

A Store for Everybody

MISSOULA MERCANTILE COMPANY

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As a business proposition, you could not do better than buy your new spring suit, overcoat, raincoat and furnishings at Missoula Mercantile Company. It's good business to wear good clothes; they go a long way towards establishing a man's standing, both with friends and strangers. You'll see here

this spring the best clothes ever made, and we are really ambitious to show them to you, and justify with the goods themselves, our claim that we have the best in Missoula, the best produced in America. We know from the verbal and more substantial approval given our spring showing last week by men in all walks of life, that you'll agree when you see them that our broadest claims are not overdrawn.

We are ready with the greatest display of *Premiere* it has ever been our pleasure to present. Clothes made exclusively for us by the best tailors in the country, in patterns and designs selected by us from the finest of imported and domestic wools, in the most approved models, affording a style to suit every taste. In fitting qualities *Premiere* cannot be excelled, even in made-to-measure clothes, and the same applies to the quality of materials, tailoring and finish. The only detail in which made-to-order clothes exceed *Premiere* is that of price.

Premier Suits \$25, \$27.50, \$30 and \$35

Hart, Schaffner & Marx clothes are very popular with our trade, have been for years, and each season seems to bring them into higher favor. It's their all-wool quality, splendid styles, excellent tailoring and fitting qualities that give them such universal prestige. In suits of this make we show a number of different models, in a wide variety of patterns and colorings. Prices, **\$22.50 to \$30**

For \$12.50 a man can buy a suit here that will look well, wear well and give a full measure of satisfaction; better looks, longer wear and more satisfaction in proportion to the price; suits at \$15, \$16.50, \$18.50 and \$20. At the two last named prices, Capps' 100 per cent Pure Wool Clothes. Young men, in and out of college, have fairly reveled in our showings of "Fadclothes" and "Society Brand" clothes since they were first displayed last week. In these clothes are presented just the right amount of novelty and dash to make them "different," stopping short, however, of being outlandish, ridiculous or freaky. In fabrics, patterns, colors and trimmings to correspond to the styles, **\$22.50 to \$35**

The new Manhattan Shirts are better than ever; dozens of new patterns and colorings, made up just as you like them. The "green label" in these shirts is your insurance that they will not fade; it costs nothing extra. Prices, **\$2, \$2.50, \$3 and \$3.50**

Knox and "Montana" and Stetson Hats for spring, in all the correct shapes and colors, in proportions to suit every wearer. **\$5** for a Knox or Stetson; **\$3** or **\$3.50** for a "Montana," according to whether it is a soft hat or derby—no better hats at any price.



Dress Materials Blossom Out in Springtime Beauty

Silks, Dress Goods, Wash Goods—All have stepped forth in their new beauty of color and weave for spring, and a showing it is to be proud of. Not a fashionable weave or color has been overlooked in making up what is without doubt the finest display ever presented to delight Missoula women. Everything is so new, so pretty, that one hardly knows where to look first—let's start in with the silks.

A shimmering, radiant display, indeed. See the delicately colored Evening Silks, the smart Rough Suiting Silks, the rich, satiny Messalines, the lovely Pin-striped Taffetas, the always elegant Black Silks, the rich tinsed and brocaded Ottoman Silks for trimming and everything else that is new.



The fancy satin messalines, foulards and louisines and satin rays catch the eye instantly for their glory of color and then captivate the heart with their unusual quality and extremely low prices, \$1.00 to \$1.50 a yard. You are told they are dress patterns, each one individual and exclusive.

There's a splendid quality of plain colored satin messaline at \$1.25 a yard, in pink, light blues, taupe, dark red and navy, and it's 20 inches wide.

Window's guaranteed black satin messalines, very soft and lustrous, 20 and 27 inches wide, and priced at \$1.25 and \$1.50 a yard.

New colors and shades in the Oriental hand-loom effect silks—Rajahs and others, more stylish than ever; 27 inches wide, and only \$1.25 a yard.

There's a plenty yet to see right at this counter, but the wool dress goods are calling.

Satin finished materials, serges and mannish worsteds, you have learned, are to be the most stylish materials this season, so you look for them first.

45-inch satin finished Prunellas, all wool, in navy blue, taupe, dark green, reds and tan, \$1.50.

Mannish worsted suitings in taupe, new grays and tans, checks, stripes and overplaids, 42 inches wide, price \$1.25. Exclusive patterns in similar materials, 8 and 8 1/2-yards, \$10 to \$18.

