

Missoula Mercantile Company
Missoula's Oldest, Best and Largest Store



Missoula Mercantile Company
The Store of Quality, Honest Values, Satisfaction Always

Don't Miss the News of Our Carpet and Furniture Removal Sale on Page 16 of This Morning's Paper

Positively the greatest opportunities for buying carpets and furniture ever presented in western Montana. Savings of from 25 per cent to 60 per cent on desirable home furnishings.

Out-of-Town Customers Are Invited to Attend Our Carpet and Furniture Removal Sale at Our Expense

Read the Removal Sale ad on page 16 for details of this offer. Besides selling the best furniture at extremely low prices, we pay your railroad fare to Missoula and return.

The New Outfit for Yourself and Your Home Awaits Your Selection Here

GET READY FOR WARMER DAYS! This great store is at your service. It is Missoula's principal distributing center for summer FASHIONS and summer FURNISHINGS. This is the season of transition—time for apparel of lighter weight and brighter hue; time for getting outdoors and letting the outdoors indoors! You'll need porch and lawn furniture, porch shades, summer floor coverings and draperies, screens for windows and doors, a refrigerator, the implements for outdoor work, the requisites for outdoor play. Let us help—everything to wear, everything for the home, including groceries, fresh fruits and vegetables, everything for sports and games, everything for personal comfort and pleasure. Come!

Delightful Summer-y Fabrics Here in Great Variety--Great Values, Too

It is something to claim the best assortment and the best values in Wash Goods in town and to make the claim good this store has done that thing for years but never with better grounds than this season. Here are hundreds of styles, ranging from the least expensive to the finest and most costly. Never did our buyers select with greater care to please you and the result is shown every day by the throngs of delighted customers who gather round these counters. Only a few items of special interest:

Cotton Crepe, the season's most popular low-priced material for all manner of summer dresses, waists and kimonos; in a score of colors and shades; 27 inches wide; per yard, **20c**

Crystal Crepe, a beautiful material made especially for kimonos and lounging garments, in beautiful Japanese, scroll and figured effects, in light blue, navy, greens and lavender; per yard, **35c**

Arnold Swiss Applique, a novelty fabric made to resemble the ever-popular Swisses but made with border and in skirt width; in tan, straw color, lavender, brown and black; per yard, **35c**

Chelsea Silk, one of the prettiest and daintiest fabrics we've ever seen; comes in pink, green, brown and light and dark blue, with beautiful border designs; per yard, **65c**

Satin Stripe Pongee, can hardly be told from genuine silk pongee and is even prettier because of its neat satin stripes in colors that harmonize; per yard, **65c**

Silk Crepe, another illusion, liable to be mistaken for silk and if it were it could not be daintier, prettier or more serviceable; in white, green, blue, tan and brown with floral designs; per yard, **75c**

Genuine Suesine Silks 47 1/2c Yard

When anyone offers you a fabric, representing same to be "Suesine Silk" at less than 47 1/2c a yard, see if the name is woven in the selvedge. Genuine "Suesine Silks" are here in a myriad of shades and colors; we also have a fabric identical in every respect, except it does not have the name woven in the selvedge; it is 27 inches wide and can be had in tan, cardinal, rose, light blue, navy blue and white; other stores make a leader of it at 39c a yard. Our price is **35c** and has been all season.

Parasols

Creations from the greatest parasol designers and makers in the country. One cannot help admiring them. Even the cheapest, at \$1, have something distinctive about it. They range in price up to \$25 and can be had in linen, net, cretonne and silks in almost any color. When you are selecting yours from this showing, don't miss the "La Belle Tokyo" Japanese in conception and as dainty as they are beautiful. There's the "La Tour"—your friend in storm and sunshine; in plain colors, sometimes with linings of another color, with long handles and wrist cords. Parasols for the little folks, too, in great variety.

Silk Petticoats

Years ago a silk petticoat was a luxury—how different now when no woman would consider herself well dressed without one. Our silk petticoats have earned their great popularity by reason of their styles, their quality and the values they represent at a price. New arrivals of these garments bring our showing up to its standard of completeness and, we believe, will enable us to establish new records for value giving. All new styles, made from dependable silks, liberal in cut and well made; in changeable effects and in green, tan, gray, red, blue, brown and black; prices ranging from \$5 to \$25.

