

A Store for Everybody

MISSOULA MERCANTILE COMPANY

A Store for Everything

Rare Good Fortune for Silk Buyers

Celebrated Windom Black Silks On Sale This Week at Worth-While Reductions



TOP a moment and consider the importance to you of this bit of news. Black silks, you know, are in a dry goods store as sugar is in a grocery—a staple, sold on the closest kind of a margin, an offer of 20 pounds of sugar for a dollar would bring a crowd in a hurry, and we forecast a brisk call for these silks. Every woman has need for a black silk dress, or coat; if not, then for a petticoat or a new lining in some garment. Windom silks are positively the best made in this country, all pure silk and pure dye—guaranteed to give satisfactory service. They are the very foundation of our splendid silk business, have won a most enviable reputation with our trade, and any chance to buy them at less than regular prices is always hailed with a welcome from all quarters.

WINDOM'S BLACK TAFFETA

50 inches wide, regular \$1.25 quality, per yard. 95¢
 22 inches wide, regular \$1.35 quality, per yard. \$1.00
 22 inches wide, regular \$1.40 quality, per yard. \$1.10
 24 inches wide, regular \$1.50 quality, per yard. \$1.18
 24 inches wide, regular \$2.00 quality, per yard. \$1.60
 27 inches wide, regular \$1.50 quality, per yard. \$1.18
 30 inches wide, regular \$1.60 quality, per yard. \$1.25
 30 inches wide, regular \$1.75 quality, per yard. \$1.35
 35 inches wide, regular \$1.25 quality, per yard. 95¢
 35 inches wide, regular \$1.50 quality, per yard. \$1.18
 35 inches wide, regular \$1.75 quality, per yard. \$1.38
 35 inches wide, regular \$2.00 quality, per yard. \$1.30

WINDOM'S BLACK SATIN DUCHESSE

20 inches wide, regular \$1.25 quality, per yard. 95¢
 24 inches wide, regular \$1.50 quality, per yard. \$1.18
 24 inches wide, regular \$1.75 quality, per yard. \$1.38
 25 inches wide, regular \$2.50 quality, per yard. \$1.95

WINDOM'S BLACK SATIN MESSALINE

27 inches wide, regular \$1.50 quality, per yard. \$1.18

WINDOM'S BLACK PEAU DE CYGNE

20 inches wide, regular \$1.25 quality, per yard. 95¢

WINDOM'S BLACK SATIN SURAN SILK

21 inches wide, regular \$1.35 quality, per yard. 98¢

Also Fine Bargains in Black and Colored Jap Silks

27 inches wide, regular 75c quality, per yard. 48¢
 27 inches wide, regular \$1.00 quality, per yard. 68¢
 The above are black only, all but the last is waterproof, the last is very heavy weight.
 Jap Wash Silk, 24 inches wide, in all the staple colors and shades, regular 50c quality, per yard. 35¢

You and Your Shoes Must Walk All Day Together

Hard tramping, too, if shoes are bad! But in Missoula Mercantile Co. footwear you'll be easy of foot and light of heart. Shapes are snappy—the shoes have individuality in their making and long life in their leather. Every toe shape, in gun-metal, tans, bronze, patent leathers and kid skins—a striking array.



Lace oxfords, blucher oxfords, button oxfords, pumps and low cut ties with plain toes or wing tips. Prices begin at \$2.00 for women's shoes, at \$3.00 for men's, and run up by these steps—\$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$6.00, and \$7.00.



EXCEPTIONAL VALUES
 AT \$3.50 AND \$4.00.
 It's not our say so alone, but that of hundreds of customers, that our oxfords at \$3.50 and \$4.00, for men and women, are this season the best shoe values ever sold in town. As many styles as there are tastes and a size for every foot.

SPECIAL—Men's Lace Shoes, good quality box cut, with full double soles; great for wear; regular price \$3.50 a pair, special \$1.95

SPECIAL—Men's Shoes made of vic kid, blucher style, straight last, with single soles; odd sizes of \$3.50 shoes to close at \$2.45

SPECIAL—Women's Oxfords, made of bright kid stock, welt soles, good toe styles; C, D and E widths only, regular \$3.00 values \$1.95

Only a Few of Those \$15 Suit Bargains Left Values Up to \$25.00

Act Quickly Now If You Want to Benefit By This Offering

It isn't often one gets a chance like this to save all the way from \$3.50 to \$10 on a new spring suit—such reductions might be expected at the end of the season, but now, with the entire season before you, their importance is many times greater. They are odd garments left from our \$18.50, \$20, \$22.50 and \$25 lines—a good selection, too, in all the correct styles, colors and materials. But the most important thing to remember is that a few days' selling at most will see the last garment disposed of.

