



Missoula Mercantile Company

MISSOULA'S OLDEST, BEST AND LARGEST STORE--THE STORE THAT MAKES GOOD



THREE GREAT SALES in PROGRESS HERE

The Furniture Removal Sale The Women's Apparel and Millinery Clearance The July Clearance of Footwear

These events have since they began, saved thousands of dollars to the people of Missoula and vicinity, and they will continue to do so this week and even longer. Never in the history of Missoula have three mercantile events of so great importance been grouped in one store at one time and never were conditions so favorable from the buyers point of view as right now and that this fact is generally appreciated is shown by the continuous and generous attendance at them. More than ordinary interest is attached to this week's store attractions by the

Remarkable Special Offerings from the Dry Goods Department

Among which will be found bargains absolutely without comparison and of which every one bent on money-saving will partake liberally.

Housekeepers, Hotel Keepers Take Notice

REDUCTION SALE OF BED SHEETS, PILLOW CASES, TOWELS, MUSLINS, ETC.



EXTRA SPECIAL

300 yards of fine quality, soft finished, full bleached Muslin, 36 inches wide, white, 8 lasts, per yard **6 1/2c**

- 50c Bed Sheets, size 54x90 inches, sale price..... **37 1/2c**
- 60c Bed Sheets, size 72x90 inches, sale price..... **45c**
- 75c Bed Sheets, size 81x90 inches, sale price..... **55c**
- 12 1-2c Pillow Cases, size 42x36 inches, sale price..... **10c**
- 15c Pillow Cases, size 45x36 inches, sale price..... **12 1/2c**

- 12 1-2c Towels \$1.10 Doz.**
Good quality cotton huck Towels, size 16x32 inches, white with red border; regular 12 1-2c each; sale price, dozen..... **\$1.10**
- 15c Towels \$1.25 Doz.**
A Towel similar to above, except larger, size 18x38 inches; regular price 15c each; sale price, per dozen..... **\$1.25**
- Turkish Towels**
Full bleached Turkish Towels, size 18x38 inches, with fringed ends, good weight; sale price, per dozen..... **\$1.40**
- Another lot of good quality, heavy, unbleached Turkish Bath Towels, size 18x40 inches, with fringed ends; sale price, per dozen..... **\$1.75**

75c Linen Huck Toweling 60c
Fine imported material of Irish manufacture, the Webb linen, soft finished, perfectly bleached and double faced, in fancy patterns; makes the prettiest and best towels to delight the housekeeper.

DON'T be fooled by low prices when buying clothes; lots of the clothes you can buy now at reduced prices were worth no more to begin with, and are not even good value at the "sale" prices. You'll find, if you do yourself the duty of making comparisons before you buy, that this is the only store in town making a specialty of really high grade clothes, and offers you a big range of possibilities in such clothes.

From the cheapest suits we sell at \$12.50 up to the highest priced at \$45, the idea of quality is the dominant note, and every man gets a heaping measure of value, no matter what he pays.

- Good, serviceable suits..... **\$12.50 to \$22.50**
- Hart, Schaffner & Marx suits..... **\$22.50 to \$35.00**
- "Premier" suits..... **\$25.00 to \$45.00**
- Young men's suits..... **\$12.50 to \$35.00**

Turn the Limelight on These Remarkable Dry Goods Offerings

They'll stand the most searching test and prove to be even better bargains than represented. Not a yard of old, soiled or damaged goods in the lot; on the contrary, they are desirable and stylish—just what you would expect if you paid full price for them. *Be early Monday and get your share.*