A Few Items Specially Priced

- | | |
|---|--|
| SILK GLOVES AND MITTS.
A collection of all broken lines and odd pairs of silk gloves and mitts, long and short, all sizes, in white, pink, blue, Nile, yellow, cardinal and lavender; worth up to \$1.75 a pair; while they last 35c | HANDKERCHIEFS.
Good quality hemstitched cambric handkerchiefs, regular women's size; one of our leaders at \$1.25 each; special Monday 4c |
| WOMEN'S FERRIS WAISTS.
Women's black sateen Ferris waists, perfect fitting, almost all sizes; just finishing for house wear; regular price \$1.50; Monday, only 85c | RIBBONS.
Good quality Wash Taffeta Ribbon, 5 inches wide, in all colors; special Monday, per yard 25c
Printed Warp Dresden ribbon, 5 1/2 inches wide; in a fine selection of designs and colors; special Monday 50c |



No Place Like This to Buy Your Summer Headwear

No place else will you find such a range of styles, no place else will you find such qualities and no place else will you find such values. The straw-hat season opened with a boom a week ago and it won't be long before everybody will be rushing this way to get a comfortable hot-weather hat. Don't wait for the rush when each man will get what he can as quickly as he can, but come in Monday, make a leisurely selection and find just the hat you want.

Straw Hats! Straw Hats! Straw Hats!

Dozens of styles and every hat new, fresh and clean. Everything from the plain rustic harvest hat to the excellent creations from Knox the Hatter. Split straws, sunnits, macinacs, Javans, in fact all the popular braids are here in sailor, negligee and tourist shapes, some with fancy bands. Prices **25c to \$4**

Panama Hats, and the Real Thing

Panama hats are not from Panama; the best Panama hats are made in Ecuador from straw grown in Ecuador, Japan, Porto Rico and some other places, produce hats called Panamas and sold as such in most stores, but they have as much right to the name as apples grown elsewhere have to our own famous McIntosh Red, and the difference is just as great. Ecuador is the home of the Panama hat by grace of nature. Nature supplies the climate and the peculiarly fine fibre of the real Panama is the result.

How are you going to guard against paying the price of a real Panama and getting a "real" Japanese, Porto Rican or other hat called a Panama? Buy yours where none but real genuine Panamas are sold—right here. A splendid assortment of these hats, blocked in a number of attractive new shapes, at from **\$6 to \$18**

Straw Hats for Boys and Children

A showing of juvenile headwear as extensive as any, embracing every good style. Mothers will take unusual pleasure in selecting summer hats for their "young hopefuls" here, so many cute and clever hats to choose from; split straws for everyday wear, fine soft Milan braids for dress, in novelty shapes, plain and in color combinations, with fancy ribbon bands and streamers. Prices, **\$1 to \$4**

- | | |
|---|----------------------------------|
| Children's Mexican Hats 25c | Children's Dajab Hats 25c |
| Children's Trimmed Mexican Hats, 50c and 75c | |

Cool, Light and Easy Velour Hats

Made for and imported by us from London, England, and going in a way we never calculated on when buying, so if you want one, now is the time or else wait until another importation. They weigh less than 3 1/2 ounces, are loosely felted and very porous—you can blow right through one, and set so lightly on the head that you do not notice its presence; in gray and several shades of green, **\$2.50**

Comfort Underwear

Leaves are out, birds have quit love making and have settled down to rearing families. It's summer and time to shed your heavy underwear. Come here for your summer outfit and you'll find just what you want.

