

CERTAINLY STARTLING

The announcement that the largest dry goods store in Dallas has decided to retire from business at once will be startling BUT TRUE!

THE DALLAS MERCANTILE CO.

The old established business firm, known all over Polk county for its big stock of high grade standard goods, has decided on

Going Out of Business at Once

Owing to the immense stock of goods always carried by this big store, it is hard to find a buyer, so we must sell out a big part of it at retail so we can sell to a man with a reasonable amount of capital.

YOUR OPPORTUNITY

We will begin at once---today---to sell every yard and piece of Dress Goods, every Shoe, every Suit, Men's and Boys, every piece of goods in every line. Nothing reserved

AT COST OR LESS

NO OUTSIDE SALESMAN TO RUN THIS SALE. WE ARE GOING OUT OF BUSINESS AT ONCE AND INTEND TO SELL A BIG LOT OF GOODS IN THE NEXT FEW WEEKS. WHEN WE NEED MORE HELP WE WILL HIRE OUR HOME PEOPLE. WE START THINGS GOING AT ONCE WITH SOME WONDERFUL BARGAINS. BUY HERE WHEN YOU NEED ANYTHING, YOU WILL GET IT CHEAPER THAN ANYWHERE ELSE.

Why?

WHY ARE WE DOING THIS, AT THIS TIME? WE HAVE GOOD REASONS. THIS IS THE TIME OF YEAR WHEN PEOPLE MUST BUY THEIR FALL AND WINTER SUPPLIES--THAT MEANS WE CAN SELL OUT QUICKER NOW THAN AT ANY OTHER TIME OF THE YEAR.

Stockholders

WISH TO RETIRE. EVERY STOCK HOLDER IN THE DALLAS MERCANTILE COMPANY HAS BIG BUSINESS INTERESTS OUTSIDE THIS COMPANY. CAN USE THEIR MONEY TO BETTER ADVANTAGE THAN HAVING IT TIED UP IN THE DRY GOODS BUSINESS. STOCK OF GOODS TOO BIG FOR DALLAS--THAT MEANS NO PROFIT ON OUR INVESTMENT.

Have Decided to Quit

IF YOU HAVE ANY DOUBT AS TO WHETHER WE MEAN TO GO THROUGH WITH THIS, CALL AT STORE.

Why?

WHY DO WE LOSE ALL PROFIT ON GOODS THAT WE MIGHT SELL THIS TIME OF YEAR AT A FAIR PROFIT?

WE HAVE DECIDED TO SELL AND THE QUICKER WE DO IT THE BETTER.

EVERY DAY WE ARE OPEN MEANS A GOOD MANY DOLLARS PAID OUT FOR

Expense

THE QUICKER WE STOP THAT EXPENSE THE BETTER IT WILL PLEASE US.

PRICES TALK. WE HAVE HIGH QUALITY GOODS AND WE ARE GOING TO MAKE OUR PRICES TALK LOUD AND FAST.

Why?

WHY DO WE SELL OUR
JUNO WINTER WEIGHT SHOES FOR...\$2.85
FINE DRESS SHOES FOR.....\$2.55
ALL PACKARD SHOES FOR \$3.50 TO \$3.85
ALL RUBBER BOOTS FOR LESS THAN COST.
CUSHION SOLE, AMERICAN GENT. SHOES FOR\$3.95
MEN'S CAPS FOR.....25c TO 75c
MEN'S HATS, NEW FALL STOCK, \$1 TO \$2
LADIES' SHOES, AMERICAN LADY, NEW FALL STYLES FOR.....\$2.50 TO \$3.00
FINE SILKS FOR.....59c

Because

WE WANT YOU TO BUY, AND BUY QUICK. DON'T WAIT IF YOU WANT THE PICK OF OUR NEW GOODS.

Why?

DO WE SELL OUR FINE NEW LINE OF LADIES' UNDERWEAR, WINTER WEIGHT, LOW NECK, SHORT SLEEVE AND ANKLE LENGTH--LOW NECK, SLEEVELESS, ANKLE--LOW NECK, KNEE LENGTH--AND THE REGULAR LONG SLEEVE WINTER WEIGHT FOR.....35c TO 75c

YOU MUST BUY THESE AT ONCE, A BIG STOCK, BUT THERE WILL BE A BIG DEMAND.
KAYSER SILK GLOVES FOR.....38c
POPLIN SILKS FOR.....59c
MESSALINE SILKS FOR.....69c
FINE LINE NEW FANCY SILK.....AT COST
MEN'S DRESS SHIRTS.....AT COST
MEN'S UNDERWEAR.....AT COST
MEN'S PANTS.....AT COST
OIL CLOTHING.....AT COST
TRUNKS AND SUIT CASES.....AT COST

To Sell Them