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THE ENTERPRISE

Tuesday, January 24, 1928



Beginning Thursday --- 9:3

And now we come to you, good people, with the biggest sales event in our many years in busines you've attended. We are absolutely going the limit in PRICE SMASHING, and if real values on high en opportunity to save money. The store is going to a perfect blaze of glory and every nook and co OUR WORD FO RIT-JUST COME, SEE, AND YOU'LL BUY AS YOU NEVER BOUGHT IN-

Remember The Name —— Be Sur ABSOLUTELY NOTHING RESERVED --- EVERYTHING

HELP US TO HELP YOU

To make this the success it deserves to be, we will need your hearty cooperation. It's to bnefit you and the public. It's your sale. We are going to truthfully present our offerings. We are going to give you the biggest moneysaving sale that you ever attended. Help us to help you. Talk this sale. There are going to be greater values given in this sale than we claim. In other words, we are going to give more than we promise.



