

Clearing Sales and New Goods are vying with one another, making it doubly interesting to shop here these days.

# Missoula Mercantile Co.

"The Store That Makes Good" Have you ever thought of the importance of this to you? It means Absolute Satisfaction.

## The Spring Season Is On in the Dry Goods Store

Ready, already, with the silk and woolen fabrics for Easter gowns and the washable materials for spring and summer frocks. And we haven't "rushed the season" either, simply bore in mind that Easter comes earlier than usual this year. The showing of the new materials in their pristine loveliness and newness is an event which fashion's devotees will be eager to attend.

**IMPORTED SUITINGS** **SILK AND WOOL NOVELTIES**  
**BROADCLOTHS** **BLACK FABRICS**  
**SILKS IN NEW AND BEAUTIFUL EFFECTS**

For special mention we have chosen some of the new silks because of the great popularity they will enjoy this season. Months ago we planned for this collection. We searched the market for designs and color combinations, which are here exclusively.

### Foulard Silks

There is every possible color that one can want, besides the combinations that have always been strongest in foulards—navy blue with white printings, black with white printings, and white with black printings.

This year the name is far more reaching than ever before. It includes the familiar twilled or satin finished qualities, besides distinct plain and broadened weaves that differ from anything ever known as Foulard.

Most notable are the Cheney "Showerproof" Foulards, 25 inches wide, at \$1.00.

Moire Foulards, 27 inches in width, at \$1.50.

Other Foulards, in all the new colors, both higher and lower priced.

### Some Novelties

Rumehunda silk, Bonari Montone and Milanese silk—all exquisite and in light weights, making them especially suited for summer or evening dresses; they are 27 inches wide and come in all the new colors and shades; per yard, 65c.

### "Salome" Silk

This is one of the latest R. & T. silk sensations—a rough effect with a shimmering satin finish, making it a most admirable and adaptable material for both street and evening wear; in at least a dozen colors and shades; 27 inches wide; priced, everywhere, at \$1.55.

### Pongee

Pongee is among the favorites this season and it finds a generous showing.

Here's a Pongee-Tussah; it will wash perfectly, is natural color, 27 inches wide, and a fine value at 65c.

A natural Pongee of our own importation, 24 inches wide, and specially priced at \$1.00.

Corded Pongee, extra heavy, for suits, coats, etc., 27 inches wide, at \$1.50.

### Satin De'Soie

A beautiful new silk, resembling messaline, except that it is satin finished; splendid for trimmings, waists and evening dresses; 27 inches wide, in white and six colors; per yard, \$1.25.

### New Colors in Silks

Here are a few of the new colors represented in our splendid silk showing, which includes, besides all the beautiful evening, afternoon and street colors in silks for all purposes, from the plainest blouse to beautiful evening gowns: Chanteceler, Cherbourg blue, blonde, almond green, paladin—the new and delightful shade of watermelon pink, Ceylon, the new terra cotta, aeroplane blue, toile, gold, begonia, apricot, peach, "wright," the new dull rose and banana.

## New Dress Trimmings

And, of course, the new trimmings and dress garnitures are here too. A splendid gathering of beautiful things reflecting the latest and best fashion ideas, far too beautiful for words to describe. You must see them.

## As Fresh As the Spring Flowers Are These Wash Fabrics

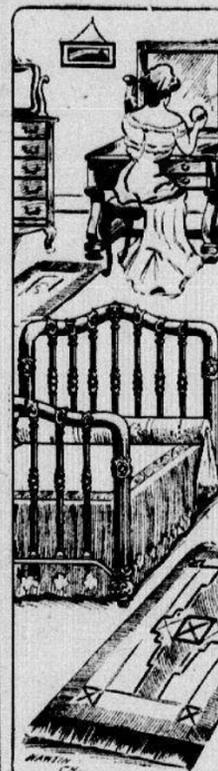
One need only cast their glances towards our Wash Goods section to know that spring is near at hand and to feel the impulse to get busy on apparel for the season of sunshine and flowers. The number of styles of fabrics is long, embracing every favored fancy of the year, among the latest arrivals being:

