

J.J. Siegrist & Co. Inc.

508-518 WILLIAM ST.

The Greatest Value Giving Store in Buffalo



W. CHUR

GEO. HEUSINGER

C. JAUCH

J. J. SIEGRIST

W. J. SIDES

A. J. FALLON

J. E. GERRISH

MR. J. J. SIEGRIST and Members of His Staff

On Saturday, March 12th

MR. J. J. SIEGRIST, the senior member of the Siegrist & Fraley Co., re-enters the department store business.

The associates he has gathered about him have devoted from ten to thirty years of service in his employ.

Thousands of requests came to him from old patrons to re-open the store, this with the consideration he had for his former associates finally induced him to re-engage in business.

Mr. Siegrist is very grateful for the confidence the patrons and former associates have expressed. He pledges his best endeavors to merit the continuance of the same.

His associates pledge a strict adherence to the old policies that built a business institution worth restoring.

To have built a business institution through 30 years of effort, adhering steadfastly to sound conservative principles. To see these efforts crowned with success and public good-will is truly the work of a life-time.

To reconstruct a business institution for an organization of men and serve a public demand is most commendable and an extraordinary action. It marks a new development in business history.

An organization of thoroughly tested men, each one a proven expert in his capacity, well informed as to the wants of our patrons means a strong factor for efficient service.

Together we hope for expansion to a larger and wider scope of usefulness.

Ninety per cent. of the original Salesforce will be back in their old positions.

Watch Daily Papers for Announcements

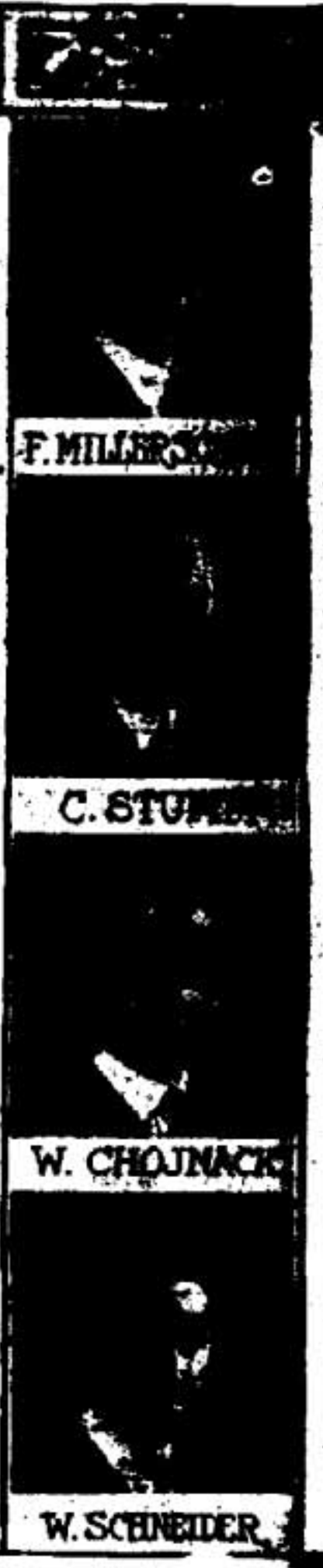


H. STUMPF

E. RENNER

WILL R. SMITH

J. SCHERER



F. MILLER

C. STUMPF

W. CHOJNACKI

W. SCHNEIDER