

# American Home Store

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

DELIVER: April 17, 18, 19  
\*\*\*\*\*AUTO\*\*5-DIGIT 00000

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

# the **BIG** event

Dear Mr. Sample

AMERICAN HOME STORE's private sale is so big, we're calling it **"THE BIG EVENT."** Why is it so big? Because as a preferred customer and neighbor, you will...

**SAVE 20, 30, 40...Up To 50%**  
**Plus**  
**NO PAYMENT • NO INTEREST**  
**FOR ONE FULL YEAR!\***

**SAVE** on **EVERY** sofa, chair, bedroom, dinette, entertainment center—**VERY** big screen TV, DVD, stereo, refrigerator, range, dishwasher, washer, dryer—**EVERY** carpet, area rug, wood and laminate floor. All the most popular name brands, including **Whirlpool, RCA, Maytag, Bassett, Stainmaster** and **Bruce**. **Nothing will be held back!**

**12 HOURS ONLY!**  
**9 a.m. to 9 p.m.**  
**SATURDAY, APRIL 24TH!**

This letter is your personal invitation to attend American Home Store's exclusive **BIG EVENT**. This sale will not be advertised to the public, so you must present this letter at the door to take advantage of these one-day special offers.

Make plans to join us on **April 24th from 9 a.m. to 9 p.m.** We look forward to showing you just how **BIG** our **"BIG EVENT"** is!

Sincerely,  
*John Brown*  
John Brown



P.S. Register for door prizes to be given away at 7 p.m.!

\*With approved credit. See store for details.

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