

This B2C **sales letter** was commissioned by Mail America, a direct mail marketing firm for their client, The Furniture Market.

PRIVATE SALE – BY INVITATION ONLY
This sale is not open to the general public!

Dear Priority Customer:

You know that bedroom set you've been promising yourself? That sofa and recliner? That dining room set you've been dreaming of? All you've been waiting for is a great price, right? Well, the wait is over. You can make it all come true at our two day sale – reserved **exclusively** for The Furniture Market's best customers.

Why this private sale? Because we've outgrown our current location at 533 Forest Avenue - and we're moving into a bigger space on Western Ave. in South Portland. And the last thing we want to do is move all that furniture.

That's where you come in. Come in and save big. And we do mean **BIG!**

Rock Bottom Prices!

Every piece of living room, dining room, and bedroom furniture is marked down to rock bottom, prices. **Prices you've never seen before - and will never see again.** Wholesale savings on recliners, sleepers, sofas, tables, lamps, chairs and oriental rugs by the most prestigious names in the business.

- **Ethan Allen**
- **Sealy**
- **Pennsylvania House**
- **Rowe**
- **Barcalounger**
- **Serta**
- **Howard Miller**

And many more... All, at huge savings!

Free Delivery

You say you hate moving furniture too? No problem. We'll deliver it for you, **ABSOLUTELY FREE**, in the greater Portland area.

The doors open at **9AM sharp on Wednesday, June 12th** and will be open until 9PM on both Wednesday and Thursday. However, we encourage you and your guests to **come early**, because at these prices, this one-of-a-kind furniture is sure to blow out of here. On Friday, the doors open to the general public – if there's anything left!

So, what are you waiting for? Mark June 12th and 13th on your calendar right now and keep this invitation in a safe place. You'll need it to gain entrance to this exclusively private sale. It's our way of saying **"thank you"** for making The Furniture Market such a success for so many years.

Sincerely,

Stephen Young
THE FURNITURE MARKET

P.S. Remember, this letter is **non-transferable**. You must sign below and present this letter at the door to gain entry.

Name(Print)_____ Address _____
City, State, Zip _____
Phone _____ Signature _____