

A Store for Everybody

MISSOULA MERCANTILE COMPANY

A Store for Everything

GIVE HEED TO THE CALL OF ALL OUTDOORS

The spirit of outdoors pervades everywhere. Let us help you get ready for summer—we're ready. Here are special displays of all the paraphernalia of outdoor sports and games; correct and comfortable apparel for outing wear; all the tools for keeping the lawn in order; seeds for the flower and kitchen garden; furniture for the porch and lawn; porch shades, hammocks, tents, camping outfits—everything one requires to answer the call of outdoors, and everybody should have something to call them into the open air—either work or play—a summer fad, if you please.

What Is Your Favorite Outdoor Game?

Baseball? Tennis? Croquet? Fishing? Shooting? Bicycling? Driving? Whatever it is, here you will find the right accessories to make it a success and especially enjoyable. The Sporting Goods Store in the Hardware department will be found a veritable "sportsman's paradise," so complete are its stocks.

BASEBALL GOODS		FISHING TACKLE	
THE FAMOUS VICTOR LINE.			
Baseballs, ten different kinds.....	5¢ to \$1.25	Cane Poles, 14 to 18 feet long.....	20¢ to 30¢
Baseball Bats, all shapes and kinds.....	15¢ to \$1.25	Jointed Bamboo Rods.....	\$1.00 to \$25.00
Baseball's and Fielder's Mitts.....	\$1.00 to \$3.50	Steel Fishing Rods.....	\$2.50 to \$7.00
Catcher's Mitts, for men and boys.....	25¢ to \$7.00	Reels, Hand and Automatic.....	15¢ to \$6.00
Fielder's Gloves, for men and boys.....	25¢ to \$3.50	Fishing Lines, 25-yard lengths.....	5¢ to \$4.00
Catcher's Mask, for men and boys.....	25¢ to \$3.50	Leaders.....	5¢ to 40¢
Body Protectors, for men and boys.....	\$1.00 to \$6.00	Artificial Baits and Minnows.....	15¢ to \$1.00
We make a specialty of Uniforms for Baseball Teams—Get our prices and see samples of material.			
LAWN TENNIS GOODS.			
Tennis Rackets, eight styles.....	\$1.50 to \$8.00	SHOT GUNS AND RIFLES.	
Tennis Racket Covers.....	50¢ to \$1.00	Remington, Winchester and Marlin Repeating Shot Guns.....	\$19.00 to \$39.50
Tennis Nets, 36 and 48 feet long.....	\$2.00 to \$3.00	Remington Automatic Shotguns.....	\$37.50 to \$77.50
Marking Tape, for laying out courts, per set.....	\$4.00	Single and Double-Barrel Guns.....	\$6.50 to \$33.50
Dry Markers, for laying out courts, each.....	\$1.50	22 Cal Rifle, single shot.....	\$3.50 to \$6.50
"Victor Championship" Tennis Balls, per dozen.....	\$5.00	22 Cal Rifle, repeating.....	\$8.50 to \$16.20

Women's Suits at \$35, Unusual Values--Even at This Store

You've probably noticed the marked difference in our suits at \$35 and those similarly priced at other stores—a difference in style, in quality of materials used and in the tailoring, also in the variety of models presented. We've specialized on this line, and while not neglecting the lower and higher priced garments, we have concentrated a measure of value in our \$35 suits that is notable to all who make comparisons.

Not a worthy style but is represented at this price, not a stylish fabric, pattern or color is missing, and in their make-up the best of silk linings is used; their goodness extends farther than the eye can see, for their foundations, upon which their shape-holding qualities depend, are made exactly as a tailor makes a man's coat, with the best canvas for the purpose. They are strictly high-class garments, at a moderate price.

To the Woman Who Seeks a Cloth Jacket

Have you ever worn an M. M. Co. Jacket? If not, you may not know what individuality and good style a perfectly tailored jacket can have. There is distinction in an M. M. Co. Jacket. Its lines are correct, its tailoring perfect, and it fits as if it had been made for you. Our covert cloth jackets range from \$8.50, \$12.50, \$15 up to \$25, including short, tight-fitting and three-quarter length semi-fitted models; all are lined with satin or taffeta; some plain, some fancy.

