

NEW GOODS NOW HERE

FALL OPENING, 1911 DALLAS MERCANTILE COMPANY

RESOLVED
THAT OUR BUSINESS IS
BOOMING, BECAUSE WE
BOOM IT
WE BOOM OUR BUSINESS
BY GIVING OUR PATRONS
GOOD STUFF FOR THEIR MONEY.
BUSTER BROWN

RESOLVED!
THAT TIME FLIES AND
THE FIRST THING YOU KNOW
ALL THE CHOICE THINGS
WILL BE GONE—THEY ARE ALL
CHOICE AT OUR STORE - BUT
SOME ARE PRETTIER.
BUSTER.

R.T. Outcault

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Grand Opening

Best and Most Complete
Line Ever Shown in
Polk County

"Up-Right Quality
for a Down-Right Price"

- Packard Shoes
- Star Brand Shoes
- Conqueror Best \$3 Hats
- Ideal Shirts
- Sweaters
- Gold Medal
- Walrus Brand Slickers
- Duck Brand Rain Coats
- Us for Underwear
- Silver Collars
- Holeproof Hosiery

SIMMONS GLOVES
RIGHT WAY TO PUT ON KID GLOVES



EVERY man in town who wants to be as well dressed as possible ought to take an early opportunity to look over our big display of fine suit and overcoats fresh from the tailoring shops of Hart Schaffner & Marx. You don't see any clothes better than these; there are none better. Every fabric used in making these clothes is absolutely all-wool; the tailoring is the kind you want, and may not always get in other clothes; the styles are always correct; Hart Schaffner & Marx are style creators, not merely imitators. When you wear such clothes you know you're correctly dressed, well dressed.

We'll take a good deal of pleasure in showing you these clothes; we'll enjoy doing it even if you just look at them without buying. We know you can't look at them without wanting to buy, at least.

The new colors this Fall are grays, browns, blues, blue-grays; we have the Shape-maker, Varsity, and the smart new English model, in suits. You'll like the new patterns. With a lot of fine merchandise like this we ought to sell you a suit this Fall. Come in and get an early choice.

Suits \$20 and up Overcoats \$16.50 to \$25

BUSTER BROWN SHOES FOR CHILDREN

- Ladies Tailored Suits and Coats
- Dress Goods
- Duck Brand Rain Coats
- Silks Hosiery
- Linen Sheeting
- Linen Tubing
- American Lady Shoes
- Umbrellas Trunks
- Underwear
- Notions Corsets

Holeproof
Hosiery

Carl F. Farrell, Inc.

Dallas Mercantile Company