

A Store for Everybody

MISSOULA MERCANTILE COMPANY

A Store for Everything

8 Straight Carloads and 78 Local Freight Shipments Received Friday

Stop and ponder a minute. Think what a volume of business this store must transact to dispose of such an enormous quantity of merchandise as was involved in Friday's receipts, and it was not an unusual day, either—just about an average. Few stores in the entire country can make a similar showing. It is more goods than is received in a month by all the rest of Missoula's stores combined. Think what a purchasing power a concern buying goods in such quantities must possess and how, in turn, its customers are benefited. Think, too, of what it means in varieties from which to make selections, of what it means in quantity. From its humble beginning back in the early '70s this institution has stood upon a solid foundation of unswerving integrity and good faith, and its great success has been achieved through well-directed, persistent effort. Its evolution from a mere frontier trading post to what it is today has not been of the mushroom order, but one that has produced strength and stability—success from acorn to oak.

SUMMARY OF FRIDAY'S FREIGHT RECEIPTS

8 STRAIGHT CARLOADS	1 Car Hay	1 Car Stonevare	78 LOCAL SHIPMENTS	35 Bales	24 Crates
	1 Car Potatoes	1 Car Farm Wagons		377 Cases	2 Tanks
	1 Car Sugar	1 Car Grain Drills		82 Bales	30 Pieces Machinery
	1 Car Canned Fruit	1 Car Scrapers		5 Drums	11 Engines
			566 Pieces		

Fashion's Most Favored Dress Goods for Spring Are Here

The weaves Fashion has chosen for her wearing this spring in Silk, in Wool, in Cotton, are on display. We've levied as never before upon the looms of England, Scotland, France, Germany, Austria and America, and the productions of those looms are here in all their new beauty of color, design and texture. Nowhere outside the best stores in America's three greatest cities will a more charming and altogether worthy collection of dress materials be found. It is a showing that reflects unusual credit upon the taste and judgment of our buyers, and of which we are justly proud. There is such variety that price, color and material can be found in happy combination to suit every taste.

THE NEW SILKS—FOR A SEASON OF HIGH LUSTRE

Shimmering, radiant loveliness—soft, clinging quality; that is the story, briefly told, as to the weaves and textures of the new Silks. And as to colors, new, exquisite shades, lovelier than fashion has ever brought forth. Here are just a few of the most fashionable. The entire list would be a long one and include a diversity of weights, many degrees of luster and a wide color range.

NEW STRIPED MESSALINES. A collection unrivaled for variety, smartness of styles and beauty of colors. Per yard..... \$1.00 to \$1.50	REAL CHINESE SHANTUNG. This silk has a certain individuality and style not approached by any other. White and natural..... \$1 to \$1.35	ROUGH SUITING SILKS. An assortment that covers the most fashionable weaves and colors, of which Rajah is leader, yard..... \$1.35	THE NEW BLACK SILKS. Soft, lustrous Messalines, Windom's guaranteed quality, in widths from 20 to 27 inches, yard..... \$1.00 to \$1.50	NEW CHIFFON TAFFETAS. Beauties, these. In the loveliest pin-stripes and checks. See them and revel in their charms..... \$1.00 and \$1.25
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THE NEW DRESS GOODS—WEAVES OF SATINY SOFTNESS AND LOVELY COLOR

The best of the weaves of the world are gathered here for your spring and summer wearing. Paris, that wizard of color and weave, has sent her choicest—how lovely, how fascinatingly new they are, you need to see. There are fabrics from every good source, and they all speak to you of the season's new fashions.

SERGES OF NEW BEAUTY. You hardly know serge this year, so many and so varied are its charms. It is one of fashion's chief favorites for the tailored suit, and can be had crisp or soft, fine or coarse, or with interwoven stripes. Here's a line, in all the new colors, 42 to 54 inches wide, at 85¢, \$1.25 and \$1.50 Another in cream with hairline stripes, 54 inches wide at..... \$1.75	SATIN PRUNELLA. This fabric, on account of its satiny, sheer and graceful draping qualities, is among this season's favorites, 45 inches wide, in taupe, navy blue, dark green, reds and tan..... \$1.50	PLAIN BLACK GOODS. All the new weaves worth having, including the always popular Volles, Panamas and Sicilians, 46 to 54 inches wide. Per yard..... 85¢ to \$2.25	MANNISH SUITINGS. Imported materials. In the smart, distinguished effects that make up so chic. Lightweight goods, 42 inches wide, in a wonderful range of grays and tans. Per yard..... \$1.25 Individual patterns in similar materials, \$10 to \$18. Under this head comes that exquisite Vigoreaux suiting, in a beautiful shade of gray, in a neat herring bone pattern, 50 inches wide, per yard..... \$1.75	THE NEW BROADCLOTHS. They speak new fashion and beauty for tailored wear. No better quality than these is made and their finish and lustre is captivating indeed. 50 inches wide, in reseda, green, Prussian blue, mulberry, taupe and wisteria. Per yard..... \$3.50	MOHAIR BRILLIANTINES. This fabric has much to recommend it for spring and summer wear and the Englishmen who make it see to it that it shall retain its favor by producing such patterns as shown here. There's a satin stripe mohair, very pretty, in new brown, white and navy blue; 42 inches wide; yard..... \$1.25 A fancy woven stripe concept, in which peacock colorings predominate, 44 inches wide, per yard..... \$2.00
	TURIN WORSTEDS. An excellent material, 40 inches wide, in taupe, gray, blue and brown; usually sold at \$1.25; per yard..... \$1.00				

