



Missoula Mercantile Co.

The Store That "Makes Good"

Missoula Mercantile Co.



Our Great Alteration-Removal Sale Continues This Week

With Hundreds of New Garments and Hats It Is Like a Brand New Sale and the Reductions Are As Great As Ever--One-Fifth Less for Women's Suits, Coats, Skirts, Etc.; One-Fourth Less for Beautiful Trimmed Hats

When a store like this is forced through the alteration proceedings taking place in it to sacrifice an entire stock in the height of the buying season at reductions such as one might hope for at a season's end, there can be but one answer: Crowds, crowds, crowds, and every person buying. This Alteration-Removal Sale has been the greatest boon to Missoula women who would dress fashionably, economically and well they ever had and few, if any, are letting the opportunities it presents pass by without taking full advantage of them.



Most Beautiful Apparel Ever Brought to Missoula

When our buyers went East to buy this season's stock they were instructed to secure the best styles to be had, it being our intention to give Missoula women a season of style such as they never enjoyed before. We fully expected that the grand new salon for these goods would be ready in ample time, but in this we have been disappointed. The new stocks came, a grand collection, the buyers had done their work well. While the proper setting for this finery is lacking, women are to have the styles just as we intended they should, but on an entirely different price basis. This sale starts on its fourth week tomorrow. In the three weeks past there has not been a day without crowds that taxed our capacity to serve properly. Now, as the Sale draws nearer its end and the call for heavier apparel is more urgent, these crowds will be greater day by day and we cannot, too strongly urge the advantage of coming in the forenoons if possible, the earlier the better—for you and for us.

Household Duties Can Wait When Chances Like These Are at Stake

WOMEN'S TAILORED SUITS

Plain tailored styles and elaborate, dressy styles, in every stylish material and coloring; no two alike; coats of various lengths, plain tailored or silk embroidered and braided, new plaited skirts. A style to suit every woman's fancy.

\$17.50 Suits reduced to	\$14.00	\$25.00 Suits reduced to	\$20.00
\$20.00 Suits reduced to	\$16.00	\$30.00 Suits reduced to	\$24.00
\$22.50 Suits reduced to	\$18.00	\$35.00 Suits reduced to	\$28.00

ALL OTHER SUITS UP TO \$75.00 REDUCED ONE-FIFTH

WOMEN'S STREET AND DRESS SKIRTS

Several hundred garments, each one a new style this season, in every popular fabric and stylish coloring.

\$5.00 Skirts reduced to	\$4.00	\$10.00 Skirts reduced to	\$8.00
\$6.50 Skirts reduced to	\$5.20	\$15.00 Skirts reduced to	\$9.60
\$8.00 Skirts reduced to	\$6.40	\$20.00 Skirts reduced to	\$16.00

CHILDREN'S SCHOOL and DRESS COATS

Good, practical styles, made from good, serviceable materials for school wear, and the finer, more elaborate styles for dressy wear. Sizes, 6 to 14 years.

\$5.00 Children's Coats reduced to	\$4.00	\$15 Children's Coats reduced to	\$12.00
\$7.50 Children's Coats reduced to	\$6.00	\$20 Children's Coats reduced to	\$16.00
\$10 Children's Coats reduced to	\$8.00	\$25 Children's Coats reduced to	\$24.00

WAISTS ARE VERY IMPORTANT

—and the most important are the neat tailored garments in plain white and pin-striped linen and madras. These come in the Gibson styles and shirt effects, fastening at the center or on the side. Some of the most expensive ones show beautiful patterns in drawwork. Prices, \$1.50 up.

—Waists in French flannel, muscivelling and mohair, in plain tailored and pretty tucked effects, made to button at back or front; in white, black, fancy stripes and plain colors, with embroidered hand trimmings, with buttons to match. Prices, \$2.50 up.

All our Silk Waists, plain and fancy styles; regularly priced at from \$5.50 to \$12.50, now on sale at reductions **10 PER CENT**

WOMEN'S STREET AND DRESS COATS

A vast collection of the most stylish Coats shown this season, plain tailored and fancy styles, in all lengths, in broadcloth, worsteds and serges, in all colors.

\$15.00 Coats reduced to	\$12.00	\$22.50 Coats reduced to	\$18.00
\$16.50 Coats reduced to	\$13.20	\$25.00 Coats reduced to	\$20.00
\$21.00 Coats reduced to	\$16.00	\$30.00 Coats reduced to	\$24.00

ALL OTHER COATS UP TO \$50.00 REDUCED ONE-FIFTH



The Day of the Sweater Coat

With such altogether practical garments and such pretty styles as one finds here, it is no wonder the Sweater Coat is popular. Our Sweater Coats are knitted from pure worsted yarns and always hold their shape. All lengths, 36 to 42 in. chest, with V-necks and military collars; plain and fancy weaves; in white, Oxford, red, brown, Copenhagen and green; also in combinations of white and gray and white and light blue. Prices **\$3.00 to \$8.00**



Every Style Tendency Reflected in M. M. Co. Millinery

Aside from the very attractive discount of 25 per cent which applies to all our trimmed hats, the Millinery department has achieved signal success this season in being able to supply something original and distinctive to meet each customer's particular taste—our milliners have the happy faculty of making becoming hats and always keeping within the strict dictates of fashion.

