder of your generosity because of the fact that we are always forgetting things, and to keep from forgetting things we write the things that we feel we might forget down in this folder. So while we constantly make use of this folder to keep from forgetting, we are also constantly remembering the donor because it is a utility for not forgetting - Dub for remembering.

An added fact of appreciation should be that on each succeeding month you are sending a new pad for refill. I have used many such folders before, but I for some reason dislike to use up the pad for fear that the refill is not as convenient or as handy as I would like. So now we can use a "new deal" philosophy, at least, in regard to this situation by being a little extravagant, but being sure that some happy soul will take care of us even though we might become profligate in the expenditure of the gift.

Personally, I think you made a ten-strike when you thought of this Christmas gift for your customers. The fact that I am not a customer, but an appreciative recipient of your generosity, makes it all the more appreciated.

Wishing you continued success and thanking you for your thoughtfulness, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH