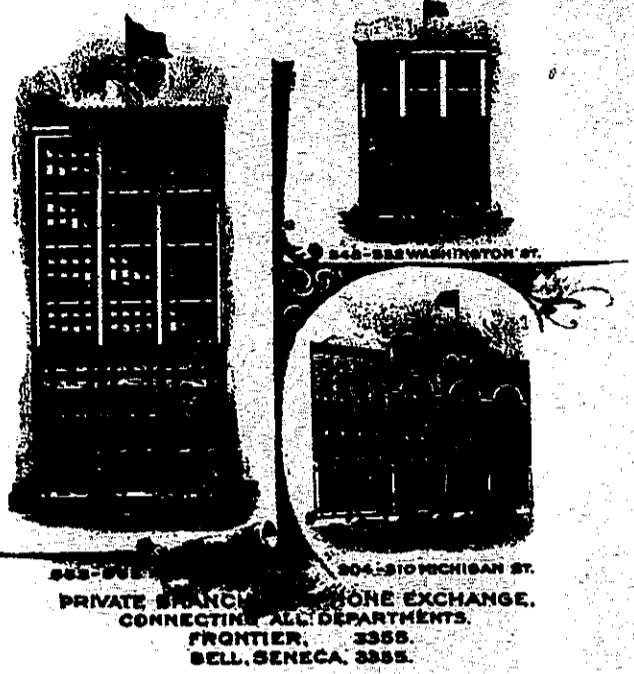


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The Messersmith Stores

— INCORPORATED —

General Merchandise

563-565 MAIN STREET 548-552 WASHINGTON STREET
302-310 MICHIGAN STREET

Buffalo, N. Y. Oct. 26, 1908.

Mrs. E. K. Tourgee,
Mayville, N. Y.

Dear Sir:-

Henry Messersmith has been established in Buffalo for 29 years and made money each and every year. His extensive and profitable business was recently incorporated. We now have upwards of 23,000 customers on our books.

We are now offering memberships or shares to our customers, as well as to their friends and those who wish to make a safe investment, that will yield them from 6 per cent to 15 per cent on their investment.

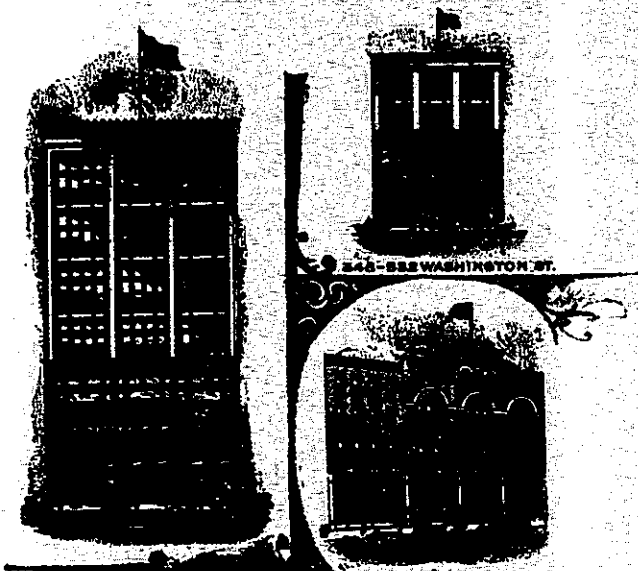
A \$10.00 membership with The Messersmith Stores will give you a yearly income of \$75.60 per year which can be increased in proportion to the amount of energy you use in co-operating with us.

Our sales for 1905 were \$283,000.00, in 1906, \$319,000.00, in 1907, \$358,000.00 and we feel confident that in 1908 they will reach \$400,000.00 and four years hence should reach \$3,000,000.00 annually.

Those who hold membership or shares will be entitled to five per cent discount on all of their purchases, and as we shall keep a complete stock of everything that each and every family eats, wears or requires to furnish their homes or farms with, this five per cent rebate applies to their entire wants.

Each member or shareholder will receive two per cent in cash on all the purchases that may be made by friends or relatives whom they influence to trade at our stores no matter which department the goods are bought from, so that a single \$10.00 can be made to earn an income of \$75.60 as follows:

1 Membership or share \$10.00 at 6% interest.....	\$.60
5% discount on your own purchases, say of, \$300.00.....	15.00
2% commission on the purchases of ten families whom you may influence, at \$300.00 each - total \$3,000.00 at 2%.....	60.00
INCOME PER YEAR ON \$10.00.....	\$75.60



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Buffalo, N. Y.

563-565 MAIN STREET 302-310 MICHIGAN ST.
PRIVATE BRANCH TELEPHONE EXCHANGE.
CONNECTING ALL DEPARTMENTS.
FRONTIER, 3355.
BELL, SENECA, 3355.

Page 2

No customer, member or shareholder will be permitted to hold more than 50 memberships or shares, as our object is to distribute them among the greatest number of families, thus creating for the Big Department Store, the greatest number of customers, and in turn each member or shareholder will influence five to fifteen families each, so that we will soon have upwards of 250,000 families in and around Buffalo that are directly or indirectly interested in the store, which will insure cheaper prices and greater profits than we have heretofore enjoyed.

We will issue every three months a complete illustrated catalogue describing the material, size, quality and price so that it will be as easy to trade by mail as to visit the store. Money will be refunded, or goods exchanged upon request. Each thirty days a complete revised grocery list will be forwarded to every inhabitant within 150 miles of Buffalo. All goods in each of the departments in the store will have the price plainly marked upon them.

If you are interested in Co-operation of this kind, where the men who are in control and management have hundreds of thousands of dollars invested against your \$10.00, and yet return to you the first and greatest profits from the business, and you feel that you would like to know more about membership or shares in our Department Store, then fill out the enclosed card and return to us and we will forward to you a booklet, which fully explains the wonderful earnings returned to members and shareholders in many other Co-operative Department Stores of this kind.

Very truly yours,

THE MESSERSMITH STORES.

By

Geo. F. Stackhouse

Sales Manager.