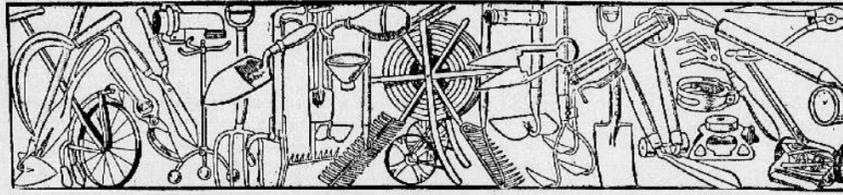
Two Notable Raincoat Values at \$15 and \$20

Most stores would write a page wide head on this item to impress its importance. We prefer to invite you to see the garments themselves and have them impress you, as they surely will. Full-length Cravenette cloth coats, made with full or half-fitted backs, in Oxford gray, tan, olive, navy and black; trimmed with self strapping, tailor stitching and bone buttons. Splendid all-seasons garments, useful for traveling, driving or for general service on pleasant as well as rainy days.



Office of Deputy State Game and Fish Warden

The new law demands that all fishermen and shooters must have a license—even to shoot gophers.



TOOLS FOR THE LAWN AND GARDEN

The satisfaction in using good tools more than offsets the difference in their cost as compared with inferior makes; they not only last longer but one is able to do so much better work with them, and do it easier as well. We carry only the most reliable makes, though in a variety to suit all demands.

LAWN GOODS		GARDEN AND FLORAL TOOLS	
Lawn Mowers, 12 to 18-inch.....	\$3.75 to \$12.00	Garden Trivels.....	15¢ and 50¢
"Capital" Lawn Trimmers, for cutting grass close up to fences, etc.....	\$6.00	Garden Weeders, five prong.....	15¢
Grass Catchers, to fit all mowers.....	\$1.00 to \$1.75	Dandelion Diggers.....	25¢
Universal Lawn Shears, 9 and 12-inch.....	\$2.00 and \$2.50	Floral Spades.....	50¢
Grass Shears, sheep shear style.....	50¢	Three-piece Floral Sets.....	\$1.00
HOSE AND FITTINGS			
Cotton Garden Hose, in 25-foot lengths, coupled, complete, per foot.....	10¢ to 18¢	Four-piece Floral Sets.....	\$1.25
Rubber Garden Hose, in 25-foot lengths, coupled, complete, per foot.....	9¢ to 20¢	Garden Spades.....	\$1.00 and \$1.25
Hose Menders, per dozen.....	25¢ to 50¢	Garden Hoes.....	35¢ to 75¢
Garden Hose Nozzles, each.....	35¢ to 75¢	Garden Rakes.....	35¢ to 75¢
Lawn Sprinklers, 8 styles.....	35¢ to \$2.00	Lawn Rakes, with wire teeth.....	50¢
		Pruning Shears.....	75¢ to \$2.00
		Tree Pruners.....	\$2.50 to \$3.00
		Pruning Knives.....	50¢ to \$1.00
		Hand Spray Pumps, suitable for killing dandelions, also insects on plants.....	50¢ to \$1.00
		Poultry Netting, 2-inch mesh, per 100 square feet.....	60¢

Is Your Price for a New Hat \$8.50, \$10.00 or \$12.00?

If either one of these prices, don't fail to come here this week—the earlier the better for you, and see the clever new hats we have prepared—scores of them; new shapes, new trimmings, new colors. These are hats in new, moderated fancy shapes, in new braids and straws, in burned, natural, champagne colors and white and black; designed and trimmed by our own designers and trimmers. You'll be more than pleased with what you can do with your hat money by selecting your hat here this week.

News of New Waists

The smartest summer waists we have ever seen are those just lately arrived, in white linen and Madras—strictly tailored affairs, with long sleeves, stiff collars and cuffs; also in shirt style, with the cunning and useful little pocket. They range from \$1.50, \$2, \$2.50 up to \$7.50.

Lawn Waists at \$1.50

We've exceeded all previous records at value giving in our Lawn Waists at \$1.50, a fact which hundreds of women have become familiar with already. A great variety to select from, all made of the finest quality lawn, trimmed with pretty embroidery; made with long sleeves, and to button in back or front.

Fine Skirts for \$6.50

Fine skirts and exceptional values. Women who need a good, stylish and serviceable garment of this kind will do well to make an early selection. In Panama, French serge, mohair brilliantine and fancy mixtures, made in new models, trimmed with folds, straps and self-covered buttons; all the new colors and shadings. These are strictly man-tailored garments, the materials are the best, and they are bargains.

