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Retail Merchants Association Of New Orleans, Louisiana

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NATIONAL RETAIL MERCHANTS ASSOCIATION
OF UNITED STATES

October 20-08.

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Ansd.....

Merchants Coffee Co.
New Orleans, La.

Gentlemen:-

At a regular meeting of this Association the merits of your different brands of Coffee was investigated. Investigation proved beyond doubt, that your "VICTORY, CLIPPER, YUNO, ALAMEDA AND UNION BRANDS" are exceptions in the coffee world, and that this Association recommends to the coffee consumer and the trade, the above brands of coffee as being the best class of goods on the market to-day, and to our notion, "THE ALAMEDA AND YUNO BRANDS" lead the others.

We are of the opinion, that the dealer should handle these Brands, at all times; believing that they are far better than any class of coffee we have investigated.

Yours very truly,
RETAIL MERCHANTS ASSOCIATION.

J. H. Allman
Manager.

The above correspondence
is self-explanatory.
Merchants Coffee Co. of N.O. Ltd.
B. C. Casanas,
Pres.