



Missoula Mercantile Company

Missoula's Oldest, Best and Largest Store



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The Store of Quality Merchandise, Honest Values and Satisfaction—ALWAYS



The Men That Blow Jim Here Show Where the Good Straw Hats Are

The torments of hot weather are really not so bad if one will only avail himself of the many comfort-giving garments that are nowadays within the reach of all. The first thing to do is to keep the head cool, which means to wear a straw hat. You will find scores of styles here and a price to suit.

Men's Straws

Men's Sailors, made of plain and fancy braids, in correct width of brims and height of crowns to suit all faces.

\$1 buys a good one and they get better as the price increases to \$3 in regular lines and \$4 for the finest from Knox.

Soft Straw Hats, in large and small shapes, rolling brims and dip fronts, in Milan and other braids, with those made by Knox, at \$4, at the head of the list, and down as low as \$1. Men's Straw Hats, in fancy shapes, made from soft straw braids, 75¢ to \$2.50

Men's Work Straws, good, durable and made to protect one well from the sun's rays, 25¢ and 50¢

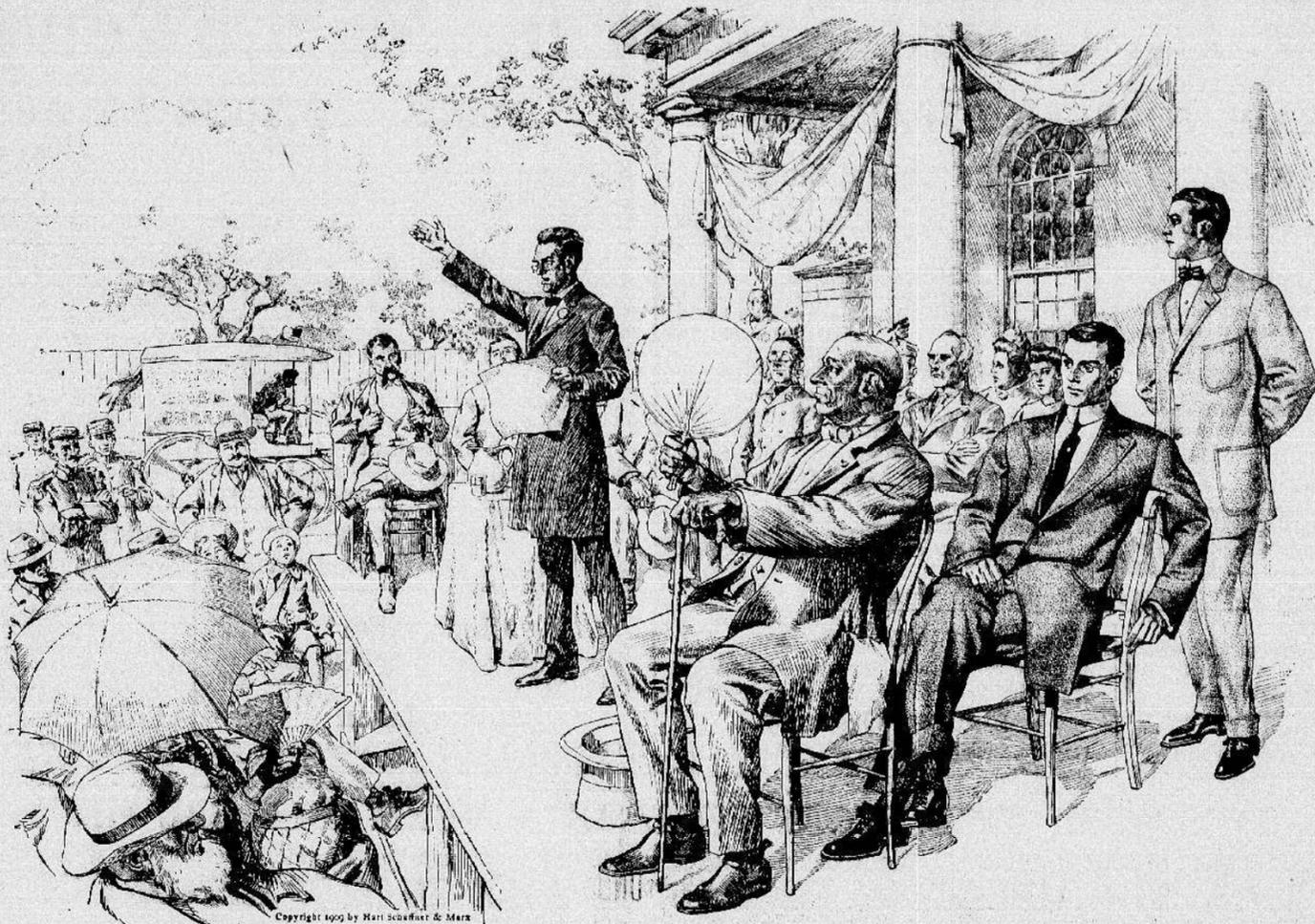
Panamas

Genuine Ecuador Panamas, selected quality, finely woven, even color, in telescope shapes for young men, at \$5; fedora shapes for young men, \$7, and in smart new shapes for men, at from \$7 to \$18