Savings for This Week's Buyers Presented by the Dry Goods Store

The series of special offerings presented by our Dry Goods Store this season has struck a popular chord and the attendance each week is larger, showing the merit of the offerings and that they are trustworthy. This week's offerings are up to standard and will meet a quick response.

35c and 40c Summer Challies 22 1-2c

Ten yards will make a dress, and a prettier or more serviceable dress you never had for \$2.25. Twenty pieces to select from, in white, pink, blue and green grounds, with pretty figures, floral designs and dots; 27 inches wide; regular prices, 35c and 40c a yard; while they last, this week, per yard..... **22 1-2c**

Mobline Foulards 15c a Yard

The great vogue for foulard silks this season is responsible for these Mobline Foulards—silk in appearance, but in reality cotton; soft finished; fancy stripes and figured patterns on all colors of grounds; a beautiful material for summer dresses; will sell quickly at, per yard..... **15c**

\$1.25 Union Suits 50c

Broken line of women's fine lisle Union Suits, summer weight, made low neck, sleeveless, with lace knee; regular \$1.25 garments; while they last, only..... **50c**

20c Hosiery 12 1/2c

Women's fast black cotton Hose, good quality, made with high spliced heels and elastic tops; all sizes; regular price, 20c a pair; this week..... **12 1/2c**

15c Turk. Towels 10c

Good quality, full bleached Turkish Towels, size 18x24 inches, with fringed ends; regularly sold at 15c each; this week, each, **10c**

Killing Dandelions By Spraying

The following, reprinted from "Eradication of Farm Weeds," a publication of the American Steel Wire Co., whose experts have made an extended study of the subject, should be of much interest to every person in Missoula who has the eradication of the dandelion pest at heart. A trial of the remedy would do no harm, and may do a lot of good. 50¢ will buy a Sprayer here and any drug store can supply the sulphate of iron:

"As the result of three years' successful work, the following facts will prove of great interest to every owner of blue grass lawn:

"Young dandelion plants are killed by spraying with a 20 per cent solution of sulphate of iron. Old plants are badly injured, the foliage being wholly destroyed, but the growing bud is not killed and the old root sends up new foliage. Applying dry sulphate of iron to the 'heart' (growing bud) of the old plant produces death. Repeated spraying of middle-aged and old plants results in their death.

"To destroy young dandelion plants by spraying, dissolve two pounds of sulphate of iron in a gallon of water, stirring with a stick to hasten solution, and applying with a hand sprayer. Use one gallon solution to one square rod grass plot. If the first application is not completely successful, spray a second time. Repeated spraying will be rewarded by the eradication of the plant.

"The grass and clover will be blackened and appear killed, but this need cause no alarm; they are not mortally injured and in a few days recover and grow with increased vigor.

"The solution can be made and sprayed over a square rod plot of grass in less than a half hour. Freshly cut lawn grass leaves are very susceptible to injury by spraying with sulphate of iron solutions; therefore, do not spray a lawn to kill dandelions for several days before or after cutting.

"Sulphate of iron may be applied in large quantities (50 lbs. to a square rod) to a lawn without permanent injury to the blue grass.

"Remember that sulphate of iron discolors cement walks and linen."

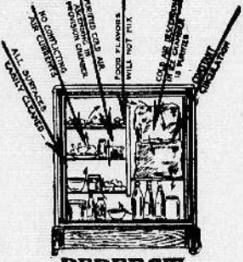
The Reign of the Ice Man Is Here



WHICH DO YOU PAY FOR?

The Greatest Ice and Food Savers of the Age

Those of us who pay the bills know that ice costs money, and to economize on this expense has come to be one of the chief thoughts in summer. Many Missoula housekeepers have solved the problem, and you can, too, by the purchase of an AUTOMATIC REFRIGERATOR. The above shows the refrigerating value of pieces of ice of the same size in common refrigerators as compared with Automatic Refrigerators. The eight walls of insulation in the great Automatic defy the heat from the outside and retain the cold inside, making for a saving in ice alone that will pay for the refrigerator in a very few seasons; and because it is well constructed and only the best materials are used throughout, it will be as good as new long after it has earned its cost. The food an Automatic will save, keep fresh and sweet, will greatly shorten the period in which one of these splendid refrigerators will pay for itself. It's the constant, steady circulation of cold, dry air that makes them the greatest of food savers. Dry air is as necessary as cold to accomplish this—see what an Automatic will do; will make soda crackers crisp, will dry table salt, you can strike a match anywhere inside of one—that's proof that it's dry. You can put celery and butter, sauer kraut and milk, cantaloupe and fish, onions and bananas, cheese and puddings—all in at the same time, and neither one will taste of the other. It's strange but it's a fact. In sanitary features the Automatic has no equal—all corners are easy to get at and easily cleaned should anything be spilled—about the only time cleaning is necessary. It is convenient in arrangement and has many exclusive features to recommend it. We carry Automatic Refrigerators in a variety of sizes for family and store use and invite inspection of the line. \$16.50 up.



