TERSE TALES OF TOWN


Than Anyone Else in Town Will Sell Them

## Men's Suits at $\$ 12.50$

Our Best Suits, selling regular at $\$ 15.00$ to $\$ 20.00$

$\$ 4.00$

Ohate Dress she s...S
Boys' Suits \$2.98 to \$3.98

 Opened. Many Other Lines that we Haven't Room

## DALLAS MERCANTILE CO.




When the test cones, you want to know THAT YOUR CAR WILL MEASURE TP TO THE REQCIREMENTS, FORD CARS, WTTH THEIR
LGHT, STROXG, FIEXIBLE FRIMES, STUDY, POWERFLL MOTORS AND SDIPLE DESIGN, MEET POWERFUL MOTORS AND SDIPLE DESIGN, MEET
ALL DEMANDS, IN CTTX OR COUNTRY, OX GOOD ROADS OR BAD, UNDER ALL CONDITIONS, THE FORD GETS THERE-AND GETS BACK-AT AN AVERAGE COST OF TWO CENTS A MIE FOR OPERATION AND MAIVTENANCE. beyers whi share in proftrs tr we sell At retail a00,000 NEW ford cars between
AEGEST 1944 AND AEGUS tois busaboet sho: totrivg car sive; town CAR SG90; COUPELET S7S0; SEDAX S9TS, F. O. B.
DETROTT WTHH ALL EQUTMENT DETBOTT WITH ALL EQUTMENT.
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Ladies'

Shoes at a Big Reduction. Some at One-half Price Embroidery of All Kinds, Summer Vests, Muslin Underwear, 60c 75 c and $\$ 1$ values 5c and Up Muslin Underwear, $60 \mathrm{c}, 75 \mathrm{c}$ and $\$ 1$ values
Great Big Lot Summer Goods at
9c, 11c, $\mathbf{1 3}$ Great Big Lot Summer Goods at 9c, 11c, 13c Don't wait, for every day some choice pieces every day son
are sold out

| Coats, Regular \$15, now |  |  | \$9.85 |
| :---: | :---: | :---: | :---: |
| Suits, Regular \$15, now |  |  | 9.85 |
| Dress Goods, Regular \$1.50, now |  |  | 1.00 |
| Dress Goods, Regular \$1.00, now |  |  | . 67 |
| Dress Goods, Regular 75c, now |  |  | . 50 |
| Silks, Regular \$1, now |  |  | . 75 |
| Silks, Black Messaline, now | - | - | . 50 |
| Silks, Pongees, now | - | - | . 28 |

Coats, Regular \$15, now
Dress Goods, Regular \$1.50, now Dress Goods, Regular \$1.00, now Dress Goods, Regular 75c, now Silks, Regular \$1, now Silks, Black Messaline, now Silks, Pongees, now

# 85 .85 .00 



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