Serges plain and serges fancy, all strictly all-wool, 42 to 54 inches wide, at 85c, \$1.25 and \$1.50; one in cream white, with brown and black hairline stripes, extra quality, 54 inches wide, at \$1.75.

Messina suitings, a novelty herring bone weave with invisible checks, finest quality worsted, 54 inches wide, in new brown and taupe, \$2.00 a yard.

Turin worsted at \$1.00 a yard, sold regularly at \$1.25. It's 40 inches wide and comes in taupe, gray, blue and brown. The best value we have ever offered.

In plain black materials the range is practically unlimited. All-wool velvets, 44 and 45 inches wide, at \$1.25, \$1.35 and \$1.50. Panamas, 46, 50 and 54 inches wide, at \$1.00, \$1.50 and \$1.75. Black mohairs and Siciliennes, 45 to 54 inches wide, at 85c, \$1.00, \$1.25, \$1.50 and \$2.25 a yard.

Now for the wash goods, although we could linger at the dress goods counter much longer.

Ginghams—such a variety of them. New colors and pattern effects in Amoskeags, \$1-3c a yard; new Toile du Nord in plain checks and raised line effects, 15c a yard; Whittenton dress gingham at 12 1/2-c a yard, and so on to the new Scotch zephyrs, 32 inches wide, at 35c a yard.

Foulard Silk Style Suiting—Entirely new in idea, in all-over patterns like foulard silks, with borders to match, \$1-3c a yard.

Cambric finished percales, 36 inches wide, 15c a yard.

Costume cloth, soft finished, alike on both sides, 34-inch, 12 1/2-c a yard.

In novelty goods we have room to mention but a few of the many you will see here: Hygrade Galateas, 20c a yard; Tissue Pliss, 20c yard; Striped Poplins, 30c yard; Picquette Suitings; 30c yard; India Dimities, 35c yard; Crepe Silk Plisse, 35c yard; Silk Tamise, 60c yard; Satin Striped Waistings, 65c yard.

A FULL LINE OF NEW BUSINE SILKS, in all colors, just arrived, 47 1/2-c yard.

Smartest, Most Fashionable Apparel for Women Finds Its Way Here

The big shipments of suits that arrived Saturday, with almost daily arrivals of the past few weeks, brought our early spring showing up to a completeness that warrants us to announce our readiness for spring business, with the positive assurance that nowhere else in Missoula will early buyers find a larger showing or one to compare with it either in originality of styles or in values. This week you will see the first authentic expressions of the new styles; that they will please you we feel certain, for our efforts and selections have been of the most painstaking order. Our lines at from \$18.50 to \$45 are practically complete. They are mostly plain tailored styles, with just the necessary touch here and there to give them distinction.



New Spring Covert Coats

Radically different than any shown heretofore. Made of imported covert, 36 to 40 inches long, with patch pockets, trimmed with large buttons, some with velvet or braid trimmed collars; these Coats are taffeta silk lined, either half or full lined. Prices, **\$15 to \$27.50**

Special Values, \$5 and \$7.50

Covert Jackets and Short Spring Coats, in various styles, semi and tight-fitting; lined either with taffeta silk or satin; special values at **\$5 and \$7.50**

Early Spring 3-4 Length Coats

For a between-seasons coat, handy to have at any time, one of these inexpensive three-quarters length coats is just the thing. They come in light colored mixed materials, are three-quarters lined, have collars and cuffs of colored silk velvet and are trimmed with large buttons. Prices, **\$5 to \$12.50**

Full Length Coats for Showery Weather

For everyday wear, or for rainy days, driving or automobiling, these full-length cravenette, rubberized silk, satin and moire coats will serve equally well. They are made in new styles, in full back, half-fitted and Empire effects, in plain colored, two-tone, striped and brocaded materials in all colors. Prices...**\$13.50, \$15, \$18.50, \$20, \$22.50 and \$27.50.**

Better Waists Than Ever Sold Before at 75c and \$1.25

Waists such as these were never sold in Missoula at the same prices, and in presenting them we do so feeling that they will fill every requirement for quality, style, workmanship and durability. They are made of good quality white lawn, plainly tailored or trimmed with good quality washable lace and embroidery, in button back and front styles, with long sleeves. Over a dozen different styles from which to make selections.



