

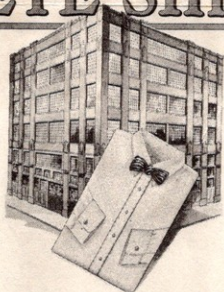
# THE BUCKEYE SHIRT CO., INC.

*Merchandise of Quality*

*Serving the Wearer Direct*

FACTORIES  
2530 BELMONT AVE.  
114 MERCER STREET  
NEW YORK

EXECUTIVE OFFICES  
543 BROADWAY  
NEW YORK



September 26th, 1927

Mr. S. L. Ferguson,  
Appomattox,  
Va.

My Dear Sir:

I would like to send to your home, with your consent and at my risk and expense a set of our White Imported English Broadcloth shirts.

Three years ago when we first offered "GENUINE IMPORTED ENGLISH BROADCLOTH" shirts direct to wearer we sold 15,000 the first season. The fame of those shirts spread so quickly that we have since sold as much as 400,000 - in one season, mind you! Can you yourself think of a stronger testimonial?

Goodness established their popularity. Wearers spread their fame.

Finely woven, soft and smooth almost as silk, there is no way of duplicating the rare lustrousness, the durability of this Imported English Broadcloth material. No imitation can tailor so superbly, can retain its highly mercerized Silky finish after repeated launderings, as can this cloth.

Of careful cut, fine finish and quality tailoring, it gives the appearance and service of a custom shirt. That is why "BUCKEYE" Genuine Imported English Broadcloth shirts look as different on you as a custom-made suit of clothes. That is why they fit you so well "all over" -- neckband, shoulders, chest, waist and sleeves.

The low price? You'll smile when you'll hear it. By concentrating all our sales volume on this fine quality Imported English Broadcloth and selling no less than 4 to a customer, we are able to offer them to you for only \$7.65 delivered to your door post paid.

The regular retail price of these shirts is \$2.95 each--\$11.80 for four.  
You save \$4.15.

When you receive these shirts, examine the cloth and workmanship - - then try them on. If you are not satisfied, return them to us within eight (8) days at OUR EXPENSE; but if you ARE SATISFIED, mail us your check for \$7.65 in full payment.

Is this not as square a proposition as was ever offered?

The enclosed order blank is for your convenience. You can't lose - - you've got to win - and you will!

Yours very truly,

*Bernard A. Brams*

President.

