

DALLAS MERCANTILE COMPANY'S MIGHTIEST OF SPECIAL SALES

A Surprise of Awful Moment for Each and All

Nothing Less ^{Than} _{a--} Massacre ₌ of Merchandise

LISTEN: It requires **PLUCK** and **NERVE**--we have both--to commit the **PRICE SURGERY ACT** at a time and season when merchants have a right to expect and obtain fair prices; but the **VERDICT IS RENDERED**, and the **Gigantic Slaughter is under way**.

Rain or Shine the Battle will rage without a halt. A Perfect Avalanche of Lowest of Low Price in each and every department of our Monster Stock will be in readiness for consideration. **NO RESERVE**. A regular tumble down, running over bargain event. The move-out price will appear Bold, Fast and Furious and as true and faithful as the Gold Bonds of Uncle Sam, you will find us doing just as you read it until curtain falls

PURCHASERS ARE GETTING BUSY--ARE YOUR WANTS SUPPLIED?			
HUMMING HUMMERS Men's \$3.00 Hats go for \$2.39 Men's 2.50 Hats go for 1.69 Men's 2.00 Hats go for 1.39 Men's 1.50 Hats go for 1.19 MENS SOCKS so CHEAP all can afford a change. A Line of CHOICE SWEATERS fo close out at far below Cost WASH GOODS-- Catch the "SKIDDO" Spirit Everything to go; come and help carry away the goods	TICKLING TICKLERS SPECIAL LINE OF SHOES Men's \$5.00 Dress Shoes \$2.98 Men's \$4.00 Dress Shoes 2.39 Men's \$3.50 Dress Shoes 2.19 Men's \$3.00 Dress Shoes 1.98 Woman's \$4.00 Dress Shoes 1.98 Woman's \$3.50 Dress Shoes 1.69 Woman's \$3.00 Dress Shoes 1.49 Woman's \$2.50 Dress Shoes 1.19 Men's \$2.00 Dress Shoes98 Men's \$5.00 Oxfords 2.49 Men's \$4.50 Oxfords 2.19 Men's \$4.00 Oxfords 1.98 Men's \$3.50 Oxfords 1.69 Woman's \$2.25 Canvass Pumps 1.39 Misses \$2.00 Canvass Shoes 1.19	EASY PICKING \$3.00 Lace Curtains \$1.39 2.50 Lace Curtains 1.19 2.00 Lace Curtains98 1.50 Lace Curtains73 1.25 Lace Curtains59 1.00 Lace Curtains49 Fancy \$5.00 Parasols 2.50 Fancy \$4.50 Parasols 2.25 Fancy \$4.00 Parasols 2.00 Fancy \$3.50 Parasols 1.75 Fancy \$3.00 Parasols 1.50 Regular \$3.50 Men's Umbrellas 2.50 Regular \$3.00 Men's Umbrellas 2.00 Regular \$2.50 Men's Umbrellas 1.75 Regular \$3.00 Ladies' Umbrellas 2.00 Regular \$2.50 Ladies' Umbrellas 1.75 Regular \$2.00 Ladies' Umbrellas 1.39	SPARKLING SNAPS--Take Notice! Every day between the hours of 9 and 10 and 3 and 4 there will be rich pickings for the BUSY BARGAIN BUYERS To all purchasers of one or more dollars, 10 yards of the Calico for 35 cents on our opening day. Equally as Good and some far better offerings on each day of the sale. See that you are with us and get your share.
MEN'S CLOTHING All Regular \$10.00 Suits to go at \$ 6.39 All Regular 12.50 Suits to go at 8.69 All Regular 15.00 Suits to go at 10.98 All Regular 18.00 Suits to go at 12.19 All Regular 25.00 Suits to go at 17.69 All Regular 15.00 Rain Coats to go at 8.39 All Regular 10.00 Rain Coats to go at 6.49 All Regular 5.00 Dress Pants to go at 2.98 All Regular 3.00 Dress Pants to go at 2.19	BURDEN LIFTERS Everything in the line of Dress Goods, light, medium or heavy, marked to conform to a "Hurry Out Sale." Stacks of Ribbons, oceans of Laces, Embroideries, Braids and Ornaments that will have the low cut price. Great offering in all grades of Hose. No end to our Monster Assortment of Silks at the get-away price.	BOYS' CLOTHING Any \$7.50 to \$8.50 Suit, yours for \$ 4.95 Any 6.00 to 7.00 Suit, yours for 4.39 Any 4.50 to 5.50 Suit, yours for 3.39 Any 3.50 to 4.00 Suit, yours ffr 2.69 All \$2.50 to \$3.00 Odd Pants, yours for 1.25 All 1.00 to 1.50 Odd Pants, yours for75 All 50c to 75c Odd Pants, yours for39 Men's \$1 to \$1.25 Dress Shirts, yours for39 Men's 50c Rib Underwear29 Men's 50c Ties, Hose and Belts to go for37	WOMEN'S and MISSES' Ready-to-Wear \$18.00 to \$25.00 Suits, choice of the list \$12.50 15.00 to 16.50 Suits, choice of the list 8.39 10.00 to 12.50 Suits, choice of the list 6.50 18.00 to 25.00 Coats, choice of the list 13.50 15.00 to 16.50 Coats, choice of the list 9.50 10.00 to 12.50 Coats, choice of the list 7.00 8.00 to 11.00 Skirts, choice of the list 5.00 4.50 to 6.00 Skirts, choice of the list 3.00 2.50 to 3.50 Skirts, choice of the list 1.98 5.50 to 6.00 One Piece Dresses, choice of the list 2.98 4.50 to 5.00 One Piece Dresses, choice of the list 2.39 3.00 to 4.00 One Piece Dresses, choice of the list 1.98

YOU'LL FEEL COMPELLED TO CARRY AWAY OUR WASH VESTS

IMPOSSIBLE to schedule our entire stock. We guarantee the most **drastic and daring attack on prices** this community has ever witnessed. If price shall prove the moving spirit the goods will fly away like chaff before an Oklahoma cyclone. Bring your feet to us, for we have Shoes for Pa, Ma, Son and Daughter; Shoes that will fit the eye, mind and purse; Shoes for the farm, shop, mill and street at Irresistible prices. Men's and Boys' Clothing right from the home of fashions best, and marked at a price where the cost has been lost sight of. Choice selections in Wool, Cotton and Silk Dress Goods. Tempting morsels in Waistings. Any and everything the heart could wish for in Piece Goods. Notions for the notional. Hats for the hatless. Underwear that's cool for summer and warm when the chilly blasts attack you. As for Umbrellas, Parasols, Rubbers, Suspenders, Sox, Hose, Belts, Suit Cases, Handkerchiefs, etc., they will prove to be a regular Hot Bed of Bargain Buds and a check to the high cost of living.

THE MERCILESS HAND OF FATE HAS WILLED YOU THE BARGAIN TIME OF LIFE

That's putting it strong, but we mean and will prove it. All known languages are shy the letters and words to over estimate, proclaim or adequately describe the wonderful purchasing power of your dollars. Enough said. Turn from the plow; let the house work go; take a day off and meet us face to face where Economy and Satisfaction join with glad hands. Come to the Sale of Sales. **RAILROAD FARE Up To 20 MILES Allowed on \$10 Purchases**

A SALE MINUS THE
WIND

DALLAS MERCANTILE CO.

NOT SELLING OUT--
JUST OUT SELLING!