

# LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION **6TH ANNIVERSARY SALE**

## **STARTING TUESDAY, APRIL 8th**

**WE** find ourselves at the conclusion of six full--busy--very wonderful months of enviable Merchandising Service, and we are now on the threshold of **STILL GREATER ACHIEVEMENTS.**

**OUR SIXTH ANNIVERSARY CELEBRATION is a Feast of Values Unparalleled in Store-Keeping Annals. YOU are most Cordially Invited**

### **TO COME-TO SHARE-TO PROFIT**

There never was such a sale--here or elsewhere. Preparations were made on a mammoth scale. Our buyer enjoyed every advantage possible to unlimited cash resources and volume buying. Instructions were these and to the point--"DO BETTER, MUCH BETTER THAN THE BEST YOU HAVE EVER DONE"--and he has more than fulfilled our highest expectations.

Every nook and corner of our store is simply crammed with New Merchandise for Men, Women and Children--for everybody seeking needed or desired apparel! Brimful of rich savings for foresighted folks who know the value of "Buying Ahead"--OVERFLOWING with WONDERFUL ECONOMY OPPORTUNITIES for EASTER SHOPPERS.

### **ALL PRICE RECORDS HAVE BEEN SMASHED--**

*New Precedents Established that Completely Revolutionize Present Standards of Value. WHOLESALE and LESS THAN WHOLESALE COSTS PREVAIL!*

All the members of our large regular selling force and extra salespeople are eager to serve YOU! **Everything is in readiness for NINE O'CLOCK TUESDAY MORNING, APRIL 8th, when the Greatest Era of Value-Giving St. John's Has Ever Known Begins.**

Share in these good things--SAVE GENEROUSLY--COME, IF YOU CAN, AND WE'LL SERVE YOU TO THE BEST OF OUR ABILITY, but don't under any circumstances think of missing the marvelous opportunities that this store now holds for you.

**See Monday's Papers for Full Announcements** 

## **LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION**

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