



MISSOULA MERCANTILE CO.

Missoula's Oldest, Best and Largest Store—the Store of Quality Merchandise, Honest Values and Satisfaction—ALWAYS.



A Great Sale of Men's Shirts Begins Today

A Week-End Event Bringing Remarkable Savings on Strictly New Goods

Hundreds of dozens of good quality, new spring shirts go on sale today at greatly reduced prices to adjust our stock. It's to be the greatest event of its kind ever presented to the men of Missoula and vicinity and one in which all classes of men will profit. Be on hand when the sale begins and supply your season's needs at an average saving of ONE-HALF

75c to \$1 Neglige Shirts 35c

50 dozen men's Neglige Shirts, medium and light colored, in striped sateens and tan and other fast colored chevrons; every shirt full cut and well made and every one a regular 75c to \$1 value; sale price, each **35c**

75c Black Sateen Shirts 35c

24 dozen good quality Black Sateen Shirts, cut full to size, very well made and nicely trimmed, in all sizes; shirts that are the standard of value at 75c each; while they last, **35c** only

Boys' 75c Neglige Shirts 35c

A large assortment of good, serviceable Neglige Shirts, in all boys' sizes; well made, from light-colored striped sateens; shirts that sell everywhere at 75c each; in this Week-End Sale at only **35c**

75c Drill Work Shirts 45c

50 dozen men's best quality black and white stripe drill Work Shirts, made full size, with double stitched yokes and extension neckbands; in all sizes; good, serviceable shirts sold regularly at 75c each; sale price **45c**

75c Blue Chambray Shirts 45c

48 dozen men's best quality blue chambray Work Shirts, full size and roomy and made with all improvements; in all sizes from 14-1-2 to 19; no better shirts can be bought anywhere for 75c; sale price, each **45c**



75c Khaki Drill Work Shirts 45c

24 dozen Men's Work Shirts, made from best grade khaki drill, with extension neckbands, yoke back and double stitching; great shirts for service, and without equal in value at **45c** 75c each; sale price

\$1 Black Sateen Shirts 50c

36 dozen men's extra quality Black Sateen Shirts, cut full size and first-class in every detail; shirts that are splendid values at the regular price, \$1; in this sale at half price **50c**

Railroad Men's Blue Shirts 85c

18 dozen Railroad Men's Shirts, made from fine blue chambray, extra full size and cut to fit; each shirt with two detachable collars to match; only 18 dozen of them, and they'll go quickly at the sale price **85c**

\$1.50 Fine Neglige Shirts \$1

About a dozen different styles of high grade Neglige Shirts, in swazzettes, fancy stripe and corded Madras, tan-colored sateen and other fine materials; all regular \$1.50 values, specially priced for this sale at **\$1.00**

Shirts for Men With Small Necks 25c

If you wear a shirt size 14, 14-1-2 or 15, here's a rare chance to get a stock of regular 75c shirts for a third of their value; about 500 shirts in all, embracing many styles, all good patterns; your choice while they last **25c**

1,000 High-Class Golf Shirts Reduced from \$1.50 to Only 85c

An Over Stock in This Line Must Be Reduced and Our Loss Is Your Gain

Here is positively the best Shirt offering ever made in Missoula, and one that every man who appreciates value will partake of. There are almost 100 dozen high-class, new, stylish spring and summer shirts in the offering, all strictly high grade, made from finest percales, Renfrew Madras, and with silk bosoms, and they are made in every desirable style—plain or plaited bosoms, attached or detached cuffs, regular or coat cut, all with starched neckbands; all sizes from 11 to 17-1-2; each shirt in this offering is one that sells regularly at \$1.50, but we have too many, and to reduce the stock will sell them during this sale at a price that entails a considerable loss to us on every one sold, so lay in a supply while the sale price prevails, this week only, at, each **85c**

Half Price to Speed the Parting of Some Very Desirable Suits and Coats



We've planned to make this a gala week for women who want good, stylish apparel and in getting it are desirous of saving all that is possible. We've gone through our stock from end to end and have selected a great many garments to sell at just half their regular price, not that they are poor styles or that anything is wrong with them, but simply to effect a stock revision to conform to the new manager's ideas. It's an opportunity not to be missed.