25% Is a Great Saving

—and it is just what this sale affords. Here are hundreds of hats, each one a creation of distinction. Beautiful imported models by the greatest Paris milliners; creations brimming over with style and individuality by America's foremost designers and clever originals and adaptations of our own.

Special Collection of \$12 to \$15 Hats at \$8.00

No two alike and nearly a hundred of them, so you can imagine what the variety must be. Velvet hats, cut beaver hats, and silk chenille braided hats, trimmed with ostrich feathers, birds, wings, quills and kid bands; not a stylish shape or color is missing.

Special Collection of \$7.50 to \$10 Hats at \$5.50

Turbans, tricornees, French sailors, Ethel Barrymore sailors and many other fine shapes are shown in this assortment. Some trimmed with fancy akrettes, some with wings, others trimmed with ribbons and velvet.

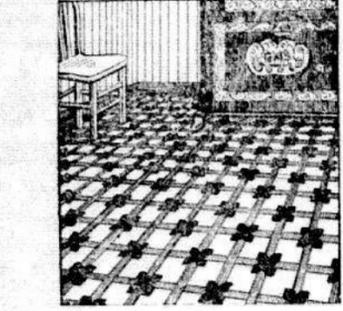
Special Assortments at \$2.50 and \$3.95

These are hats that regularly sell at from \$4.50 to \$7.00, and are deserving of special notice. The shapes are strictly new and stylish, the trimmings are remarkable for their quality and the making and general effects are good.

ALL CHILDREN'S AND MISSES' SCHOOL HATS AT REDUCTIONS OF 25 PER CENT, 33 1/3 PER CENT AND 50 PER CENT.

Two Extra Specials for Monday Only In the New House Furnishings Store

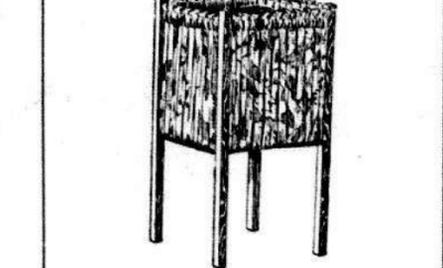
The new store with its elaborate displays of new and beautiful furniture, carpets, rugs, draperies—everything in fact to make a home cozy and cheerful, has won the hearts of all Missoula home-makers, and the business is growing by leaps and bounds. No matter what you want for home or office, you'll find it here, and priced to please.



Linoleums Specially Priced

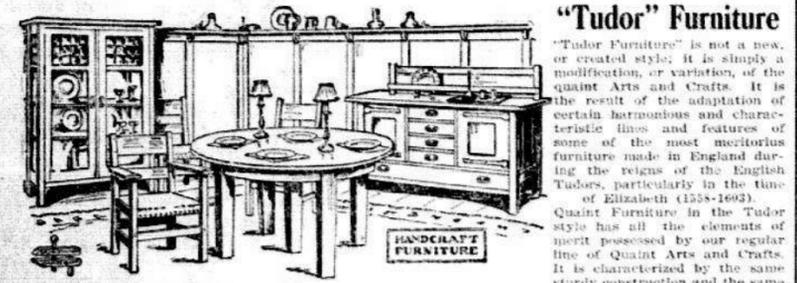
For Monday only we offer your choice of regular 7c Printed Linoleums, shown in our window today at, per square yard **45c**

Choice of Inlaid Linoleums, shown in the window today, all regular \$1.40 quality, for Monday only at, per square yard **95c**



50 Work Baskets Like Cut Worth \$1.50 Each, For Monday at 95c

These Baskets are about 14 inches square, the frame is solid oak, weathered finish, and the body is made from fancy art cretonne; a handy, attractive piece of furniture, fitted with pin-cushions and pockets for practical use; regular price \$1.50, only 50 of them, Monday, each **95c**



"Tudor" Furniture

"Tudor Furniture" is not a new, or created style; it is simply a modification, or variation, of the quaint Arts and Crafts. It is the result of the adaptation of certain harmonious and characteristic lines and features of some of the most meritorious furniture made in England during the reigns of the English Tudors, particularly in the time of Elizabeth (1558-1603). Quaint Furniture in the Tudor style has all the elements of merit possessed by our regular line of Quaint Arts and Crafts. It is characterized by the same sturdy construction and the same refined simplicity. Its designs and finish lend themselves with equal readiness and appropriateness to inexpensive, and yet artistic, furnishing and decoration. Stieckley's Handcraft Furniture has that distinction of style in its design, finish and style which makes it clever and appreciated by the refined and cultured trade. We have this make in Chairs, Rockers, Settees, Davenport, Couches, Footrests, etc., either unupholstered or upholstered in Stieckley genuine Spanish Morocco leather.