PERFECT CIRCULATION

A Great Event for Picture Buyers

Come Early Monday Morning

FURNITURE DEPARTMENT.

Framed Pictures	WORTH \$5 EACH FOR	Framed Pictures	WORTH \$5 EACH FOR
\$1.98		\$1.98	

100 beautiful pictures, size 16x20 inches, in handsome, heavy gilt frames, at a price about half the value of the frames alone, is an opportunity indeed, and they'll be snapped up in a hurry. To make them go as far as possible we will sell but one to a customer.

A variety of subjects is represented in the lot—fruit and game pictures for the dining room, landscape and photo pictures for the living room and religious subjects for the bedroom. Your choice while they last, of these \$5.00 pictures, only..... **\$1.98**

Rug Bargains You Won't Want to Miss

Here's another instance when Mr. or Mrs. Early Buyer will have the advantage.

\$27.50 and \$30 Room-Size Rugs \$21.75

A choice collection of about twenty beautiful Wilton velvet room-size rugs, mostly all in Oriental and floral designs and colors, with a few all-over patterns included. They are of very good quality, with soft pile and well woven, and are especially adapted for use where a rug gets severe wear. Regular prices, \$27.50 and \$30.00; special Monday only..... **\$21.75**

27x54 Axminster Rugs \$2.95

Bigelow Axminster Rugs, size 27x54 inches, in Oriental designs only, in clear, distinct colors; the finest quality Axminster rugs made and will wear for years; special for Monday only..... **\$2.95**

To Babies Is the Call of All Outdoors Most Important

Fresh air and lots of it is the best thing in the world to make babies strong and healthy. The pleasure of giving baby his or her "outing is doubled and the little one's comfort enhanced if you have a Co. Cart, Carriage, Pullman Sleeper or English Perambulator selected from our splendid spring showing. All the new styles are here in all the new finishes and the prices range from \$2.50 for a fold-up cart to \$35 for a luxurious Pullman sleeper.

A Great Glassware Sale Begins Monday

Hundreds of pieces of useful, fancy and plain glassware, worth up to 50c each, go on sale Monday at

15 Cents Each

- Providing a splendid opportunity to housekeepers to stock up. Included are:
- 7, 8 and 9-inch Berry Bowls, in fancy green glass.
 - 9-inch Bread Plates, in fancy green glass.
 - 10-inch Cake Plates, in fancy green glass.
 - 6 and 7-inch Amberine Iridescent Glass Jelly Dishes.
 - 6 and 7-inch Opal and Blue Glass Jelly Dishes.
 - 6-inch Footed Jelly Dishes, white and blue glass.
 - 7-inch Card Trays, white and blue glass.
 - 6-inch Vases, amberine glass.
 - 6-inch Imitation Cut Glass Pickle Dishes.
 - 9-inch Imitation Cut Glass Jelly Dishes.
 - 8-inch Imitation Cut Glass Cheese Plates.
 - Imitation Cut Glass Cream Pitchers.
 - Imitation Cut Glass Butter Dishes.
 - Fancy open edge Opal Plates.
 - Opal and Blue Rose Bowls.
 - Amberine Olive Dishes.
 - Candy Trays and Dishes in plain glass, etc.



Choose Here from Over 50 Styles of Driving Vehicles

It's a pleasure just to look over the styles of driving vehicles we have assembled here this season—a bigger and better line than ever before, too. Every preference and every purse has been provided for. There are Carts, Road Wagons, Runabouts, Top Buggies, Surries, Park Wagons, Spring Wagons and Mountain Spring Wagons, from the best builders in the country. Prices from \$20 for a good road cart to \$350 for a luxurious surrey. Our line of Harness for all purposes is especially attractive this spring. City folks who drive will be interested in the new numbers of buggy and surrey harness.