THE NEW COTTON GOODS—MISSOULA'S BEST SHOWING

King Cotton never lent himself to making such beautiful materials for summer dresses as are now shown here in such profusion—triumphs of the weaver's and designer's arts. Gingham, of course, through their wide range of usefulness, take first rank, and are shown in scores of new patterns and grades from \$1-3c a yard to 65c. Already some of these lines are marked by the inroads of heavy selling. Even the printed materials have a new charm this season, \$1-3c a yard.

DERNIERE NOUVEAUTE. A wide satin striped material with spaces between stripes, in checks and plaids, all colors, per yard..... 65¢	STRIPED NOVELTY. The name tells what it is, but you must see it to know its beauty. In four stylish colors; per yard..... 35¢	STRIPED SUITING. Soft, draping, and of a weave somewhat like the linen suitings. White, with colored stripes, 32 inches wide; yard..... 25¢	INDIA DIMITIES. Direct importation from Ireland, and better and prettier than ever. At least two dozen patterns per yard..... 35¢	CORDED GINGHAMS. Something new in the Gingham line. In lavender, tan and light and medium blue; 32 inches wide; per yard..... 40¢
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Hosiery Specials This Week for Women and Children
Our Hosiery section at all times affords the best hosiery values to be found in town, and is deservedly popular with all well informed buyers. This week the following special attractions:
Women's Fast Black Cotton Hose, medium weight for spring; our regular 20c quality.....**12½c**
Women's fine quality Fast Black Cotton Hose, made with ribbed top, high spliced heel and double sole; sizes 1-2 to 10 good.....**3 Pr. 65c**
Children's "Black Cat" Stockings, made with double knee and heel; regular 15c quality, per pair.....**10c**
Children's "Mother's Friend Hose," fast black and of excellent wearing quality; regular price 25c, sale.....**20c**

"Reign of the Dutch Collar"
So we might term the present period, for that new and pretty accessory, the Dutch Collar, is indeed high in favor. These are shown here in many styles, all lace and in white only, at 35c, 50c and 75c.
Rabats to wear with these collars at the same range of prices, in plain and plaited effects, trimmed with Cluny and imitation crochet lace.
Stocks are still up in general favor; in fact, they're above par. We are showing a very pretty new line, in plain and stripes and in almost every color to match the new spring dress materials. At 35c, 50c and 75c.
FANCY HANDKERCHIEFS.
Handkerchiefs with borders or all-over figures to match the gown worn are now the vogue. We have them in soft bleach Shamrock lawn at.....**35¢**



Spring Importations of Table Linens
Housekeepers who pride themselves on the quality and appearance of their table napery will welcome this news and they will take the first opportunity to inspect the new showing.
They are Liddell's and Stiller's goods, the best of Irish and German production, in a great range of beautiful new patterns. The new showing includes piece goods, made-up sets, tea napkins and fancy pieces for the table.
Good Whole Towels Half Price
100 dozen good quality Cotton Huck Towels, size 16x34, with hemmed ends; while they last, at half regular price. They are "seconds," but the imperfections would pass unnoticed. Regular 12-2c Towels this week.....**6¼c**

Pointe de Paris Laces Special This Week 8 1-3c Yard
Not a yard of the thousands of yards embraced in this offering but is new and worth at least 15c; for the greater part they are worth 20c a yard. They are edges and insertions, many of them matched, in widths from 1½ to 3½ inches.
For trimming wash dresses, underwear and a dozen other uses, these laces fill every want and they are cheap, indeed, at per yard.....**8½c**
THREE HAND BAG SPECIALS.
Fancy embossed Hand Bags, in red, brown and black, with coin purse to match, 65c value.....**38c**
New style black leather grain Hand Bags, bought to sell at 75c. Special this week.....**50c**
An extra good, stylish Hand Bag, choice of two styles, in black, brown, green and tan, worth \$1.50, for.....**\$1.10**

These New Drapery Materials Will Make Home Attractive
With spring house cleaning and renovating done, you would not think of using the old draperies when such new and beautiful ones can be had for so little. In the Dry Goods department you will find a particularly beautiful line of new drapery silks and silkolines, cretonnes and fancy woven burlaps, made especially for curtains and box covers, screens and similar uses.
Probably the newest and prettiest of drapery materials this season is that known as Shaliki Silk. A genuine silk textile of rough weave, in beautiful solid colors—tobacco brown, golden brown, crimson, Edison blue, green and gold; 30 inches wide; yard.....**\$1.50**

Off With the Old Shoes and On With the New

New Spring stocks are being added to daily and have already reached a completeness that warrants anyone to buy new spring footwear now. The new Oxfords are such a comfort after the heavy boots of winter. Here in all leathers, black, tan, green and oxblood, in the newest toe shapes and styles of making.