Here Is Missoula's Largest, Best and Busiest Underwear and Hosiery Store

No section of this busy store is busier these days than the Underwear section in the Dry Goods department. Here, at almost any time one will find throngs gathered around the counters, and the reason is that this store sells the kinds of underwear women want for their own and their children's wear and that no other store can give as good values for their money.



Two Special Lots for This Week's Selling

75c Garments for 50c	\$1.25 Union Suits \$1
Women's fine quality, fleeced-lined Vests and Pants, well made, nicely finished garments; sizes 4, 5 and 6; regular 75c quality; special, per garment 50c	Women's Union Suits, white only, extra quality, fleeced-lined garments, properly cut and well tailored; sizes 4, 5 and 6; well worth \$1.25 each, special \$1.00



Munsing Underwear--The Satisfactory Underwear at Moderate Prices

The constantly increasing demand for these goods is the best evidence that they cannot be equaled anywhere, even at higher prices than we ask. Munsing garments are constructed on right principles, made to fit the figure perfectly, yet with all the freedom one might wish for, and the variety of grades in which they are made enables one to select the garment best adapted for her requirements.

Munsing Union Suits for Boys	Munsing Union Suits for Women	Munsing Separate Garments
No. 2987—Fine quality, fleeced-lined, cotton; sizes 1 to 6, per garment 60c	No. 2645—Fine fleeced-lined cotton, white or natural color; size 4 to 6, per garment \$1.25	Many women still cling to the separate garments, and their needs have been as carefully looked after here as have those of the women who have adopted the more modern union suits.
Same in sizes 7 to 9, per garment 75c	Same in outsizes, 7 to 9, per garment \$1.50	No. 2639—Fine fleeced-lined Pants and Vests, in white or natural color; sizes 4 to 6, per garment 75c
No. 3387—Part wool, made with drop seat and open crotch; per garment \$1.25	Union Suits, natural color wool faced, cotton fleeced back; sizes 4 to 6, per garment \$1.75	Same in outsizes, 7 to 9, per garment 85c
No. 2285—Three-quarters wool; made with drop seat and open crotch; all sizes, per garment \$1.50	Same in outsizes, 7 to 9, per garment \$2.00	No. 2189—Part wool Pants and Vests, in natural color only; sizes 4 to 6 only, per garment \$1.25
Munsing Union Suits for Girls	Union Suits, part wool, natural color; sizes 4 to 6, per garment \$2.50	Same in outsizes, 7 to 9, per garment \$2.00
No. 2977—Fine quality, fleeced-lined cotton, made with drop seat and open crotch; sizes 1 to 6, per garment 60c	Same in outsizes, 7 to 9, per garment \$2.75	No. 2339—Three-quarters wool Pants and Vests, in natural color or white; sizes 4 to 6, per garment \$1.75
Same in sizes 7 to 9, per garment 75c	No. 2745—Fine quality, all-wool Union Suits, pure white, in sizes 4 to 6 only; per garment \$3.50	Same in outsizes, 7 to 9, per garment \$2.00
No. 2377—Part wool, natural color, made with drop seat and open crotch; all sizes, per garment \$1.50	No. 2345—Extra quality, heavy weight Union Suits, all wool, natural color; sizes 4 to 6, per garment \$3.50	
No. 2477—Fine quality, all-wool; sizes 3 to 6, per garment \$2.00	Same in outsizes, 7 to 9, per garment \$3.75	
Children's Underwear	Merode Union Suits	Springfield Union Suits
Children's fleeced-lined Pants and Vests, good quality, per garment 20c to 35c	One of the most popular imported lines, perfectly fashioned and hand finished.	In these garments we present the finest made in America. They are perfect in every particular and are very handsomely trimmed.
For ten years past our No. 649 children's all-wool Pants and Vests have been favorably known to Missoula mothers; the price this season, instead of 75c per garment, is 65c	In all wool, pure white, sizes 4 to 6, per garment \$2.50	Finest quality, all wool, sizes 4 to 6, per garment \$4.00
	In silk and wool, per garment \$3.50	Same in silk and wool, per garment \$5.00
	Same in outsizes, 7 to 9, per garment \$4.00	