

A FRIGHTFUL UPHEAVAL AT DALLAS, OREGON

OLD ESTABLISHED METHODS ARE TORN ASUNDER

The Little City and Country in a Perfect Uproar

DALLAS MERCANTILE COMPANY

Face a Mighty Onslaught

For several days this firm has been cutting prices in order to reduce their overloaded stock, consisting of Dry Goods, Men's and Boys' Clothing, Women's and Misses' Suits, Coats and Skirts, Shoes, Underwear, Hosiery, Silks, Ribbons, Trimmings and the thousand and one articles that go to make up a large and varied list of merchandise. Like dew drops beneath the scorching rays of a July sun is our monster stock melting away. The sale sweeps on. The sweeping compound is LOW PRICES. Better bargains await you until the curtain drops.

GENTLE REMINDERS

**A Fine Summer Wash Vest
Goes with All Men's Suits**

Our Regular \$10 Suits
go for - - \$ **6.39**
All \$12.50 Suits for **8.69**
Any \$15 Suit for - **10.98**
\$18.00 Suits move at **12.19**
H. S. & M Reg. \$25 at **17.69**

Watch our Window Display

Men's 50c Ties, only - 23c

WATCH OUR TELL-TALE WINDOWS

An Embroidery Special Is On

Boys' Suits Get a Lower Cut

**Look Out for our A. M. and
P. M. Specials**

OUR LOSS YOUR GAIN

From the start we have met you with merchandise worthy of a better price. We promised you bargains and bargains galore have been yours to enjoy.

IT'S OUR WAY OF DOING THINGS

Sorrowful to competition but pleasing to all those who can make use of our offerings. It's not a sale of "just a gust of wind," a make-believe or a pretense at PRICE SURGERY. Nay; far better!

HUNDREDS CAN NOW TESTIFY

To our earnestness of purpose. Hundreds have taken advantage of our liberality. Hundreds have come, kept on coming and the crowds are on the increase.

HOT SHOTS

Womens 75c Night Gowns **.38**
100 pcs. Trimming Braid
per yard - - **.01**
Regular \$1 Corsets - - **.39**
Regular 50c Silks - **.19**
Large Assortment Ladies' Belts - **4, 5, 6c**
Misses' Summer Hats **7 to 19c**
Reg. \$5 Curtains - **2.50**
Reg. \$3.50 Curtains - **1.75**
Reg. \$1.75 Curtains - **.85**
\$1 Hand Bags - - **.29**
\$1.25 Hand Bags - - **.49**
\$1.50 Hand Bags - - **.69**
25c Summer Dress Goods **.09**
Best Oil Cloth, yd. - **.18**
Silk Petticoats **\$1.25 to \$2.35**
\$5 Silk Waists - **1.25**
\$4.50 Silk Waists - **\$1**
50c Outing Caps - **.11**

THE CENTER OF ATTRACTION

Is firmly established. How could it be otherwise when merchandise of merit is literally thrown at your feet at a nothing price, if values are considered? Gold Dollars at 50c is a fair comparison, because we are bettering it in many departments. C. I. K. Say! Those three letters stand for much. Get next to their meaning: "Cash Is King" Also Competitors Complain, Imitators Imitate, Knockers Knock. How true. Your Cash is King with us at our Sale and we acknowledge we have set a hot pace for competition to follow.

THUNDERBOLTS FROM A CLOUDLESS SKY

Would prove a mild surprise in comparison to the wonderful attractive bargains in store for one and all. Until the curtain drops, until the last second of time is ticked off, you will find this to be the sale of sales.

YOUR DAILY VISITS WILL BE NECESSARY

Every day there will be special offerings. Just what you want and need will be handed you at the move-cut price. Help carry away the goods. Meet us face to face and the victory will be yours.

Yours anxious to please,

Long
on
Values

Dallas Mercantile Co.

Short
on
Prices