For Boys and Children

Boys' Sailors, 50¢ and \$1
Boys' Soft-Hell Rim Straws, 75¢
Boys' Split Straw Hats, fancy styles, dip fronts, etc., with plain and fancy bands, \$2

Children's Mexican Hats, in all colors, plain and fancy designs, 25¢ to \$1
Children's Grass Hats, with plain and colored silk bands, 35¢ and 50¢
Children's Fancy Straw and Grass Hats, in clever novelty designs, \$1 to \$4



First Aids for Hot Weather From Our Men's Underwear Department

Boiling, frying, sizzling hot days are now on; note the fidgety, nervous, uncomfortable person who has not prepared for them; then behold the serene one who seems only to enjoy the heat and is oblivious of the fact that he wears underwear, because he wears the right sort; probably he is wearing some one of these:

Union Suits

We recommend Union Suits because they are the IDEAL in underwear comfort, and because we believe they are the right underwear.

Union Suits in light weight mercerized cotton, silk and silk and worsted mixed, in pink, blue, salmon and white, and in pure worsted in natural color; tailor-made and perfect fitting; per garment, \$3 to \$5

Separate Garments

Egyptian cotton Shirts and Drawers, well made and nicely trimmed, good quality, in all sizes, per garment, 50¢
Men's Cooper spring needle knit Shirts and Drawers, made of finest quality sea island cotton, with French neck shirts, per garment, 75¢
"New Silk" Shirts and Drawers, as fine as silk; in salmon color and blue, trimmed with first water pearl buttons; per garment, \$1

Extra fine worsted Shirts and Drawers, made from double-thread pure worsted, in natural color; very fine, light-weight garments; sizes—shirts, 36 to 50; drawers, 32 to 48; per garment, \$1.50

Athletic Underwear

Keep Kool plaid Nainsook Sleeveless Shirts and Knee-Length Drawers; in all sizes; per garment, 50¢

"Olympic" Athletic Shirts and Drawers, made from a sheer crepe fabric; sleeveless shirts, knee-length drawers; per garment, 50¢

Pites and Piles of Furniture and Carpets Have Been Driven Into Usefulness by Our Furniture Removal Sale



Who of us has not been more or less interested in the working of the piledriver that has been doing its level best to provide us with a new bridge across the river, also who has not, through actual experience or by hearsay, become familiar with our great Furniture Removal Sale?

Here, a determination—the necessity, in fact, of reducing our stock to easily handled proportions corresponds to the machine. Low prices, from 10 per cent to 80 per cent less than regular, correspond to the driver, and our matchless stock of furniture, carpets, rugs and draperies to the driven. Instead of a succession of blows, or price cuts, we've done the thing with one stroke, and

Prices Have Reached Bed Rock
Whether you have an entire home to furnish new or anew or have need for a single piece, you cannot afford to miss the opportunity this sale presents—you can't pick a thing without saving from 10 to 60 per cent of its regular price.

WHEN in the course of human events it becomes necessary for a man to buy a suit of clothes, the question of value is of most vital importance. All men are created equal, so far as buying clothes in this store is concerned. The man who wants to pay \$15 is equal here to the man who pays \$50; one gets as good a proportion of value for his money as the other.

The corner stone, the foundation principle of this store is value-giving; better value than anywhere else; to maintain the highest principles of business; to offer the best clothes made; to be more accommodating and helpful to our customers; and, above all, to see that they get full values for their money. The values are self-evident; so thorough in every point, small or great, that you can't make a mistake; and if a mistake is made here it's at our expense; All we want is a chance to correct it.

PREMIER Clothes \$25 to \$45

For the man who would declare his independence of the merchant tailor, we recommend PREMIER Clothes, made especially for us by the highest skilled tailors in the country and all hand made, which makes them hold their shape and wear and present till the last the appearance of gentlemen's clothes. They're exclusive in style and in fabric and every garment carries with it an individuality not found in any other make of ready-to-wear clothing. Suits in fancy weaves and patterns, in the most stylish colorings, also in fine blues and blacks, \$25 to \$45

H., S. & M. Suits \$22.50 to \$35

Full value for every penny you spend, whether buying clothes or anything else, is all any man asks for; he has a right to expect it and he does get it in the Hart, Schaffner & Marx clothes we sell—there is more value for the money in them than in any other clothes sold at the same prices that we know. Their all-wool fabrics assure long service; they are smart in style, and there is nothing slighted in their make-up—linings, trimmings and tailoring, all of the highest order; we make a specialty of these clothes for this reason: they pay you as much as they pay us. H., S. & M. suits—fancies, blacks and blues, \$22.50 to \$35

