



ANNUAL JANUARY SALE

WILL OPEN

FRIDAY, JAN. 2



Store Will Be Closed All Day Wednesday and Thursday

We turn our back on all that's of profit now. We have our profit on what we have sold. Now we must clean out the winter goods

\$15^{.00} SUITS OVERCOATS

The Famous Line of
HART SHAFFNER & MARX
A Fine Suit at the
Price of a cheap one

Regular
\$22.50 and \$25.00
Values

Our \$15 Suits and Over-
coats

\$9.85

Every one a Bargain. Come
Early

BOYS' SUITS \$3.50

Regular values, \$5, \$6 and \$7.50. Lots of Fine Suits and Overcoats in this lot. Lines are broken, of course, or we wouldn't sell at this price. But we have your size and several different styles.

Boys' High Top Shoes

\$3.50 Shoes now \$2.50
\$3.00 Shoes now \$2.00

Special Prices on Rubber Boots

Conqueror Hat, the Best \$3 Hat, \$1.95

To clear up our Christmas Goods and get out our Regular Stock. Prices will be Marked Down to a Point that will make this

GRAND CLEAN UP

The Greatest Sale ever held by this Big Store

TIMES HAVE CHANGED

We must carry a smaller stock and "turn it over" several times a year. February 1, 1914, must see our shelves bare and ready for our spring stock. You will help us when you see the Prices we are making on Staple Lines. Remember our former sales. They were the talk of the county

HALF PRICE

FRIDAY SALE

Men's Dress Shirts, Golf, French Cuff, Soft Detached Collar, Negligee, Heavy Wool Underwear, Broken Lines Heavy Blue Overshirts, \$2.50 to \$4 Grades
Come Early. Friday Only

HALF PRICE

FRIDAY SALE

Messaline Silks, all colors
Fancy Silks---Waist Patterns
All Silk and Silk Tissues
Not less than one yard cut at this price
Silk Waists, Silk Skirts
COME EARLY

Men's Dress Shoes

Lines are broken, we can't fit you in every style, so we make the PRICE sell the shoes.

\$5.00	Packards.....	\$3.50
4.50	Packards.....	3.00
3.50	Shoes.....	2.50
3.00	Shoes.....	2.00

Boys' School Shoes Buster Brown

\$3.50	Shoes now.....	\$2.50
3.25	".....	2.25
3.00	".....	2.00
2.75	".....	1.85
2.50	".....	1.65
2.25	".....	1.50
2.00	".....	1.35

ALL CLOTHING AT GREATLY REDUCED PRICES.

Ladies' Shoes

All our fine lines of Dress Shoes at one-third less. Come early. Lines are soon broken at sale prices

Misses' and Children's Shoes One-third Less

Here is a great saving. Take advantage of it. BUSTER BROWN SHOES are worth the regular price. STRICTLY CASH PRICES Goods taken on trial must be paid for. Money cheerfully refunded for any goods returned.

Due Bills and Tin Money taken at actual value.

Ladies' Suits

Some Very Fine Suits left. \$25 to \$30
Suits to sell special at \$16.50

Ladies Rain Coats Half Price

Prices run regular from \$4.50 to \$18
Half price means bargains—for our regular prices were low.

ONE PIECE DRESSES

Blue and Brown Serge, Fancy Trimming, to close out, half price.
Girls' Plaid Dresses, half price.
Ginghams, Domestics, Sheetings, etc., at greatly reduced prices.

OVER \$40,000

(1913 Inventory \$40,331.00)

Worth of Fine Merchandise,
All at Greatly Reduced Prices

One or two lines of contract goods excepted

Less than one dozen left of
our Fine Line of

Ladies' Coats

They must be sold at once.
1 Black Astrakhan Coat held for party that failed to call for it, worth \$20 but \$7.50 takes it.

One \$35 Matlasse now \$10.50.
Several \$15 Coats at \$6.95.

Misses' Coats Half Price

Beautiful Winter Coats for the Girls, but too heavy to sell in the spring. But several months yet to wear them

Sweater Coats

\$8.50 Values Now \$5
Heavy Ruff Neck Sweaters
Now 99c

All Sweaters at Greatly Reduced Prices

Ladies' Underwear

Union Suits in Wool and Cotton, Separate Garments, Children's Underwear, Winter Weights

ONE-THIRD LESS

Now is the time to buy and save money

Ladies' Cloth Hats

Regular \$1.50 Values
Now 75c

Dallas Mercantile Co.