Tailored Suits at \$10, \$15 and \$18.50

Reduced from \$25, \$30 and \$35
A splendid assortment to select from, embracing all the popular styles and in stylish colors and patterns.

Women's Coats at Half Price

Silk Coats, Covert Coats, Fancy Braided Coats and Linen Coats, all good styles and a large variety of styles in each class; regularly priced at from \$10 to \$30; now reduced one-half:

- \$5.00 for Coats that sold at \$10.00
- \$7.50 for Coats that sold at \$15.00
- \$10.00 for Coats that sold at \$20.00
- \$12.50 for Coats that sold at \$25.00
- \$15.00 for Coats that sold at \$30.00

Lingerie Dresses at Half Price

Supply your hot weather needs during this sale and save just half the regular price. A fine line of white lawn and mull dresses, some trimmed with embroidery and lace, others plain with tucks, await your selection.

- \$4.25 for Dresses sold at \$8.50
- \$5 for Dresses sold at \$10.00
- \$6.25 for Dresses sold at \$12.50
- \$7.50 for Dresses sold at \$15.00
- \$9.00 for Dresses sold at \$18.00
- \$10.00 for Dresses sold at \$20.00

Children's Coats at Half Price

Pay just half the regular price for any children's or misses' Coat you may select from our entire stock this week. Coats in all sizes, from 3 to 17 years, made in every good style and in all colors; regular prices, \$4 to \$16.

Weekly Bargain Budget

Dry Goods Department

\$2.00 SILK VOILES, 1 1/2 YARD.
Extra fine quality Black Silk Voiles, plain and in stripes and checks; 42 and 44 inches wide; regular \$2.00 quality; this week **\$1.25**

50c JAPANESE SILKS, 3/4 YARD
Japanese Silks, in all colors, 23 inches wide; regular 50c quality; this week **35c**

MADRAS WAISTINGS, 25c YARD
Fine quality Madras Waistings, in neat designs and corded effects; a wide range of patterns to select from, and extra special at, per yard **25c**

15c NURSE STRIPE GINGHAMS, 1 1/2 YARD
The best material for house dresses, in a good range of neat patterns; regular price, 15c per yard.

15c CHAMBRAYS AND SHIRTINGS, 10c YARD.
Short lengths of these regular 15c materials, while they last, at **10c** per yard

32-INCH INDIA LINONS, 20c YARD
Extra quality and very sheer; 32 inches wide.

BLEACHED HUCK TOWELING, 10c YARD
18 inches wide, double faced and extra quality

35c FANCY LINEN TOWELS, 25c
A full line of good quality French Huck and Damask Towels, size 19x42 inches, with hemmed ends; regular 35c values, each **25c**

WOMEN'S 40c LACE HOSE, 25c
Women's fine quality Black Lace Hose, in new and pretty patterns; guaranteed fast colors; all sizes; regular 40c quality; per pair **25c**

SPECIAL IN CHILDREN'S HOSE AT 12 1/2c
Fine quality, fast black, Ribbed Cotton Hose; made with double stitched heels and toes; sizes 6 to 10; special, per pair **12 1/2c**

WOMEN'S 65c UNION SUITS, 35c
Fine ribbed, low neck, sleeveless, with lace trimmed lace.

\$2.50 MUSLIN PETTICOATS, \$1.75
Several different styles, lace and embroidery trimmed.

Extra Special for Monday

Your choice of any 50c Necktie in the Clothing store at

25c

Hundreds of dozens to select from, all spring and summer styles, in made up styles and fine French and folded four-in-hands.

Lay in a generous supply.



Men's \$3.50 Work Shoes \$2.65

SPECIAL FOR MONDAY

Men's box calf Blucher Work Shoes, made with double soles and medium weight uppers, with full, wide toes; good, strong and very durable; regular \$3 and \$3.50 values; special Monday **\$2.65**