



The Greater Palais Royal

Celebrates its

Fourth Anniversary

With the

*Greatest Offerings in the Store's History
and Takes this Occasion to Announce
That Its Still Greater Advantages of the
Future will be Brought to the
Public's Attention Through the
Medium of a Full-Page Announcement
Every Day in The Washington Herald*



**This is a Greater Store Service of The Greater Palais Royal
That Gives Untold Opportunities for "Last-Minute" Store News
and Allows the Shopper to Make Purchases the Same Day Advertised.**

Every day brings added greatness to The Greater Palais Royal. It is but a just tribute to acknowledge that The Greater Palais Royal has been "fortunate," whose hand-maiden is known as "Wisdom."

The "Wisdom" that caused the Old Palais Royal to see the advantages of its present location makes it "fortunate" that we are situated so conveniently as we are, fronting the two great thoroughfares of G street and Eleventh street, with their double-track car lines stretching out in all directions, in order that no matter what part of the city, or even 'way out in the suburbs, you may live, there is a car to bring you direct to this store---usually at the minimum price of five cents. This same "Wisdom" has been exercised throughout the entire establishment to an extent that has brought about The Greater Palais Royal of today, which shares its good fortune every business day with its thousands upon thousands of customers,

representing every class, from those in great places all the way down to the most lowly.

The opportunities to share in the good fortune of The Greater Palais Royal were never so great as they will be during this Anniversary Week. From now till closing time Saturday next the store will fairly bristle with money-saving opportunities. It has been a fortunate year for The Greater Palais Royal; we believe the ensuing year, with its prosperity for all the United States, will be a still more "fortunate" one; we believe that we are "fortunate" in being able to offer these opportunities to our customers right on the eve of the "indoor" season of the Fall and Winter, a season bound to be a brilliant one because of the approaching White House wedding, and we want you to share our good fortune with us.

J. J. Smith