\$35 Women's and Misses' Suits for \$25

Another broken assortment, suits regularly priced at \$35.00, have been reduced \$10. In this lot some of the season's best styles are represented, and surely the best and most stylish fabrics, in navy, black, tan, stone brown, and reseda. The suits for women are two-piece garments, while those for misses are three-piece.

Foulard Dresses \$18.50 to \$25

An excellent line of these elegant summer dresses to show you. Made of best quality foulard silks, in neat styles, prettily trimmed. All the new blues, and greens and tans, rose, light mustard brown, black and grays.

House Dresses \$1.75 to \$6.50

Neatly made house and morning dresses in one and two-piece styles, prettily trimmed and cut and made to fit. Made of good, washable materials, in fast-colored navy and light blues, tan and gray. Prices, \$1.75, \$2.00 up to \$6.50.

TWO SPLENDID WAIST BARGAINS

\$2 White Lawn Waists \$1.50

Good quality, washable lawn waists, trimmed with wash lace and embroidery; in all sizes; regular \$2.00 waists, special this week only \$1.50

\$8.50 Net Waists \$5.00

Pretty net waists, made over silk and nicely trimmed, in white, cream, blue, green, rose, and gray; regular \$8.50 waists, special this week \$5.00

We've Specialized on These \$8.50 Hats



Just tried to see how much style and quality we could offer at this price and the result—Well, the hats will speak for themselves when you see them. New shapes, medium and large size, in a variety to please every taste, trimmed with the best quality flowers and ribbons. They await your coming.

\$5 Buys a Real Stylish Hat Here

And a good one. A splendid variety for women and misses who want their hat money to stretch to its utmost. All shapes, styles and colors, trimmed with best materials.

Here, for That Large Droopy Sailor

Pick it out from a brand new assortment, styles for women and misses, in white, burnt, black, heliotrope, gray, rose and brown. Prices \$2.00 to \$4.50

A Dress from Abroad

NOW WITHIN REACH OF A FEW MISSOULA WOMEN WHO ACT PROMPTLY.

Imported Dress Patterns Reduced One-Third

The ambition of almost every woman who cares anything at all about dress is to have an imported dress. Few can afford the luxury and even those who can are not just sure that their "Paris" gown is really imported—the material might have been and the model it was patterned from. This week we present an opportunity for you to have a dress from abroad—the material being imported—at a saving of a full ONE-THIRD.

Each season we import a number of novelty dress patterns to tone up our opening display; we mark them very close to begin with and sell quite a number, and close out the remainder for what they will bring. Monday we place on sale all dress patterns remaining from our spring importations, about twenty at all told, each one different and distinctive in pattern, color and weave, the prices of which ranged from \$10 to \$20, at a reduction of ONE-THIRD.

\$10.00 Patterns for only \$6.65
 \$12.00 Patterns for only \$8.00
 \$14.00 Patterns for only \$9.35
 \$15.00 Patterns for only \$10.00
 \$16.00 Patterns for only \$10.65
 \$18.00 Patterns for only \$12.00
 \$20.00 Patterns for only \$13.35



CHOOSE your clothes as you would pick your company. Too many men forget or are indifferent to the fact that though clothes may "make the man," they can unmake him equally as well. The kind of ready-made clothing we sell is of the "make" variety—not only does it "make the man," but it also makes him a permanent customer. Briefly the reason is—Superiority.

Search where you will, nowhere will you find clothes of better style, better quality, better tailoring, taken singly or in combination, than we present in our *Premier* or those made for us by Hart, Schaffner & Marx, or those splendid, though moderate-priced, WOOL-WORTH suits. We know this is a fact for in our constant efforts to raise our standard and improve the values we offer we have become intimately acquainted with every reputable make in the country.

We can, for instance, give you an all-worsted suit for \$15; on the other side of the scale, a suit at \$45 that marks the nearest approach yet to perfect tailoring.

The Clothing Store for Young Men

has struck a new note in specialization. This showing of clothing includes such makes as "Society" Brand and Faddclothes, specially made for youths, planned with vigor and style, marks a new high level in the clothing business. Suits for young men, distinctive and daring in style. \$20 to \$35.

Sweet-Orr & Co's Yellow Label Suits Union Made—for Workingmen

Something different, something better than the common overalls and jumper. Something neat and refined, yet serviceable and cheap. A whole suit for \$3.00, pants and coat, each \$1.50.

