

# Re-Adjustment Sale

**Everybody wants lower prices  
on clothes  
we're giving them to you**

The day of re-adjustment of prices has to come. The simplest mind realizes that it is impossible to keep business and prices in HIGH GEAR perpetually. It has already started and as usual, the farmer, the producer, feels it first, and has to take the first loss. But it is coming to the merchant as well.

Progressive merchants always step to the front and meet conditions as they arise. It has always been my policy to meet my trade on the basis of honest quality and fair prices, consequently I have decided to go out and meet the situation and not wait for it to come to me. In other words, I am going to offer my personal services to this community for the balance of this year without any recompense or profit.

I expect to buy merchandise cheaper next spring, and am willing to give my customers a benefit by anticipating this decline and selling my stock practically without profit.

We all shared in the advantage of increasing prices—We must all take our share in the loss that must come from the re-adjustment. I am willing to take mine now, by offering such staple lines as Hart, Shaffner & Marx clothing, Palmer garments for ladies, Mitchell dresses, Munsing wear, Gossard corsets, the Ultra shoe, fit for a queen, all Misses' and Children's shoes, P. J. McManus handcraft shoe, for men, Iron Clad hosiery, the best on earth, and all accessories pertaining to a general drygoods stock. These lines all are of the highest standard and need no other guarantee. I will give a reduction of from 20 to 50 per cent to the consumer.

## **P. J. McManus**

**The Home of Good Merchandise**

**O'Neill, Nebr.**