

From the Desk of James Smith

Mr. John Q. Sample
725 N. 23rd Street
St. Louis, MO 63103

*Jennie says,
"It was so easy!"*



Dear John,

When Jennie Harper makes up her mind there is very little you can do to change it. Jennie was in the store the other day, she drove in from Fenton, and she was going to buy some bamboo flooring for her kitchen... **TODAY**. And there wasn't anyone going to tell her otherwise.

She had already shopped several stores and was about as worn out as a cross-county tire, and when she saw our huge selection of bamboo... she was floored.

Her words, not mine.

She didn't just buy bamboo for her kitchen; she bought some for the dining room, some slate for the 4-seasons room and a Shaw area rug for the den or as she calls it, "Joe's Man Cave."

As she was buzzing around the store my sales staff pointed out that everyone's always happier when we have a "special sale event."

That convinced me – so get out your pens and mark your calendars. We're having a one day sale here at: 725 N. 23rd St., St. Louis, MO: **Wednesday, August 19th from 10:00 a.m. to 9:00 p.m.**

I have already worked out very nice deals with the reps and you will see real one-day prices on all our hardwood, tile and carpet. And this is the good stuff, folks – names you know like: **Anderson, Armstrong, Pergo, Shaw, Stainmaster... and more.**

I will also have some friendly finance folk here for those who qualify to take advantage of the **10 month, no interest no payment plan.**

So come join me and the staff on Wednesday, August 19th from 10 a.m. – 9 p.m. and bring a friend or two. We'll have snacks and maybe a little wine, too.

I look forward to meeting you and making you as happy as Jenny and Joe.

Truly yours,

James Smith

James Smith,
Proprietor

*P.S. You're invited, bring a friend -
and remember to bring your room measurements.*

*American Home Store
800-511-6245 · 725 N. 23rd Street, St. Louis, MO*