

St. Louis Goods

help you meet the
Style Demand



To Retail Merchants—

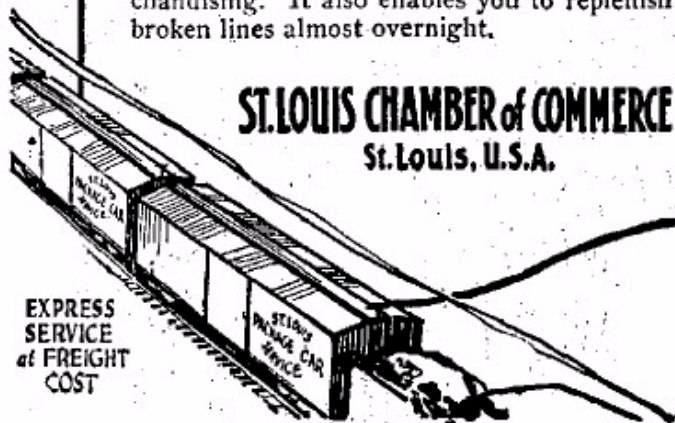
RETAIL business today is being done in a new way. The changing styles make it necessary for the retailer to be able to turn his stock more often. The most successful merchants these days buy *style merchandise* in amounts close to their known needs, and replenish their stocks frequently to meet changing conditions.

St. Louis is a *style merchandise* center. It is a matter of good business this year to buy in St. Louis and get the opinions and ideas of the style authorities of its great manufacturing wholesalers. They have studied the needs of the Mississippi Valley, South and Southwest, and are especially well equipped to supply the style requirements of your trade.

The St. Louis package-car system—a freight service at almost express speed—was originated in St. Louis for your convenience. More than 1,200 of these package cars leave St. Louis every night for points in the St. Louis trade zone. This gives quick delivery of merchandise for immediate display in your store—the keynote in profitable style merchandising. It also enables you to replenish broken lines almost overnight.

ST. LOUIS CHAMBER of COMMERCE
St. Louis, U.S.A.

EXPRESS
SERVICE
at FREIGHT
COST



Reduced railroad fare to St. Louis
for the Semi-Annual Convention of
the

American Retailers' Association

August 3rd to 10th

Merchants in Texas, Oklahoma,
Louisiana, Arkansas, Missouri,
Kansas, Iowa, Nebraska and
northern Illinois may get reduced
railroad fare to St. Louis for the
Convention. Tickets good August
1st to 13th.

Subjects to be discussed:

"Meeting Peddler Competition."
"Developing a Store Paper."
"How to Increase Your Business."
"Developing Community Trade."

The Great St. Louis Fashion Pageant

August 4th to 22nd

In the beautiful new outdoor

Garden Theater

The latest modes on living
models

ST. LOUIS is your nearest *big*
market.

It is a *style merchandise* center.
It is a market of manufacturing
wholesalers.

Its package-car system gives
freight service at express speed.

Your freight bills are less from
St. Louis because the mileage
is less.

Its wholesale district is compact.
This saves time and hotel bills
for you.

It Pays to Buy in St. Louis