



**Missoula Mercantile Co.**

Missoula's Oldest, Best and Largest Store



GET READY FOR THE 4TH.

**Missoula Mercantile Co.**

Quality Merchandise, Honest Values and Satisfaction—ALWAYS



# Get Ready for a Two-Days Celebration of INDEPENDENCE DAY

This year the Fourth, coming on Sunday, preceded by Saturday and followed by the observance on Monday, will give to many people three days and to the most of us two days for a COMMON-SENSE CELEBRATION—an outing or picnic at home or in nearby country places. *Make it a Family Day. Lose no time to plan your diversions, your games—get your tennis rackets, baseballs, fishing tackle, cameras, hammocks and paraphernalia for the children, look after their clothing, that they have COMMON-SENSE outing things and easy shoes, etc.; get your wife and the girls something cool to wear and look after your own comfort—the expense will be no greater than the burning of a lot of money in fireworks, and you will have a much more satisfactory and common-sense holiday.*

## WE'LL HELP YOU ENJOY YOUR VACATION

No man can have a good time in poorly-fitting, uncomfortable, too heavy clothes. But if he will come here he can go away in peace and comfort, because no matter what kind of a crowd he mixes with he will be as well dressed as any, and better than most of them.

**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 are 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 an 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 "Gabardine" Raincoat-Dusters are excellent for summer use, a lightweight, all-around garment both rain and dust proof, \$12; other styles of raincoats and top coats, \$12.50 to \$30.



## The Common-Sense Underw'r Store

Common-sense Underwear and the common-sense place to buy it. Here you can select from dozens of styles, find just what you want in weight, material and price and be sure that no matter what you pay you'll get better value for your money than is possible to get elsewhere.

### Separate Garments

Egyptian cotton Shirts and Drawers, well made and nicely trimmed, good quality, in all sizes, per garment, 50c  
Men's Cooper spring needle knit Shirts and Drawers, made of finest quality sea island cotton, with French neck shirts, per garment, 75c  
"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, 50c  
"Olympic" Athletic Shirts and Drawers, made from a sheer crepe fabric; sleeveless shirts, knee-length drawers; per garment, 50c

### Union Suits

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

### Headquarters for

COOL SUMMER SHIRTS, COATLESS SUSPENDERS, BELTS, SUMMER HOSE SUPPORTERS, LIGHT WEIGHT HOSIERY, SUMMER NECKWEAR, "SLIDWELL" COMFORT COLLARS.

### Parasols for the 4th

One of the most sensible things you could buy would be a parasol selected from our beautiful showing. Scores of styles, in silk and linen, in plain colors, fancies, hand-painted effects, hand-embroidered and lace and velvet trimmed; also the rain-slime umbrellas, in solid colors, some lined with a contrasting color producing beautiful color effects; all with the prettiest fumed, carved and natural stick handles we have seen anywhere. Prices from \$2.50 to \$18.00.

For the children and misses, we have the best assortment of parasols we have ever shown; in all colors, in silk, linen and cotton; at from 25c to \$3.50.

### SILK GLOVES

Buy them for the Fourth and have them for the rest of the season. Kayser's celebrated make, two-button style, in new shades—apricot, orange, amethyst, delft, catwala, rosewood, amethyst and mustard, besides the staple tans, browns, blues and black and white; per pair 60c, 85c and \$1.25.

### 4th of July Ribbon Sale

4-Inch Satin Taffeta Ribbon in all the pretty new colorings; good quality; just the thing for sashes, hair ribbons, etc., etc. **25c** Special, per yard

## Just the Straw Hat You Want

\$1 buys a good one and they get better as the price increases to \$3 in regular line and \$4 for the finest from Knox.  
Soft Straw Hats, in large and small shapes, rolling brims and dip fronts, in Milan and other brims, 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, 75c to \$2.50.  
Men's Work Straws, good, durable and made to protect one well from the sun's rays, 25c and 50c.

### 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

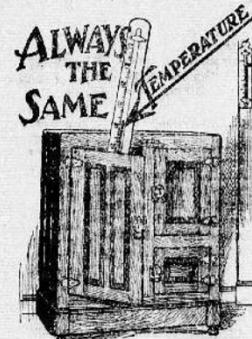
Boys' Sailors, 50c and \$1.  
Boys' Soft-Roll Rim Straws, 75c.  
Boys' Split Straw Hats, fancy styles, dip fronts, etc., with plain and fancy bands, \$2.  
Children's Mexican Hats, in all colors, plain and fancy designs, 25c to \$1.  
Children's Grass Hats, with plain and colored silk bands, 35c and 50c.  
Children's Fancy Straw and Grass Hats, in clever novelty designs, \$1 to \$4.

You'll Find It Here, Sure



## HEADQUARTERS FOR 4th of July Flags and Bunting

## If the Food Is Wrong You'll Suffer



It is necessary that this be so when the temperature varies in your refrigerator that is when your food spoils. That's why, if you have an old style refrigerator, you may have found food moldy and mildewed. This is impossible with the great Automatic

system of circulation and refrigeration. The temperature is always the same. And, it is the same on every shelf. You need not be afraid to place foods in any part of the provision chamber.

Another point—there is more shelf room in an Automatic than in any other refrigerator made—take it in size for size.

It's the greatest ice saver, the most perfect preserver of foods, the most convenient, the handiest and most reasonably priced refrigerator made.

**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. 446—Ice capacity, 100 lbs.	\$26.00
No. 456—Ice capacity, 120 lbs.	\$28.00
The above have plain Zinc Lining and Galvanized Iron Sliding and Adjustable Shelves. The following are White Enameled inside:	
No. 146E—Ice capacity, 120 lbs.	\$30.00
No. 150E—Ice capacity, 120 lbs.	\$34.00
The following have Vitreous Porcelain Lining:	
No. 621—Ice capacity, 100 lbs.	\$50.00
No. 622—Same, with water cooler	\$60.00
The following are Opalite Lined:	
No. 51—Ice capacity, 100 pounds	\$65.00
No. 52—Ice capacity, 120 pounds	\$75.00

1  
—  
2

PRICE

**On All Women's Apparel, Children's Coats, Etc.**

The magic of half price is working wonders in our Women's Apparel department and in the purses of the customers who come under its influence.

Not a garment of any kind—women's, misses' or children's, but the price has been cut right in two, in a determined effort to close our present stock out entirely, preparatory to occupying the sumptuous new quarters that will be the home of this department after this season. Hundreds of stylish, desirable garments to select from at HALF PRICE