<p>20c Cotton Crepes 12 1-2c A broken line of styles, but a variety of pretty effects, in green, pink and blue stripes. Wanted for kimonos and other cool summer garments.</p>	<p>25c Indian Head 18c A very desirable self-striped suiting material for summer suits and skirts; 32 inches wide, a splendid quality, a rare value at 18c a yard.</p>	<p>35c Scotch Gingham 25c The genuine Wm. Anderson Scotch Gingham, unexcelled for beauty of patterns and colors, quality and wear; in a fine assortment of stripes, checks and plaids.</p>	<p>35c Swiss Applique 22c Dainty, cool bordered Swiss Appliques, that will make the prettiest of summer frocks, at nearly half price; in brown, tan, black, canary and lavender.</p>
<p>65c Novelty Gingham 35c At practically half price, these pretty materials will go in a hurry, so don't wait too long. In light blue, navy, lavender, pink, brown and black, with satin stripes.</p>	<p>65c Stripe Pongee 45c Satin stripes on a pongee ground, a really beautiful material, 27 inches wide; stripes of brown, tan, blue, purple, gray, wisteria and black.</p>	<p>Best Calicoes 5c The best quality Prints, in the most desirable colors—blue, red, brown, gray, pink and light grounds, in scores of new patterns, priced this week at 5c a yard.</p>	<p>12 1-2c India Linon 8 1-3c A quality that has no comparison of value at 12 1-2c a yard, taken from regular stock for this week's selling at 8 1-3c a yard. It will pay you to lay in a supply.</p>
<p>35c and 40c Challies 22c 75c Challies 45c In the first lot there is a complete line of colors and patterns, all good values. The second is composed of fine quality, all-wool, westerite in floral designs and odd patterns in all colors.</p>	<p>Two Extra Specials in English Longcloth Our own importation and we vouch for their quality; 36 inches wide, pure soft bleached, ready for use, 12 yards in a piece. Fine quality, reg. per bolt, \$2.25, for \$1.48 Extra fine quality, regular per bolt, \$2.50, for \$1.69</p>	<p>95 Cents For Kayser's Silk Gloves Regular Price \$1.25 Kayser Silk Gloves are reputed for their fine fitting qualities and durability and they chance to buy them at less than regular price brings a crowd. These are of the two-button style, made of extra heavy silk, with double tipped fingers, in apricot color, pongee, amethyst, deift, calawha, rosewood, absinthe, mustard, tan, brown, navy, black and white.</p>	

<p>12 1-2c Outing Flannel 7 1-2c An opportunity many women will grasp now to buy what they will need for fall sewing. It is a splendid quality, with good heavy nap and comes in pure white only.</p>	<p>25c Table Oilcloth 15c About 200 yards of fresh new goods, in desirable patterns, to sell this week at a saving to customers of the a yard.</p>	<p>15c Silkolines 9 1-2c High grade materials, in an endless variety of new designs in all colors and color combinations, when sold regularly at 12 1-2c and 15c per yard, on sale this week at only 9 1-2c</p>	<p>Worthwhile Savings in Hosiery REGULAR 35c HOSE, 25c. CHILDREN'S 25c HOSE, 19c. Women's fine quality cotton hose, absolutely first black, made with high uplaced heels, spliced toes and full double white soles, extra elastic tops, in all sizes; one of our regular 35c numbers, specially priced for this week's selling at, per pair, 25c</p>	<p>19c Few parents but are familiar with the splendid wearing qualities of our "Sunshine" hose, for children, regularly sold at 25c a pair; they are fast black and are made with double knees and toes; all sizes; special this week, per pair, 19c</p>	<p>Pretty 15c Laces 10c Fine quality Pointe de Paris laces, in widths of from 2 1-2 to 4 inches, in pretty, new designs; regular 15c quality, on sale this week at a saving of 5c per yard.</p>	<p>\$1.25 Gingham Petticoats \$1 Women's Gingham Petticoats made extra wide and with deep tucked flounces, in good quality gingham in black and white and blue and white stripes and checks.</p>	<p>The Latest in Auto Scarfs New Auto Veils and Scarfs in washable spun silk, in all the new shades, made with fringed or plain hemmed ends. They cover the head completely and exclude all dust. Prices \$1.75 to \$5.00</p>
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FURNITURE SALE

Only a short time longer and this wonderful sale will have passed into history, and with it will go the memory of the greatest opportunity ever presented in Missoula to furniture and carpet buyers. If you have need for a single piece of furniture or

have a whole house to furnish, you cannot afford to miss the benefits this sale affords. You can buy everything you need, select from hundreds of elegant pieces and patterns, and

Savings of from 10 to 60 Per Cent

are yours while this sale continues. If you appreciate the value of money and would become the possessor of furniture and carpets you could be proud of, ATTEND THIS SALE.