- | |
|---|
| Men's silk-finished Egyptian bathrigan shirts and drawers; a regular 75c value; at 50c |
| Men's silk-finished, derby-ribbed cotton shirts and drawers, in coral, tan, blue, navy and black; regular 75c quality; at only 37 1/2c |
| French bathrigan underwear, each, 75c |
| Silk finished mesh underwear, each 75c |
| Fine derby-ribbed underwear 75c |
| Finest French bathrigan underwear, in all sizes, including shorts and slouts, each, \$1 |
| New silk mercerized underwear \$1 |
| "Coronet" Athletic underwear 50c |
| Galtham soisette shirts and knee drawers, \$1 |

The Footwear Store Has Foreseen Your Every Summer Want

Has not foreseen just what kind of shoes you will need when hot weather sets in in earnest, but has provided to supply that want with the best shoes a knowledge born of experience knows how.

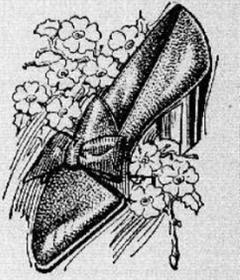


Shoes such as only this store provides, superior quality and up-to-date styles, priced right to begin with.

Our \$3.50 and \$4 Oxfords

The man or woman who has not become acquainted with our Oxfords at \$3.50 and \$4 is missing the greatest shoe values ever seen, they're really \$1.50 and \$5 qualities on which you save a dollar a pair because of our heavy purchases made direct from makers. A dozen or more styles and in tan, gun metal, russet and patent leathers.

- | |
|--|
| CANVAS AND OUTING FOOTWEAR. |
| Women's canvas Oxfords, with turn soles and Cuban heels \$1.50 |
| Women's white canvas Oxfords, with tipped toes and Cuban heels \$1.50 |
| Women's golden brown canvas pumps, with turn soles \$1.75 |
| Women's drab canvas Blucher Oxfords, ribbon lace style \$2 |



35 Women Will Get Suits Worth \$27.50 to \$32.50 for \$18.50

A whirlwind finish for 35 odd tailored suits left from our \$27.50, \$30 and \$32.50 lines. We doubt if there will be any left after tomorrow's selling—there shouldn't be if a low price counts for anything at all and stylish new suits are involved, as in this instance.



Descriptions are needless; every suit is a new, this season's style. They are suits such as you would naturally be buying now and paying full price for, and in the collection you'll surely find one to suit you in cut, fabric and color.

Silk Dresses at \$18.50

A very special value for this week's selling. Silk princess dresses, made from good quality taffetas, foulards, messalines and other stylish materials in black and plain colors and fancy striped, dotted and figured patterns.

Outing Apparel

You'll find here a good line of apparel to wear on your outing trip, some particularly designed for the purpose.

- | |
|---|
| Khaki Skirts, in divided and walking styles \$5.00 |
| Khaki Coats, made to permit of ease and comfort \$5.00 |
| Colored Chambray Waists, in many styles and colors \$1.50 and \$2.00 |

Needed Negligees

Be prepared to keep cool and comfortable at home when the hot days come—there's comfort in these:

- | |
|---|
| Short Kimonos, in fancy lawn, 75c to \$3.00. |
| Long Kimonos, in fancy lawn, \$1.50 to \$3.95. |
| Short Kimonos, in fancy silks, \$3.50 |
| Long Kimonos, in fancy silks, made in loose and light-fitting styles, \$5.00 to \$10.00. |



- | |
|----------------|
| \$5.00 |
| \$8.50 |
| \$12.50 |
- At the above prices very special values will be found in our Millinery department this week. A fine selection of hats to choose from and every one made in an advanced summer style and worth fully half again as much as the sale price.
- OUTING HATS.**
The large, drooping sailor has much to commend it for outing wear—light weight, durable, plenty of protection for the face and all at small cost. **\$2.00, \$3.00 and \$3.50.**

Don't Cry Over Spoiled Milk or if Something Tastes of Something Else---Get an Automatic

"Automatic" refrigerators are not cheap in first cost, they are built too well and too carefully to permit of their being cheap, but they're the cheapest refrigerator to buy after all. They are ice and food savers without equal, are the most convenient in arrangement, are clean and sanitary and have features of great value found in no other refrigerator. In "Automatic" refrigerators everything is cool and everything is kept pure and sweet, with no mixing of food flavors or odors—the circulating system does it. They need less ice because of their perfect construction—eight walls of insulating material keep the heat out and the cold in.

