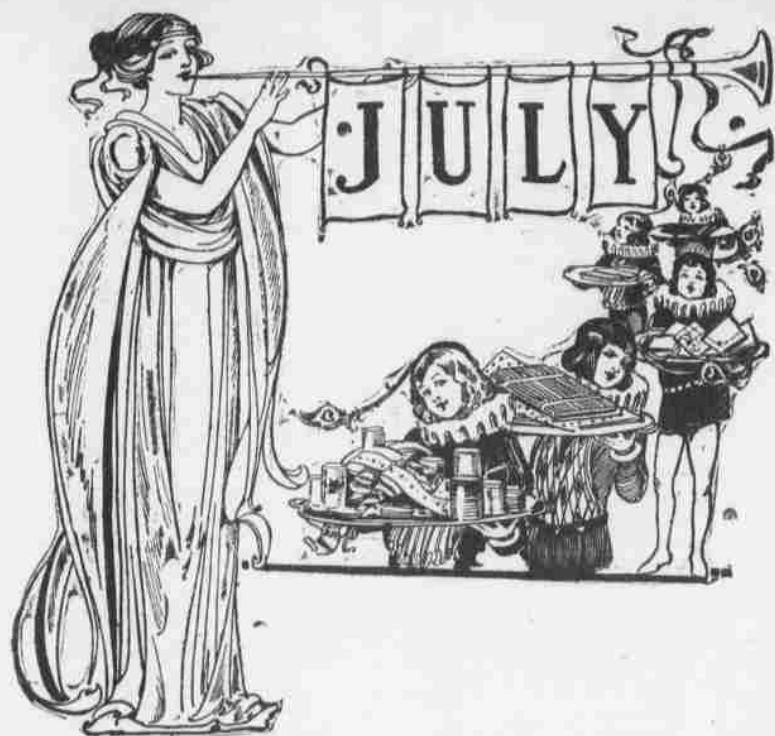




# JULY CLEARANCE SALE

WITH WHICH IS COMBINED THE CELEBRATION OF OUR FIFTH ANNIVERSARY. RADICAL REDUCTIONS IN ALL DEPARTMENTS WILL MAKE THIS THE BIGGEST MERCHANDISE EVENT EVER PUT ON IN DALLAS.

Mid-Summer finds us with larger stocks on hand than we ought to have at this season of the year. Nothing wrong with the goods. But in our early Spring enthusiasm we over estimated the probable demand. Then came the unseasonable Spring and Summer weather, materially reducing the volume of business we might otherwise have reasonably expected.

## HOSE

Big Bargains in Ladies' Hose--- Haven't room to start to tell you prices. If you need hose you can't afford to miss this sale.

Men's Work Sox

**49c Per Dozen**

Only 20 dozen in this lot.

|                     |   |     |
|---------------------|---|-----|
| Black Sox, per pair | - | 8c  |
| Tan Sox, per pair   | - | 8c  |
| Fancy 50c Sox at    | - | 35c |

So it happens that now, when it is time for us to plan our Fall purchase, we find our shelves and counters filled with thousands of dollars worth of Summer goods which must be moved promptly, even though CONSIDERABLE LOSS of profit result. We Never allow goods to accumulate from one season to another. It is for this reason that we hold this Drastic Price Lowering July Clearance Sale---an occasion for Quick Action, Decisive Stock Reducing and small or No profits.

To double the interest excited by our July Clearance, we are celebrating our Fifth Anniversary. We are five years old, having started in July, 1907. Our business has grown wonderfully, and we want to express our tangible appreciation. So prices are given an extra slash, and bargains are unparalleled.

**This Combined July Clearance and Fifth Anniversary Sale Will Commence**

**SATURDAY MORNING, JULY 6**

**When The Doors Open Promptly At 8 A. M.**

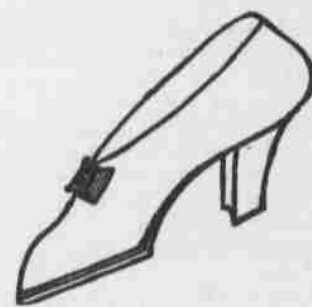
Best selection will be insured by attending promptly. Below are listed items which COMMAND THE ATTENTION OF EVERY THRIFTY PERSON. Yet this list is only a small part of the story.

## SHOES

### Oxfords and Pumps

A big stock---all styles. Just one-third less than regular price.

Men's, Ladies' and Children's Shoes---every shoe in stock---One-fourth Less than regular price.



## MEN'S SHIRTS

Work Shirts, regular 50c grade **now 39c**

Best Work Shirts made. Includes the Famous Ideal Work Shirts---Black Sateen, Blue Cambric etc.



### Men's Fancy Dress Shirts

Plain White, Small stripes, all styles. Golf, detachable cuffs, soft collars, etc.

Regular  
\$2.00, \$2.50 and \$3.00 at **\$1.45**  
\$1.50 and \$1.75 at **\$1.00**  
\$1.00 and \$1.25 at **85c**

**ALL \$3.00 HATS \$1.98**

## JULY 4th

Store Will Be Closed  
All Day

**Take Special Train to  
Albany And Be A  
Dallas Booster**

Round Trip Tickets for Sale  
Here, \$1.40.

**SPECIAL**

**FREE TRIP TO  
ALBANY**

Round Trip Ticket Free With Every  
\$10 Cash Sale Wednesday, July 3.

## DRESS GOODS

Suitings in all shades in the Rough Homespun, Mixed Goods, Fancy Backed Goods, Serges, Plaids, Veils, Panamas and Summer Goods, **ALL AT ONE-THIRD LESS.**



**Fancy and Plain  
Silks**

**Dress Patterns**

**Waist Patterns**

**Pongees, Taffatas**

**All One-Third  
Less**

**And Special Reduc-  
tions on Remnants.**

## Hart, Shaffner & Marx Suits

The first chance this season to buy a really

### High Grade Suit

(That any man can be proud to wear.)

At These Prices:

**\$20, 22.50, \$25 and \$30  
Suits at \$16.00**

Regular  
\$15, \$16.50 and \$18.50 values  
at **\$10.50**  
\$10.00 to \$14.00 Suits **\$7.50**  
Many Special Bargains in broken  
lines of Young Men's and Boys'  
Suits.

## THIS IS A \$5000.00 CASH SALE

When we sell that amount of goods  
we will be ready for our Fall Goods  
But We Need The Cash Now.

No Due Bills taken at these prices as many lines are  
going at less than cost and we lose 10  
per cent on all Due Bills

*Dallas Mercantile Co.*

## Ladies' Suits and Coats



Just a few bargains  
left and they are  
going without any  
thought of what they  
cost.

All \$15, 18, 20, 25 and  
\$30 Suits at

**\$9.50**

\$10.00 to \$14.00 Suits

**\$7.50**

Girls' Dresses at  
Half Price

Dress Skirts at  
Half Price