WOOLWORTH Suits \$15 to \$22.50

Guaranteed values, 100 per cent pure wool; with all the good colors, fabrics and models to choose from. We've been a long time perfecting this line but the success we have achieved in doing it pays well for the trouble, so quickly have men recognized the true merit of these clothes, which represent the very highest quality, best styles and most perfect tailoring possible in popular-priced clothing. \$15 to \$22.50

Young Gentlemen's Clothes

This is one of our most successful departments. College men, high school men and young men in business are our extremely critical trade to satisfy; they know pretty definitely what they want, and they want just that; they go where they are sure to get it. These clothes, some of them are of extreme models, others are different, though dignified; lots of dash and ginger in cut, patterns and colors. \$15 to \$35

Rain and Other Coats

A raincoat or a light overcoat is a mighty convenient garment to have handy at all times. We keep our stock complete all the time and one will find plenty of raincoats, auto coats and top coats to select from. Our "Tabardine" Raincoat-Flusters are excellent for summer use, a light-weight, all-around garment both rain and dust proof, \$12; other styles of rain coats and top coats, \$12.50 to \$30

BEAUTIFUL DRESS PATTERNS---HANDSOME BARGAINS AT HALF PRICE

The above heading tells the story; there is nothing much to add, except to say that, while the assortment of these patterns to select from embraces all our spring novelties, and there is a wide variety of styles, the number is by no means equal to what the demand will be for them. They are all individual pattern lengths, in voiles, batistes, panamas and silk and wool novelties, in plain weaves, stripe, dot, check and figured patterns, in the latest colorings; no two alike and hardly any two at the same price.

Regular \$10 Dress Patterns, reduced to **\$5.00** Regular \$12.50 Dress Patterns, reduced to **\$6.25** Regular \$16.50 Dress Patterns, reduced to **\$8.25** Regular \$20 Dress Patterns, reduced to **\$10.00** Regular \$25 Dress Patterns, reduced to **\$12.50**

Best Calicoes 5c Yard

A special offering of 5,000 yards of the best grade "American" and "Simpson" Prints—all first-quality goods, no seconds; in new patterns with gray, blue, black, red and light grounds; while they last, per yard **5c**

65c Novelty Gingham 35c Yard

One of the best materials shown this year; in alternate stripes of satin in plain color and mercerized checks; in half a dozen beautiful color combinations; regular price 65c; this week **35c**

Some New Silks

New "Rajah" Pongees, in blue and brown, at \$1.25 a yard; and Jasper Pongee, at \$1.25; both splendid values.

Sheet and Pillow Case Sale

Housekeepers, hotel and lodging house keepers will find special offerings in these goods that will be to their great advantage. Good quality cottons, full sizes and careful making are features of each and every one of these.

150 dozen sheets, 64x90 inches, regular 50c **37 1-2c**
150 dozen sheets, 72x90 inches, regular 60c **45c**
200 dozen sheets, 81x90 inches, regular 75c **55c**
50 dozen Pillow Cases, 42x36, regular 12 1-2c **10c**
50 dozen Pillow Cases, 45x36, regular 15c **12 1-2c**

Give Your Feet a Vacation and You Can Enjoy Yours

Here is Missoula's largest Shoe Store and it has acquired its magnitude because of the care it used in working out the foot problem of humanity and has always given the most comfortable shoes, the most lasting and the most fashionable shoes and always for the least money. The Shoe Store is ready to equip you for vacations with any kind of shoes you may need.

Smart Oxfords for men, in all the different leathers, made on the most stylish lasts and designed to give comfort and service, **\$3.50 and \$4**
Splendid patent oiled Shoes for men, made in neat, nobby shapes with new style toes; in Bal and Blucher lace patterns, **\$3.50**

New gun metal calf shoes, made on the new "Elli" last, with all the style of higher priced priced footwear; with solid medium-weight Goodyear welt soles; **\$3.50**

Women's Oxfords, Pumps and Ties, in black and tan kid, Russia calf, gun metal calf and patent leathers, in all the new shapes and patterns, with turned or welt soles, at all prices, **\$2 to \$6**
New black Suede One-Strap Pumps, the latest New York craze, per pair, **\$5**

Women's Ankle-Strap Pumps, in Suede and oiled calf leathers, gray, tan and black, just received, per pair, **\$5**



Half Price Sale of All Our Women's Suits and Coats Presenting a Rare Opportunity for Saving



Seems too good to be true, but true it is and you can select freely from our entire stock of Women's Suits, Coats and Wash Dresses, and also of Children's Coats, and save just half the regular price you would pay.

When our Women's Apparel and Millinery Departments open in their new quarters, which, by the way, are to be the largest and most luxurious in this locality, it will be with an entirely new stock; we don't propose to have a single garment left from this season and no sacrifice we can make is too great to accomplish this end.

Women's Suits, ALL Wash Dresses, HALF Children's Coats, PRICE

Included are all the best styles shown this season—Suits from \$18 to \$30; Coats, \$10 to \$35; Wash Dresses, \$3.50 to \$20; Children's Coats, \$4 to \$16, for which you need pay only one-half.