

Personal

MARSHALL FIELD & COMPANY

111 NORTH STATE STREET

CHICAGO

-90-

CUSTOMER CREDIT RELATIONS

January 24, 1948

Mr. W. C. Simons
Journal World
Lawrence, Kansas

Dear Mr. Simons:

A recent survey has brought to our attention the fact that you have not used your charge account in recent months. We are concerned about this and are interested in any reason there may be for it.

Do you feel that we have been in error? If so, please use the reverse side of this letter to tell us about it. When we know the difficulty, we shall be able to take steps to prevent its recurrence.

Perhaps you are unable to visit the store at this time. If you like, our Personal Shoppers will be happy to make selections for you. Your mail or telephone orders will receive their prompt and expert attention.

We have enjoyed being of service to you in the past, and we extend to you a sincere invitation to make use of your charge account again.

Cordially yours

Louis Erickson

LouisErickson:cp

Manager