Better Men's Oxfords for \$3.50 and \$4 Than You've Paid \$5 for
We mean it, every word, and you'll agree with us when you see them. In styles, in quality of stock, in making and finish they compare well with our highest grades. The whys and wherefores are our secrets.
Men's new patent Colt Oxfords.....**\$3.50**
Men's gun metal calf Oxfords.....**\$3.50**
Men's glazed kid Oxfords.....**\$3.50**
Men's tan Oxfords.....**\$4.00**
Men's Russia calf button Oxfords.....**\$4.00**
Men's oxblood strap and buckle Oxfords, \$4
A dozen or more styles, from the snappy, rather pointed toe to the full, broad last that finds favor with men with tender feet and old men.
Style and Quality at \$5

We should say remarkable style and quality, for they are really the best Oxfords ever sold at the price and men who have been in the habit of paying more will accept them and the saving with celerity.
In patent kid, gun metal calf, oxbloods, greens and tans, on the new "College," "Teaser," Broad Toe and other stylish lasts.

Hanans Are Hanans
No matter how good other shoes are, Hanans are a little better. The new Hanan Oxfords for men are ready here, in half a dozen new lasts and styles and in the correct leathers, plain and patent.....**\$6.00 and \$8.50**

Revealing Newest Modes in Women's Ready-to-Wear Apparel

To give something distinctly different, something with that touch of exclusiveness which women of fashion appreciate—that originality that transcends imitation, is our aim and achievement. The most noted foreign creators and the best American designers have contributed not only their ideas but in many instances their product to our extensive showing of new apparel for spring.
Both the conservative, plain tailored gowns and extreme dressy models are fashioned in unbroken, evenly draped effects. The smartest spring fabrics in black and newest costume shades are well represented.

Tailored Suits at \$25 to \$50
Within this range of prices one gets here everything desirable in style, quality and workmanship. For the greater part they are made plain, with just a suggestion of trimming or an odd cut that renders them out of the ordinary. In satin cloths, serges and mannish worsteds, in all colors, including new blues, greens, stone browns, bronze, grays, raspberry, rose, catwba and peacock shades; lined with contrasting fancy silks and trimmed either with self-covered or jet buttons and self-strapping. A large variety to choose from.

Stout Women Will Like These Suits
The styles were created especially to lend grace and attractiveness to overly large women, and the materials from which the suits are made were specially selected for their neatness or absence of pattern. They come in the new blues, stone greens and browns, taupe and grays, also in plain black and navy blue, with trimmings of self-covered buttons, stitching and self-strappings. Sizes, 39, 41, 43 and 45. Prices, **\$30 to \$47.50**

Inviting Your Verdict on Spring Millinery Modes
The most striking feature of the new shapes is the thick, massive crown, though the wide, rolling brim effects retain their popularity. The variations of shape and size seem endless and every color imaginable comes into play. Our extensive display embraces French models, adaptations and originals from our own work rooms, each expressing some particular and different phase of the styles for spring.

Clever Spring Hats for \$5 and \$6.50
It's a safe rule to judge a millinery business by its lowest-priced hats. Apply the rule here. In workmanship, the lowest priced can hold its head up with the costliest. In styles and trimmings they know no equal. They're unusual values.

What Think You of These Easy-to-Make Waist Patterns?

If you are like the others who have seen them you will think mighty well of them and will probably buy one or more. They come in genuine Irish linen, white, blue and tan, and are complete with embroidered front, cuffs and collar, ready to be fitted and finished in the style that is furnished with the pattern or in any style you choose. Prices.....**\$4.50 to \$8.00**

See Our Special Furniture and Carpet Ad on Page Four for Monday Bargains

It Is Not Just the Fit, It Is the Finish That Makes the Man

And by the same token the rule is absolute when it comes to the clothing man has to wear.

Rough diamonds are all right, but their place is in books.

What we wear is the well-cut stone.

The Missoula Mercantile Co. Men's Clothing Store is trying to do something in young men's clothing.

It's a metamorphosis, you know, and it's hard work, but we are trying to make young men's clothing into young gentlemen's clothes.

And the same rule of careful striving holds good as to our clothing for older men.

Nothing better illustrates our purpose and our achievement than our display of

NEW SPRING ATTIRE FOR YOUNG MEN AND MEN

