

Wright's
A GOOD PLACE TO TRADE

The Long Expected Event Begins Tomorrow

A Store Wide Clearance Sale Begins With The Opening Of The Store Tomorrow Morning

—this is the literal fulfilment of the prophecy made by many that prices would find a lower level after Christmas.

—no reasoning person could expect prices to remain at the high levels they reached during the war.

—no farseeing merchant will ever hope to sell his stocks on hand on the basis of what he paid for them.

—for every manufacturer in the land will now sell merchandise at lowered prices. Stocks must, therefore, be looked upon as worth only the prices at which they can now be replaced.

—every merchant in the land is, therefore, due to take a loss; he might just as well do it cheerfully, do it liberally--and do it now.

—the sooner we can clear away these great stocks; the sooner will we be in position to take advantage of the lowered prices.

—now the public will buy liberally--they will buy all of those things that they have so greatly needed. No longer will housewives strain to get along without the merchandise they need.

—and we venture this prediction: This lowering of prices will be adopted by progressive stores in every city in America. Stocks will be consumed rapidly; mills will be called upon for more merchandise; the wheels of commerce will begin to spin; our railroads will be spurred to greater activity; idle hands will be employed. America will enter an era of prosperity such as she had not known before.

—our step in this march of progress starts tomorrow. The sale is to be store wide. Lowered prices will apply to everything. Charges will be suspended, for cash will be the rule, and as rapidly as merchandise is turned in cash, the cash will be reinvested in fresh merchandise.

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