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### Brys department store letter, Memphis, 1917

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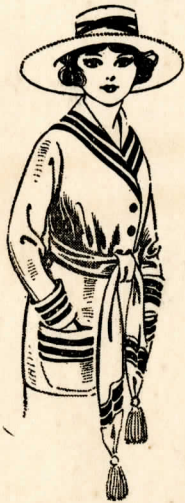
# BRY-BLOCK MERCANTILE CO.

MAIN STREET AND JEFFERSON AVENUE

MEMPHIS

EXECUTIVE OFFICES  
914 PINE ST.  
ST. LOUIS, MO.  
PURCHASING OFFICES  
353 FOURTH AVE  
NEW YORK

July  
Thirteenth,  
1917.



My dear Mrs. Simonson:

We are writing you personally because we want you to feel that this is really your store and we want you to know more about our policies and methods. It is our duty to protect you against doubtful merchandise and therefore we have a fixed principle in buying our stock, which is that we will not experiment with goods of unknown or uncertain quality.

We, however, make our own investigations and comparative tests so that we know exactly what goods we are buying before we take the responsibility of recommending them to you, and this is the reason you can always go about your buying here with confidence that our values are as represented.

Your trade is appreciated by us, and our appreciation is shown by earnest efforts through our Personal Service Bureau to give you better values and service than you can obtain elsewhere. We want you to come in often, whether you buy or not, as frequent visits will help to keep you posted on the late styles, new novelties and special values we are always adding to our lines.

Trusting that we may have the pleasure of seeing you in the near future, we are

Very truly yours,

BRY BLOCK MERCANTILE CO.

By *J. A. Block*

IDB/CC



FAIR PRICES HAVE MADE BRY'S THE BIGGEST STORE IN MEMPHIS.