



MISSOULA MERCANTILE CO.

The Store That "Makes Good"

MISSOULA MERCANTILE CO.



The Most Extraordinary Bargains Missoula Has Ever Known Await All Comers During Our

ANNUAL JULY CLEARING SALES

To the store that looks ahead, hot weather is but an urgent reminder that all broken assortments, surplus merchandise and seasonable goods must be cleared away and prices are reduced accordingly in order not to carry anything over the season. You know what kind of a store this is, and we need not remind you that it means MORE when we hold a sale than reduction means ANYWHERE in town. Assortments are very large, everything desirable, the qualities the best and the economies offered are the greatest of the year.

This Week a Great Quarter-Off Dress Goods Sale

25% OFF

Reductions that will speedily make room on our shelves for our new fall stocks, bringing with them the greatest bargains of the year and opportunities to buy new, stylish, up-to-date materials such as no other store affords. Not a piece, nor a yard, of goods in our entire Dress Goods section but can be bought this week at a saving of ONE-FOURTH, not a yard but is dependable as to quality or desirable as to style.

- Voiles, black and all colors.....ONE-FOURTH LESS
- Panamas, black and all colors.....ONE-FOURTH LESS
- Serges, black and all colors.....ONE-FOURTH LESS
- Nanscovings, black and all colors.....ONE-FOURTH LESS
- Lansdownes, black and all colors.....ONE-FOURTH LESS
- India Twills, black and all colors.....ONE-FOURTH LESS
- Epingles, black and all colors.....ONE-FOURTH LESS
- Broadcloths, black and all colors.....ONE-FOURTH LESS
- All Individual Dress Patterns.....ONE-FOURTH LESS

\$1 Foulards 65c
These are the celebrated "Shedwater" make, beautiful of pattern, exquisite in colorings finely finished and 27 inches wide; a splendid assortment of these regular \$1.00 silks to choose from this week at, a yard.....**65c**

Kimono Silks 55c
Silks equally useful for kimonos, dressing gowns and drapery purposes, in very beautiful Oriental and conventional designs and rich colorings; this week we offer your choice of all these 75c goods at, a yard.....**55c**

60c Chelsea Silks 45c
This material is a beautiful, washable fabric, suitable for fancy waists and negligee garments, comes in pleasing colors, with a fancy border for use as a trimming; regular price, 60c a yard; this week.....**45c**

60c Linen Waisting 48c
A more popular fabric than these embroidered linen waistings would be hard to find, and at the reduced price they will go with a rush; 27 inches wide, natural linen color with dots embroidered in blue, red or pink

Two Pretty Summer Fabrics Reduced
White Grenadine, in plain white with woven checks and plaid patterns; a splendid, sheer material, suitable for summer waists and dresses; a limited quantity only of these 20c goods, at **12 1/2c**

White Etamine, its open weave and light weight makes it an ideal fabric for cool summer dresses; two qualities, regular 25c and 35c goods, grouped to close out at, per yard.....**15c**

Extra Special--20c Batiste 12 1/2c Yard
A shipment of these goods just arrived, although they should have been here a month ago; as pretty and fresh as a rose from the garden and in the entire twenty-five patterns there is not one you have seen before; bought to sell at 20c a yard, but to clear them out, this week, the price is **12 1/2c**

15c Dress Gingham 10c
A nice line of patterns to choose from, in checks and plaid patterns, in pink, red, blues and browns; a quality always sold at 15c a yard; this week.....**10c**

8 1/2c Apron Gingham 6 1/2c
Amoskeag Apron Gingham are the standard and are staple value at 8 1/2c a yard; we've gathered all our short lengths together and this week offer them at, per yard, **6 1/2c**.

Women's Furnishings Bargainized
Elastic Belts, good quality, with fancy jet buckles; regular price, 50c; to close at.....**25c**
Fancy Elastic Belts, an elegant assortment, some with gilt buckles, others button trimmed, regular price, 65c; to close at.....**45c**
White Petticoats, made of fine quality muslin, with either deep tucked and embroidered or deep plain tucked India linen finishes; regular price, \$2.00; special sale.....**\$1.25**
Lace Lisle Hose, in assorted patterns, made with double heels and toes, guaranteed fast black; sizes 8-12 to 10; regular 40c quality; special sale.....**25c**
Torebon Laces, 1 to 3 inches wide, per yard.....**5c**