These garments are a special feature with us and cannot be found in another Missoula store. They are cut very full size and we guarantee them not to rip. Ask for "Yellow Label" work suits.



Buy a Jersey Sweater or Coat This Week and Save a Third of the Regular Cost

This week we offer your choice of our entire stock of men's and boys' jersey sweaters and jersey coats at ONE-THIRD less than regular prices. All the worsted garments, made in all colors and combinations of colors. Fine garments for general wear outdoors, in the office or for working, and just the right weight for spring and summer.

\$1.25 Jersey Sweaters and Coats 85c only
 \$2.00 Jersey Sweaters and Coats 1.35 only
 \$3.00 Jersey Sweaters and Coats 2.00 only

90c Instead of \$1.50 a Box for Fancy Colored Hose

A splendid chance to provide your summer's hosiery at a clear saving of 60c a pair, for they're of a regular 25c quality—fine gauge, knit to fit, and they come in all the popular colors—cadet, navy and Copenhagen blue, oxblood, tan, mode, green, gray and black, packed assorted colors in a box, six pairs in a box, special 90c this week, per box.

Boys' Blouse Waists—Now Ready

To mothers who have been waiting and others who desire to have the best garments for their boys, we are glad to announce the arrival of our spring stock—best standard makes, correct in every detail of style and making.

Black Saten Blouses, fine quality, full cut, well made, each 65¢
 Dark Madras and Oxford Cloth Blouses, each 75¢
 Solid Color Madras Blouses, blue and tan, each 65¢
 Hydrograde Hygienic Blouses, non-shrinkable, with collars attached \$1.00
 Hydrograde Khaki Blouses, non-shrinkable, very serviceable \$1.00
 Swazette Blouses, in plain cream and tan and fancy figured \$1.50
 Plaited Bosom Percale Blouses, made with starched neckbands \$1.25

BOYS' 50¢ Bib Overalls 25c

This week only. Good, strong, well made Bib Overalls, for boys 6 to 14 years, regular 50c garments 25c for LIMIT—Two (2) pair to a customer.

Tumblers Tumble For Three Days

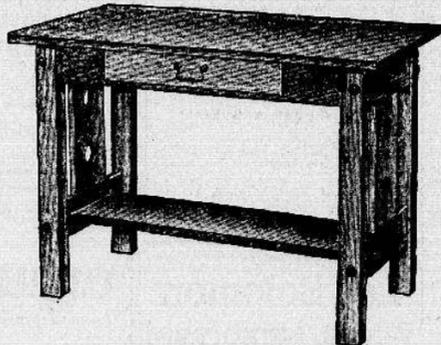


Buy them before Wednesday night; buy enough to last a while. They're our regular stock thin-blown glass tumblers, fancy engraved and decorated in half a dozen neat patterns; sold regularly at \$1.10 and \$1.25 a dozen. On Monday, Tuesday and Wednesday only, priced at, per dozen, 70c

The Five Best Furniture Bargains of the Year--For Monday Only

Fine Brass Beds \$19.75

The best bargain of its kind ever offered in Missoula. These beds are of elegant design, strictly up-to-date, and of massive construction, having 2-inch posts. Highly polished and finish, protected with washable lacquer. A limited number only for Monday's selling at \$19.75



\$15 Mission Library Table \$8.75

This is a large size table, made exactly as shown above, solid oak, early English finish. A good attractive piece of furniture for a library or living room; regular \$15.00 value, Monday \$8.75

\$22.50 China Closets \$15.75

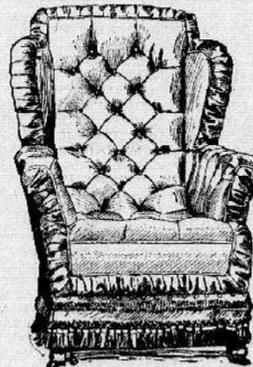
Handsome, well-constructed, solid oak china closets, finished either in golden gloss or early English; end panels are of curved glass and inside are four adjustable shelves. Monday only we offer these regular \$22.50 China Closets for \$15.75



Catchall, or Sewing Bag 58c

Monday morning and while they last we shall sell this useful catchall or Sewing Bag, just like cut, made of figured cretonne, mounted in a nicely enameled iron band frame made to fold up when not in use—an article every woman will appreciate, for only 58c

Three cartons of new furniture received last week from the best Grand Rapids factories. See the new things.



Turkish Rockers \$21.75

Never such a value offered in Missoula before—a large, roomy, comfortable, genuine leather upholstered Turkish Rocker, fitted with the celebrated Harrington springs, style similar to cut, for about half the usual price for a piece of furniture of this kind. \$21.75