

SPECIAL OFFERING

FALL MERCHANDISE

Immense stocks of seasonable merchandise selected by a thorough merchandising organization bought from representative markets at very advantageous prices, and priced as low as legitimate merchandising will permit, should make for us busy times. Due to our immense buying power we are able to offer you wares, in many instances, at prices lower than conditions justify. We want you expect cheaper prices from us. We have them and feel that we would not be serving you unless we could meet your demands.



Men's Clothing

Gentlemen, if you need clothing, come to see us. We carry the known brands of Lipp Bros. and Schloss Bros. Clothes. Every time we sell a suit of these clothes we have made a friend—he is sure to come back and trade with us again—for every dollar spent he has gotten a dollar's worth of clothing. Not the remarkable values to be found in this department\$25, \$30 \$40, and up

BOYS' CLOTHING

In our Boys' Suit Department you will find just the thing for your boy. The best in style and quality. Mothers are always pleased because boy's apparel from Mayer and Schmidt's store is so moderate in price. Suits\$5 up



MEN'S SHOES

A good shoe tells its quality story after, not during its first week of service; many a shoe that looks well for three or four weeks, then begins by reason of inferior workmanship, to show up the kind of life it has led. Mayer and Schmidt's shoes stand up and look well long after less carefully made shoes have to be replaced. Note how very attractive our prices are\$7, \$8, \$9, \$10, \$11, \$12.

HATS

For a smartly fashioned hat of top-notch quality, come to Mayer and Schmidt. We carry the famous brands of Stetson and Hawes. Our line is complete and the assortment is wonderful. And we have by no means overlooked the staples such as Big 4, Larnell, Mountain, Royal and others. When you think of hats think of the STORE FOR HATS\$5 to \$10

SHIRTS

A great big stock of beautiful patterns which are remarkable values of prices quotedMadras \$2.50 to \$6.50



Ladies' New Coats

These beautiful garments have been created for those women of discriminating desire, of elegance and refinement. In this showing there is a coat for every type, a coat suitable for every occasion, variously modelled, but all beautiful in styling. The materials are Bolivia, Yatama, Velour, Silvertone, Lustone, Duvette and Sparkle Cloth\$17.50, \$22.50, \$25, \$32.50, 35, \$40, \$45.

NEW FALL SUITS

Choosing your new Fall Suit at Mayer and Schmidt's will be easy as well as enjoyable, for right now our showing is complete in every particular. They are made of Tricotine, Serge, Yalama, Velour Duve De Laine, handsomely trimmed in braid, buttons and fur; more elaborate than can be described. Then our prices are wonderfully low—more so than patrons expect to find. The appropriate the values this department has to offer you will have to see the garments. Here are our new fall prices\$19.50, \$24.75, \$29.75, \$32.50, \$35, \$42.50.

WOOL DRESS GOODS

Ladies, we proudly boast of having the most complete Wool Dress Goods Department to be found in this country. Our shelves are laden with the rich colors of Autumn and the weights and widths are various. Below we give a few of the many materials:-

- 36-inch French Serge, Navy, Brown, Black, Red, priced at\$1.00
- 36-inch Storm Serge in Navy, Black and Brown\$1.50
- 36-inch Storm Serge in Black and Navy at\$1.95
- 42-inch French Serge in Gray, Brown and Black\$2.95
- 44-inch Storm Serge in Navy, Green, Gray and Brown, at\$2.45
- Other Serges ranging from\$3.50 to \$5.95.

GINGHAMS

Including 27-inch Utility Gingham, 27-inch Bates Gingham, 32-inch Amoskeag Gingham. Your choice of a wide variety of patterns in medium and dark colorings. Prices25¢ and 39¢

BEST GRADE OUTING

Best quality outing in light, fancy, dark fancy, and solid colors. We are glad to be able to offer this in an unlimited supply to our many customers at the very attractive price of39¢

HEAVY LL BROWN DOMESTIC

Every woman will appreciate the great value in this item—a regular 25¢ seller. To buy these numbers on the market today would be more than we are selling them for. Per yard22¢

BLANKETS

Lay in your needs for the cold nights—you'll begin to need these Blankets within a few weeks. You will not have a more opportune time and certainly not a better selection \$2.95, \$3.95, \$4.95, \$5.95 up



Charming Dresses

Not since this store has been in business have we been able to offer more attractive dresses at such remarkably low prices. On our racks you will find dresses, which last season would have easily sold for one-half more than we are offering them this season. Ladies who have visited Dallas and other near-by cities have gladly returned to our store and bought, saying there was no comparison in beauty, materials and prices found elsewhere. Materials predominating are Satin, Charmeuse, Tricotine, Serge and Tricolette. Prices\$10.95, \$14.75, \$19.50, \$24.75, and \$29.50

THE FALL SILKS

The new silks are here and they are wonderful, in quality, texture and beauty. The prices, if anything, are more attractive, for we have values to offer this season that defy all competition.

- 36-inch Taffeta, Navy, Nile, Maize, Copen, Brown Rose, Flesh and Wine\$2.95
- Crepe De Chine and Georgette Crepe in Rose, Navy, Pekin, Apricot, Peach, White, Peacock, Nile, Salmon and Maize at\$1.95
- 36-inch Poplin in Rose, Gray, Green, Navy, Black and Copen, at\$1.25



Beautiful New Millinery

Have you visited our Millinery Department? Then you have missed a great treat. Our tables and stands are literally buried under banks of beauty. Never in the history of this institution have we shown such beautiful hats and such wide variety. In our grand selections there is a hat for every face. Price to suit every purse. Come and see\$4, \$6, \$8, \$10, \$12.

MAYER @ SCHMIDT, INC.