Mothers Should Know About These New Stockings for Children



"CADET" Scientific Stockings
Put "Cadet" Stockings on your boys and girls and your stocking worries will be at an end. They are rip-proof, rub-proof, strong and durable—facts that were demonstrated to us before we finally agreed to offer them to you.
Every "Cadet" Stocking is knitted of twisted yarns that give double strength and wearing power.
Every "Cadet" Stocking is reinforced with the stoutest Irish linen.
Every "Cadet" Stocking is dyed by the new "Cadet" dyeing process which does not weaken the texture, is durable and fast color.
Every "Cadet" Stocking is made right and made for wear.
Buy "Cadet" Stockings and stop darning. Colors: black or tan; sizes 5 to 10. Every pair guaranteed; per pair.....**25c**

Men's and Boys' Clothing and Furnishings



The Best Boys' Clothing Priced Lower Than the Common

Mothers have been especially enthusiastic over the great bargains this Clearance affords in clothes for their boys and children. The high quality of our juvenile apparel is generally recognized and there is always a rush for it when prices are lowered.

- Boys' Suits**
- Khaki Suits, 8 to 14 years.....**\$1.00**
 - Khaki Suits, 14 to 16 years.....**\$1.75**
 - Corduroy Suits, regular \$4.50.....**\$3.00**
 - Fancy Suits, regular \$3.00.....**\$1.50**
 - Fancy Suits, regular \$5.00.....**\$2.50**
 - Fancy Suits, regular \$6.50.....**\$3.25**
 - Fancy Suits, regular \$7.50.....**\$3.75**
 - Fancy Suits, regular \$10.00.....**\$5.00**

- Children's Suits**
- Wash Suits, regular price \$1.50.....**75c**
 - Wash Suits, regular price \$2.00.....**\$1.00**
 - Wash Suits, regular price \$3.00.....**\$1.50**
 - Wash Suits, regular price \$4.00.....**\$2.00**
 - Fancy Suits, regular price \$4.00.....**\$2.00**
 - Fancy Suits, regular price \$5.00.....**\$2.50**
 - Fancy Suits, regular price \$6.00.....**\$3.00**
 - Fancy Suits, regular price \$7.50.....**\$3.75**

- Boys' Knee Pants and Shirts**
- 75c Knee Pants, sizes 4 to 16 years.....**35c**
 - \$1.00 Knickerbockers, sizes 4 to 16 years.....**75c**
 - \$1.50 Knickerbockers, all sizes.....**\$1.00**
 - The Negligee Shirts.....**25c**
 - 75c Khaki Shirts.....**45c**

We're at the full tide of the summer—you to enjoy its bright days ahead; we to start preparations for fall. Present holdings must be pushed out—at cost or at a loss; any way that shall most effectively accomplish the result. Upwards of three months are ahead of you before you'll be needing winter clothes, and any suit you buy now will return its cost several times over in this interval, so greatly are the prices reduced, besides you'll have a suit as good as new to put on next spring.

This is how cheaply we are selling out all the summer clothes we own—all, mind you, without a single reservation, even our fine line of Hart, Schaffner & Marx and "Premier" clothes are included.

- \$8.75** for Men's and Young Men's Fancy Suits, in all styles, patterns and colors. Reduced from \$12.50.
- \$9.75** for Men's and Young Men's Fancy Suits, all sizes and styles. Reduced from \$15 and \$16.50.
- \$12.75** for choice of a 11 fancy worsteds, blue serges and blacks. Reduced from \$18, \$20 and \$22.50.
- \$16.75** for choice of every PREMIER or H. S. & M. suit that formerly sold at \$25 or \$27.50.
- \$18.75** for Men's fine "PREMIER" and H. S. & M. suits, fancies, blacks and blues. Reduced from \$30.
- \$20.75** for choice of a splendid assortment of men's high grade suits. Reduced from \$35.
- \$25.75** for any of those hand-some "PREMIER" suits, formerly priced at \$40.
- \$27.50** for the finest Men's suits made, perfect in fabric, fit and finish. Reduced from \$45.

Men's Summer Shirts Remarkably Underpriced

Several hundred dozen of Men's Work and Dress Shirts, in all styles, colors and materials to select from at practically cost to manufacture. Follow the wise man's example who laid in a supply to last him far in the future.

