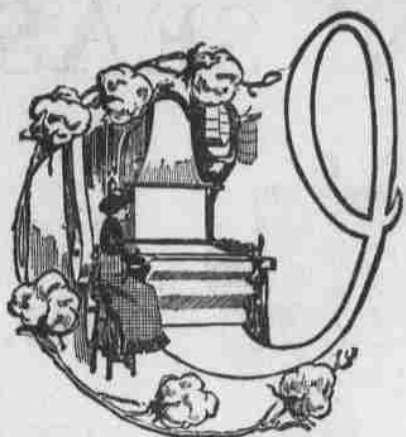




June White Sale

Our Mid-Summer White Event



Offering Scores of Exceptional Values in all Manner of White Wear and Yard Goods

This is the one big Summer White Sale of the year that is eagerly awaited by women who have learned of the real importance of a white event at this store. The merchandise embraced is the character of goods in greatest demand at this time. Stocks are exceptionally large, while prevailing prices offers the opportunity to affect substantial savings.

So thoroughly have we gone about the preparation for this June White Sale that you will find here the most desirable assortments you could wish for in all manner of white apparel and yard goods. And, every item involved, in this underprice selling, is of the identical quality you have always received here.

Aside From The Superior Qualities And Assortments---The One Vitally Important Feature of Interest To You is The Fact That Extraordinary Values are Liberally Distributed Throughout The Store.

Sale Begins Promptly WEDNESDAY MORNING, June 12

Store and stocks have been re-arranged so as to provide easy and satisfying selections. And, since stocks are broadest, freshest and most interesting at Sale's start, we advise a visit AT ONCE if you would secure your full share of values so Very Unusual as Those Quoted Below. They will certainly cause enthusiastic buying.

A Great Reduction IN Ladies' Suits AND Coats



A few sizes left in the popular Homespun Grays and Tans. Several Suits in the fancy Whipcords, Navy, Cream Serges and Cords. Regular values up to \$25.00 going in this sale at

Only \$10

Don't Miss This Chance Of Being Well Dressed At A Very Small Expense

Our Prices are So Low that you can't afford to do without the little extras in Summer Wear that makes Life a Pleasure.



Charming New White Lingerie Dresses

At Attractive Prices we are going to sell these dresses during this sale at **Just Half Price** Come Early

Our line of White and Colored Parasols is very complete—Now. But in won't be when we get through with this sale.—All Summer Parasols. Regular Umbrellas—fancy handles and detachable bases.

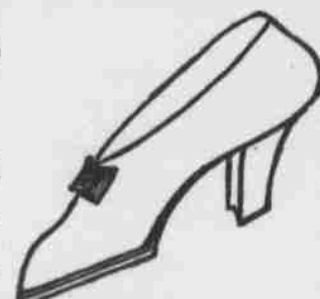
All 25 Per Cent Discount

THE NEW SILK HATS ARE COOL Try One

Big line of Sailors in low crown and wide rims. A Nice Assortment of Panamas \$5.00

All Summer Shoes, Oxfords, Pumps and White Shoes

Ladies' and Misses' at 20 per cent LESS than regular price. This includes the famous American Lady pumps and oxfords.



WHITE LINEN SUITS, WHITE SKIRTS KHAKI OUTING SUITS HALF PRICE



Fanciest Line of Men's Shirts In Dallas And Going At 33 1-3 per cent Discount

Buy what you need and save enough on every shirt to buy one of our Swell Ties.

Childs' Dresses At Half Regular Price

This includes all our Girls' Dresses and our Boys' Wash Suits and Rompers

The little folks like to be well dressed and it costs but little at these sale prices.



Our Stock of Summer Dress Goods Is Complete and Up-to-Date

Dainty Marquesetts
Flaxons, Lawns
Percalles, Zephyrs
Ginghams, Poplins, Voiles
Soisetts, Pongees, etc.



Our lines of

Embroideries and Wide Flouncings are the finest we've ever had. New Lace and Banding just received.

Summer is Hard on Ties

Ask to see our 25c line

It's an Eye Opener

Dallas Mercantile Co.

We Are Giving Some Great Bargains in Our Men's and Boys' Suits. If Your Money is Not a Burden to You, See Our Suits Before You Buy.