NO ODORS



- | |
|---|
| SIZES AND PRICES. |
| No. 2. Ice capacity, 50 pounds..... \$16.50 |
| No. 4. Ice capacity, 60 pounds..... \$18.00 |
| No. 5. Ice capacity, 60 pounds, with water cooler..... \$22.00 |
| No. 6. Ice capacity, 75 pounds..... \$22.00 |
| No. 7. Same, with water cooler..... \$25.00 |
| No. 400. Ice capacity, 100 pounds..... \$26.00 |
| No. 450. Ice capacity, 120 pounds..... \$29.00 |
| The above have plain zinc lining and galvanized iron sliding and adjustable shelves. The following are white enameled inside: |
| No. 440E. Ice capacity, 100 pounds..... \$30.00 |
| No. 450E. Ice capacity, 120 pounds..... \$34.00 |
| The following have vitrified porcelain lining: |
| No. 621. Ice capacity, 100 pounds..... \$50.00 |
| No. 622. Same, with water cooler..... \$60.00 |
| The following are opaline lined: |
| No. 51. Ice capacity, 100 pounds..... \$65.00 |
| No. 52. Ice capacity, 120 pounds..... \$75.00 |

Put Up Screens and Guard Against the Pestiferous Fly

- | |
|--|
| Plain pine screen door, made of 3/4-inch clear stock; sizes, 2 ft. 6 in. by 6 ft. 6 in. and 2 ft. 8 in. by 6 ft. 8 in. Each..... \$1.00 |
| Same as above, except made of 1 1/2-inch stock; sizes, 2 ft. 6 in. by 6 ft. 6 in., 2 ft. 8 in. by 6 ft. 8 in., 2 ft. 10 in. by 6 ft. 10 in., and 3 ft. by 7 ft. Each..... \$1.25 |
| Fancy pine screen door, made of 1 1/2-inch selected stock; finished in natural color; sizes, 2 ft. 6 in. by 6 ft. 6 in., 2 ft. 8 in. by 6 ft. 8 in., and 2 ft. 10 in. by 6 ft. 10 in. Each..... \$1.50 |
| Fancy pine screen door, made of 1 1/2-inch selected stock, bottom panel protected with 1-inch mesh No. 20 galvanized poultry netting; finished in natural color; sizes, 2 ft. 6 in. by 6 ft. 6 in., 2 ft. 8 in. by 6 ft. 8 in., 2 ft. 10 in. by 6 ft. 10 in., and 3 ft. by 7 ft. Each..... \$1.75 |
| Fancy pine screen door, made of 1 1/2-inch selected stock; finished in natural color; sizes, 2 ft. 6 in. by 6 ft. 6 in., 2 ft. 8 in. by 6 ft. 8 in., 2 ft. 10 in. by 6 ft. 10 in., and 3 ft. by 7 ft. Each..... \$2.00 |
| Fancy oak screen door, made of 1 1/2-inch strictly clear red oak; finished in natural color; sizes, 2 ft. 8 in. by 6 ft. 8 in., 2 ft. 10 in. by 6 ft. 10 in., and 3 ft. by 7 ft. Each..... \$2.50 |
| High grade oak screen door, made of 1 1/2-inch strictly clear red oak; finished in natural color; sizes, 2 ft. 8 in. by 6 ft. 8 in., 2 ft. 10 in. by 6 ft. 10 in., and 3 ft. by 7 ft. Each..... \$3.50 |
| CONTINENTAL ADJUSTABLE WINDOW SCREENS —Made from hardwood, oil finished. They have six inches of adjustment (three inches on each side). Size, 24x24 to 30 inches, 40c . Size, 24x30 to 36 inches, 45c . Size, 30x30 to 36 inches, 50c . |
| SHERWOOD EXTENSION SCREENS —Made of pressed steel and will not stick, warp or bend and can be used either as a permanent screen or under the sash in the usual way. Size, 18x22 to 33; each, 40c . Size, 24x24 to 37; each, 50c . Size, 30x26 to 44; each, 65c . |