

# American Home Store

500 S. MAIN STREET  
BALLWIN, MO 63011  
(314) 992-5400

DELIVER: OCTOBER 4, 6, 7  
\*\*\*\*\*AUTO\*\*5-DIGIT 00000

Mr. John Q. Sample  
1234 Some Place  
P.O. Box 123  
Your Town, USA 12345-0000

## Furniture Flair

Dear Mr. Sample:

### YOU ARE INVITED TO OUR PRIVATE ANNIVERSARY SALE

Please take good care of this letter, because you'll need it to be a part of the savings opportunity of the year—**American Home Store's Private Anniversary Sale**. We've been busy marking down the entire store. These specially reduced prices are far lower than our regular prices, even lower than our sale prices.

SAVE UP TO 50% STOREWIDE

ONE DAY ONLY  
SATURDAY, OCTOBER 11th  
9 A.M. – 9 P.M.

EVERY piece of furniture in our store will be on sale. Save on every living room, bedroom, dining room, and entertainment center. All our most popular name brands are on sale. High quality furniture from **Bassett, Ashley, Broyhill, Flexsteel, Simmons, Sealy** and **Serta**—*all with our hometown service.*

If you plan to buy new furniture anytime this year, you owe it to yourself to attend this event. Because, in addition to our **special anniversary prices**, for this **one day only** you can...

MAKE NO DOWN PAYMENT & PAY NO INTEREST  
FOR TWO FULL YEARS!\*

Remember, to be admitted to this one day only sale, you **MUST** bring this letter and present it at the door upon your arrival. We look forward to celebrating our anniversary with you **October 11th**.

Sincerely,

*John Brown*  
John Brown

**Bassett**  
We Keep Value In Style.

**Broyhill**

**Sealy**

Posturepedic® Support  
Only from Sealy

**ASHLEY**  
The World Class Furniture Company

**Simmons**

P.S. Register for door prizes to be given away at 8 p.m.!

\*With approved credit. See store for details.

