

The Big
Store at Dallas

Dallas Mercantile Co.

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ANNOUNCES ITS ANNUAL SUMMER CLEARANCE SALE BEGINNING THURSDAY, JUNE 18.

Unusual conditions this year compel us to put on this sale much earlier than usual. Our loss is your gain. You need the summer goods that we must dispose of at once--NOW

WATCH OUR SALE PRICES. WATCH OUR SALE WINDOWS. WATCH OUR MORNING SPECIALS. WATCH THE BLUE PACKAGES ROLL OUT OF OUR DOORS.

Hart Schaffner-Marx Suits for Men

The Blue Serges at **\$16.50**
All Others at - - **12.50**
Every one a bargain. We have sold over half of these fine suits but many are left and going at half price.



LADIES' WAISTS

**SILK
Half Price**

All must go to make room for the heavier winter waists.

**100 Silk Waists
Way Below Cost
Nrw**

**LAWNS
and Crepe**

We hate to sacrifice these fine Waists, but all must go quick so

One-third Off
and see them go

ALL WOOL

And up to date Men's Fine Suits, all selling regular for less than

\$20, now - - - **\$9.85**

All less than \$15 reg. at **7.85**

All under \$12.50 now **6.85**

Fine Suits at \$5.85

The Ladies will revel in the Bargains we are preparing for them, but we haven't forgotten the MEN. We are preparing a feast for them that will be hard to resist. They won't unless they keep clear away and keep their eyes on the street when passing our windows.

BEAUTIFUL SILK SKIRTS

Fine line just received by express from New York. Should have been here the first of May.

All go One-third Off

BOYS' SUITS

\$7.50 to \$8.50 Suits now	\$4.95
5.00 to 6.00 " "	3.50
4.00 " "	2.85
3.50 Suits " "	now
3.00 " "	1.95

All good, honest suits and guaranteed to wear. Cheap Suits for 98c and up.

Panama and Straw Hats

GOOD VALUE AT \$6.00, NOW	\$4.00
GOOD VALUE AT \$5.00, NOW	\$3.50
GOOD VALUE AT \$4.50, NOW	\$3.00
GOOD VALUE AT \$2.50, NOW	\$1.75
GOOD VALUE AT \$2.00, NOW	\$1.25
GOOD VALUE AT \$1.50, NOW	.95c
GOOD VALUE AT \$1.00, NOW	.65c



TRUNKS

SUIT CASES

LEATHER BAGS

ONE THIRD OFF



A THOUSAND

THINGS ON SALE BUT WE CAN CALL ATTENTION TO BUT A FEW. EVERYDAY WILL SEE NEW BARGAINS ON OUR TABLES. WHAT EVER YOU WANT, YOU WILL FIND IT HERE, AT BARGAIN PRICES.

PUMPS

COLONIALS-BABY DOLLS
GUNMETAL-PATENTS-TANS
\$3.50 Line now.....\$2.75
\$3.00 Line now.....\$2.75
\$2.50 Line now.....\$1.85

We keep the best, but now sell them cheaper than the cheapest.

SILK HOSE

Three pair for.....\$1.00
Silk Boot.....25c.
25c. Lisle.....18c.

SPECIAL LOTS

7c.-11c.-16c.

Ladies and Children.

All 25c. Hose.....18c.

KAYSER SILK HOSE

\$1.50 grade, now.....\$1.19

\$1.25 grade, now.....98c.

The Best Silk Hose.

SUMMER GOODS

ALL GO AT

SPECIAL PRICES

WATCH THE

WINDOWS



CORSETS

One-Fourth Off



CONQUERER
HATS
\$1.98.
BEST \$3.00 HAT MADE.

98c.
A BIG VARIETY
OF HATS AT THIS
PRICE-BROKEN LINES.

PACKARD
SHOES
\$3.95.
BEST \$5.00 SHOE MADE.

CORSETS
ONE THIRD OFF.

CALICO
BEST SIMPSON
PRINTS
5c.

PERCALES
8c.
AND
10c.