- 75c Work Shirts, in woven chevots.....**35c**
- 75c Blue Chambray Shirts.....**45c**
- 75c Heavy Drill Shirts.....**45c**
- \$1.25 Madras Negligee Shirts.....**65c**
- \$1.50 Fancy Negligee Shirts.....**\$1.00**
- 50c Men's Underwear.....**25c**
- 75c Men's Underwear.....**37 1/2c**
- \$1.50 Men's Union Suits.....**\$1**
- Men's Choice of all our splendid \$1.50 Golf shirts, in madras, percales and silk bosoms, made in all styles, only.....**85c**
- \$2.00 Manhattan Shirts, now.....**\$1.35**
- \$2.50 Manhattan Shirts, now.....**\$1.85**
- \$3.00 Manhattan Shirts, now.....**\$2.25**
- \$3.50 Manhattan Shirts, now.....**\$2.50**
- \$4.50 Manhattan Shirts, now.....**\$3.00**
- Men's Canvas Gloves, pr. 50c.....**25c**
- Men's Horsehide Gloves, 50c pair.....**25c**
- Men's Diamond "M" Gloves, pair.....**\$1.00**

Men's Hat Clearance

All our hats, broken and discontinued lines of hats, several hundred all told, in all shapes, colors and sizes; our regular \$2.00, \$2.50 and \$3.00 grades of Felt Hats now priced for clearance at.....**\$1**

- Straw Hats Halved**
- Malaga Hats, for men and boys.....**50c**
 - 25c Mexican Hats.....**12 1/2c**
 - \$1.00 Straws, for men and boys.....**50c**
 - \$2.00 Straws, for men.....**\$1.00**
 - \$2.00 Straws, for men.....**\$1.50**
 - \$4.00 Straws, for men.....**\$2.00**
 - \$5, \$8 and \$12 Panama Hats.....HALF PRICE
- MEN'S AND BOYS' HATS, 25c.**
A collection of good hats, in all styles, shapes and materials, to select from; worth up to 75c.

It's a Comfort to Travel With Good Baggage

The traveler who selects his grips and trunks from our stock need never fear that they will arrive at destination, even if carried around the world, in any but safe condition. We look for strength and ability to withstand hard knocks first, then price, but because we sell so many we can buy for less, and so the best trunks, suit cases and bags are here at the lowest prices. The Clearance brings our regular prices down 25 per cent.



- Regular \$2.00 Suit Cases, now.....**\$1.50**
- Regular \$3.00 Suit Cases, now.....**\$2.25**
- Regular \$4.00 Suit Cases, now.....**\$3.00**
- Regular \$5.00 Suit Cases, now.....**\$3.75**
- Regular \$7.50 Suit Cases, now.....**\$5.65**
- Regular \$10.00 Suit Cases, now.....**\$7.50**
- Regular \$15 Suit Cases, now.....**\$11.25**
- Regular \$25 Suit Cases, now.....**\$18.75**
- Regular \$3.00 Traveling Bags.....**\$2.25**
- Regular \$5.00 Traveling Bags.....**\$3.75**
- Regular \$6.00 Traveling Bags.....**\$4.50**
- Regular \$7.50 Traveling Bags.....**\$5.25**
- Regular \$8.00 Traveling Bags.....**\$6.00**
- Regular \$10 Traveling Bags.....**\$7.50**
- Regular \$12 Traveling Bags.....**\$9.00**
- Regular \$15 Traveling Bags.....**\$11.25**
- Regular \$5.00 Trunks, now.....**\$3.75**
- Regular \$6.00 Trunks, now.....**\$4.50**
- Regular \$8.00 Trunks, now.....**\$6.00**
- Regular \$10.00 Trunks, now.....**\$7.50**
- Regular \$15.00 Trunks, now.....**\$11.25**
- Regular \$20.00 Trunks, now.....**\$15.00**
- Regular \$25.00 Trunks, now.....**\$18.75**
- Regular \$30.00 Trunks, now.....**\$22.50**

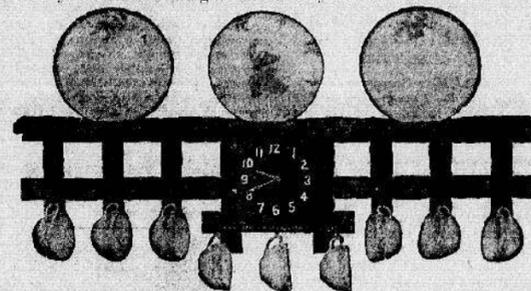
The Furniture Removal Sale Now Nearing Its End

Hurry, now, if you would take advantage of the remarkable savings this Sale, which has never had its equal in Missoula, still presents. When you are out today, stroll around to the new Chaney Block and note what splendid progress is being made towards its completion.