Monday Specials For Furniture Buyers



\$7.50 Arm Rockers Only \$4.65

Large, comfortable, roomy arm rocker, solid oak, with genuine quartered oak seat; arms supported by heavy, turned posts; varnish finish throughout; worth in a regular way, \$7.50
Monday **\$4.65**

\$2.00 Nurse Rockers Only \$1.25

Large size nurse rocker, with arms well braced to seat, and high back with six splines; golden gloss finish, \$2.00 value, Monday **\$1.25**

\$1.25 Dining Chairs Only 85c

Golden oak finished dining chair, made with solid seat and fancy embossed back; a full size chair, well made, \$1.25 value; Monday **85c**

It Costs Very Little to Make the Home Comfortable

You can make your home more comfortable, even luxurious—that is, if you have a clear understanding of a few fundamental principles. This knowledge is easily obtained if you come here and let our Mr. McDonald go over the subject with you and advise you.

It is with great pleasure we are able to announce that our line of floor coverings, including rugs, carpets, linoleums and matings, is now complete; and we are satisfied that an inspection of it will convince you we have just the covering for the room you desire to change, no matter how fastidious your tastes may be. Our lines include all the standard weaves from the leading factories of the country, and we can show you a large assortment in anything from a rag rug for the "mission den" to the finest Wilton for the "parlor."

Bigelow Body Brussels, in light colors, for bedrooms and dark Oriental colors for dining rooms; do not fail to see our line before making any selections; per yard, laid **\$5**
Tapestry Brussels carpets at per yard, laid, from **\$5** to **\$1.25**

Specials for Monday

All-wool Filling Ingrains with a cotton chain, in a big variety of designs and colors at, per yard...**59c**
You come in and examine our styles. We are offering a large variety of selections in all-wool Ingrain Carpets, in large and small figures, reds, greens, browns and tans, suitable for any room in the house at the wonderfully low figure, yard...**69c**

New Room-Size Rugs

French Wilton rugs, the de luxe rug for the parlor, embracing as it does all those delicate shades and colorings so perfectly blended as to satisfy the most fastidious taste; if you want to add taste and refinement to your room select one of our French Wiltons. 9x12 size **\$65.00**
Royal Wilton Rugs, two tones and Orientals, medallions, or all-over patterns; a very large variety to select from. 9x12 size **\$50.00**
Wilton velvet rugs, mostly in Oriental effects. 9x12 size **\$39.00**
Body Brussels rugs, all shades, sizes, colors and patterns. 9x12 size **\$35.00**
Axminster rugs, Bigelow. 9x12 size **\$35.00**
Smith Axminster, in Oriental and floral effects. 9x12 size **\$30.00**

Monday Rug Special

For Monday as a special in our Rug section we will sell while they last a fine quality 9x12-foot 10-wire Tapestry Rug, regular \$20.00; **\$16.50** for, only

Great Sale of Thin Blown and Table Glassware

Every housewife will welcome this sale, as it will enable her to renew her stock of table glassware at less than at any other time



33 1/3% OFF

33 1/3% OFF

Goblets, Champagne Glasses, Wine Glasses, 8-inch Fruit Bowls, Sauce Dishes, Water Pitchers, Jelly Dishes

Butter Plates, Rose Bowls, Glass Vases and all articles of Blown and Pressed Glassware. Cut Glass not included.

Regular \$1.00 Plain Blown Thin Tumblers, per dozen	67c	Regular \$5.00 Cut Star Optic Tumblers, per dozen	\$3.33
Regular \$1.25 Plain Blown Optic Tumblers, per dozen	83c	Regular \$1.25 Pressed Hd. Sherbets, two styles, per dozen	83c
Regular \$1.10 Band Blown Optic Tumblers, two styles, per dozen	73c	Regular \$1.75 Pressed Stem Custards, per dozen	\$1.17
Regular \$1.25 English Blown Optic Tumblers, two styles, per dozen	83c	Regular \$1.75 Blown Hd. Sherbets, plain, per dozen	\$1.17
Regular \$1.50 Star Engraved Optic Tumblers, per dozen	\$1.00	Regular \$2.50 Blown Hd. Sherbets, star engraved, per dozen	\$1.67
Regular \$1.75 Etched Engraved Optic Tumblers, per dozen	\$1.17	Regular \$3.00 Blown Hd. Sherbets, etched band	\$2.00
Regular \$2.00 Etched Star Optic Tumblers, per dozen	\$1.35	Regular \$4.50 Blown Hd. Sherbets, cut star, per dozen	\$3.00
Regular \$2.25 Etched Grape Optic Tumblers, per dozen	\$1.50	Regular \$4.50 Blown Hd. Sherbets, etched grape pattern, per dozen	\$3.00
Regular \$6.00 Cut Star Optic Tumblers, three styles, per dozen	\$4.00	Regular \$4.00 Stemed Custards, cut star, per dozen	\$2.65