- \$2.50 Smyrna Rugs, \$1.19**
One hundred Shaddock Reversible Smyrna Rugs, large size, 30x63 inches, in good patterns and colors; regular price \$2.50; special to close out..... **\$1.19**
- Room-Size Rugs**
A splendid assortment of Wilton Velvet Rugs, size 9x12 feet, in our regular \$25 quality; extra special this week..... **\$16.75**
- Wilton Velvet Rugs, size 9x12 feet, in our regular \$30 quality, this week..... **\$19.75**



Extra Special For Monday Only
Large, well made, heavy and strong Mission Arm Rockers, in solid oak, weathered finish, seat upholstered in chamois leather, exactly as illustrated; we have just fifty of these Rockers left, every one a regular \$8 value; to close them out Monday we offer them at only, **\$3.95** each

20c White Curtain Swisses, 12 1/2c Yard
A great collection of pretty curtain materials to select from, in large and small dotted, figured and striped patterns, in 40 and 45-inch widths, white only; regular price 20c a yard; extra special for this week only **12 1/2c**

Fun For The Children

Get them one of these New F-Z Sulkies and see them enjoy it. Well-made, safe and strong, with rubber-tired metal wheels, nicely painted and decorated; the price is only **\$2.00**



- COLLAPSIBLE GO-CARTS**, similar to above, with wood seat, back and all-metal handles, rubber tires; regular price \$4; to close out at **\$2.35**
- COLLAPSIBLE GO-CARTS**, similar to above, with cloth back and all-metal handles, rubber tires; regular price \$4; to close out at **\$2.95**
- COLLAPSIBLE RECLINING GO-CARTS**, similar to above, wood seat and back, iron handles, rubber tires; regular price \$4.50; to close out at **\$3.25**

Come to Halfpriceville for Suits, Coats and Millinery

Here "half price" means everything the term implies, and it applies to everything in our Women's Apparel and Millinery departments—nothing is reserved. You can choose at will, and whatever you select, be it a \$1 Waist or an \$80 Suit, you need pay but HALF the regular price, and for selection you have the most stylish Suits, Coats, Skirts, Waists, Hats, etc., at your disposal.

This great clearance is without precedent or equal in Missoula, to which hundreds of women who have benefited by it will lend approval, and you can do no better than to take their advice.

This is the last season for these departments in their present quarters. Next season will find them comfortably located in the finest, most luxurious and complete in appointments of any given up to women's apparel in the entire west. Not a stitch of this season's goods will be permitted to enter into the store of this new department, hence the opportunities that are presented.

July Clearance Sale of Men's, Women's and Children's Summer Footwear

If proof were needed that this is the greatest shoe selling event ever presented by a Missoula store, one need only come and see the groups of people awaiting their turn to share in the bargains and see the shoes that are going at the remarkably low prices.

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| <p>\$1.25
For Men's Canvas Shoes, values up to \$2 a pair.</p> | <p>\$2.65
For Men's Shoes and Oxfords formerly \$3.50 a pair.</p> |
| <p>\$2.95
For Men's Oxfords, in new styles, formerly \$4 a pair.</p> | <p>\$3.45
For Men's Oxfords that were exceptional values at \$5 pair.</p> |
| <p>\$1.45
For Women's Oxfords formerly sold at \$2 a pair.</p> | <p>\$1.95
For Women's Shoes and Oxfords formerly \$2.50 and \$3 a pair.</p> |
| <p>\$2.45
For Women's Low Shoes formerly sold at \$3.50 a pair.</p> | <p>95c
For Women's House Slippers formerly sold at \$1.50 a pair.</p> |
- 25c** for Infants' Shoes formerly sold at 50c and 60c a pair.
 - 45c** for Infants' Shoes formerly sold at 85c a pair.
 - 75c** for Infants' Oxfords formerly sold at \$1 a pair.
 - 95c** for Children's Oxfords formerly sold at \$1.25 a pair.
 - \$1.00** for Children's Oxfords formerly sold at \$1.50 a pair.
 - \$1.25** for Children's Oxfords formerly sold at \$1.75 a pair.
 - \$1.45** for Misses' Oxfords formerly sold at \$2.50 a pair.
 - \$1.45** for Boys' Shoes formerly sold at \$2.00 a pair.
 - \$1.95** for Little Girls' Shoes formerly sold at \$2.50 a pair.