Watch for the Daily Specials This Week--Different Each Day
This week, in both our Carpet and Furniture departments, a different special will be offered each day. Watch for them, as they will tell of bargains of a very unusual and attractive nature.

For Monday Only

50 Combination Mate Rack Clocks, exactly like cut; made of solid oak in Mission style and finish, shelf 4 1/2 inches long, clock 10 inches square; a very beautiful and useful piece of furniture; regular price \$5; Monday only.....**\$2.48**



For Monday Only

100 pairs of good quality scrim Curtains, full 2 1/2 yards long, 42 inches wide, cream color; made with double stitched hems, fillet insertion and French edge; pretty and well made; regular price \$4 a pair; Monday, only.....**\$1.89**

EXTRA SPECIALS TO CONTINUE THROUGH THE WEEK

- DINING TABLES.**
- Golden Oak Square Extension Table, 6 feet; regular price, \$12.50; sale price.....**\$9.85**
 - Same description with 8 foot extension; regular price, \$15.00; sale price.....**\$11.95**
 - Square Dining Table with Golden Oak finish; 12-inch top; 8 foot extension; five legs; regular price, \$20.00; sale price.....**\$15.50**
 - Square Golden Oak Pedestal Table; 45-inch top; 10 foot extension; regular price, \$35.00; sale price.....**\$18.75**
 - Round five-leg Table; Golden Oak; 45-inch top; 10 foot extension; regular price, \$37.50; sale price.....**\$19.75**
 - Square five-leg Table; 48-inch top; 10 foot extension; regular price, \$36.00; sale price.....**\$21.75**
 - Round Quarter-sawed Pedestal Table with 60-inch top; 8 foot extension; regular price, \$75.00; sale price.....**\$57.50**
 - Round Quarter-sawed Pedestal Table; 54-inch top; 10 foot extension; regular price, \$60.00; sale price.....**\$51.85**
 - Round Pedestal Table; quarter-sawed; Golden Oak; 10 foot extension only; regular price, \$55.00; sale price.....**\$46.85**
 - Round Pedestal Table; quarter-sawed; 54-inch top; 10-foot extension; regular price, \$55.00; sale price.....**\$46.50**
 - Same description; 8-foot extension; regular price, \$56.00; sale price.....**\$42.35**
 - Square Golden Oak, five-leg Table; 6-foot extension; regular price, \$15.00; sale price.....**\$10.85**
 - Round Weathered Oak; 48-inch top; Pedestal Table; 10-foot extension; regular price, \$40.00; sale price.....**\$33.85**
 - Round Weathered Oak; 45-inch top; 6-foot Table; regular price, \$30; sale price.....**\$22.50**
 - Round Weathered Oak five-leg Table; Mission finish; 45-inch top; 6-foot extension; regular price, \$22.50; sale price.....**\$18.35**
 - Same description; 8-foot extension; regular price, \$25.00; sale price.....**\$19.85**
 - Same description, square, 6-foot extension; regular price, \$20.00; sale price.....**\$16.65**
- SIDEBOARDS AND CHINA CLOSETS.**
- Golden Oak quarter-sawed Sideboard; large mirror back; regular price, \$65.00; sale price.....**\$37.50**
 - Quarter-sawed Golden Oak Sideboard; oval mirror in back; regular price, \$32.50; sale price.....**\$23.75**
 - Quarter-sawed Golden Oak plain Sideboard; regular price, \$42.50; sale price.....**\$32.50**
 - Combination Sideboard and China Closet, quarter-sawed; Golden Oak finish; regular price, \$50.00; sale price.....**\$32.50**
 - China closet with mirror back and glass in back of shelves; regular price, \$50.00; sale price.....**\$36.75**
 - Large China Closet with drawers below; full mirror back; round corners; all quarter-sawed; Golden Oak finish; regular price, \$125.00; sale price.....**\$79.05**
 - China Closet; Golden Oak; with four shelves; round corners; regular price, \$30.00; sale price.....**\$24.35**