- "Sherrerte" Linen Finish Thread Cambric, which is a fine, sheer and beautiful wash fabric to take the place of handkerchief linen; 36 inches in width; per yard, 25c and 45c.
- Cobweb Cloth, which takes its name from its sheerness, linen finished; 36 inches wide; per yard, 25c.
- Morocized Nainsook, 36 inches wide; per yard, 65c.
- Tigris Cloth; in appearance, the same as fine linen; plain, 36 inches wide, 40c a yard; with fine stripes, per yard, 50c.
- Brittany Linen, a splendid material for wash suits; in all colors of genuine linen suiting; yard wide; per yard, 20c.
- Cotton Rep, 27 inches wide, in natural, brown, red, blue, pink, catwaba and white; per yard, 25c.
- White Madras Waistings, in dots, stripes, checks and figures, 27 inches wide; per yard, 20c to 45c.
- Diagonal Plaque, a real novelty, in the ever popular plique class; white only; 32 inches wide; per yard, 45c.
- Dotted Silk Mull; one of the daintiest and prettiest of washable materials and well suited for evening wear as well as summer dresses; in white, pink and blue; 27 inches wide; per yard, 45c.

# Spring Housecleaning of Furniture Samples

## Prices Halved and Better to Make Display Room

If you are in need of a single item of furniture or expect to be, even if several months hence, here is your good opportunity. It is our housecleaning time, the time when we close out at almost any price the sample pieces of furniture that have been on our display floor for the last six months to be replaced with samples of new lines. In the aggregate there are hundreds of bargains on each of our four display floors, but just one of a kind, of which the following are representative. As a rule, all these samples are in perfect condition, but in cases, here and there, a piece has been slightly damaged or scratched in handling, in such cases the reductions more than offset these trivial blemishes.



### Chairs

- \$1.65 Golden Elm Dining Chairs .87
- \$1.75 Golden Elm Dining Chairs .95
- \$2.50 Elm Finish Arm Chair \$1.65
- \$2.50 Golden Oak Dining Chair \$1.75
- \$2.50 Maple Bedroom Chair \$2.15
- \$2.50 Mahogany Chair \$2.25
- \$2.50 Golden Oak Dining Chair \$2.75
- \$2.50 Golden Oak Arm Chair \$2.75
- \$2.50 Golden Oak Chair \$2.75
- \$2.50 Mahogany Chair \$2.85
- \$2.50 Mahogany Parlor Chair \$2.85
- \$2.50 Golden Oak Bedroom Chair \$2.85
- \$2.50 Golden Oak Chair \$2.85
- \$2.50 Mahogany Reception Chair \$2.85
- \$2.50 Mahogany Chair \$2.85
- \$2.50 Early English Arm Chair \$2.85
- \$2.50 Golden Oak Roman Chair \$2.85
- \$2.50 Mahogany Parlor Chair \$2.85
- \$2.50 Early English Arm Chair \$2.85
- \$2.50 Mahogany Arm Chair \$2.85
- \$2.50 Mahogany Easy Chair \$2.85
- \$2.50 Mahogany Parlor Chair \$2.85
- \$2.50 Mahogany Parlor Chair \$2.85
- \$2.50 Mahogany Parlor Chair \$2.85
- \$2.50 Solid Mahogany Parlor Chair \$2.85
- \$2.50 Mahogany Parlor Chair \$2.85
- \$2.50 Solid Mahogany Parlor Chair \$2.85
- \$2.50 Leather Chair \$2.85
- \$2.50 Early English Arm Chair \$2.85
- \$2.50 Genuine Leather Chair \$2.85

### Go Carts and Baby Carriages

- \$2.50 Go Cart \$1.85
- \$10.00 Folding Go Cart \$4.85
- \$14.00 Reed Baby Carriage \$7.65
- \$16.50 Folding Go Cart \$7.95
- \$27.50 Reed Go Cart \$10.75
- \$25.00 Reed Go Cart \$11.85
- \$22.50 Folding Go Cart \$13.75

### Rockers

- \$4.50 Golden Oak Rocker \$2.65
- \$12.50 Early English Rocker \$6.75
- \$14.00 Early English Rocker \$8.35
- \$18.00 Early English Rocker \$9.35
- \$25.00 Early English Leather Rocker \$12.65
- \$30.00 Early English Leather Rocker \$11.85

### Kitchen Furniture

- \$7.00 Maple Kitchen Queen, white top \$3.65
- \$8.00 "P" Kitchen Queen, zinc top \$4.15
- \$12.50 Kitchen Queen \$8.35
- \$27.50 Kitchen Cabinet \$16.50
- \$20.00 Kitchen Cabinet \$18.75
- \$22.50 Kitchen Cabinet \$19.85
- \$26.00 Kitchen Cabinet, solid oak \$26.75

### Pedestals

- \$10.00 Mahogany Pedestal \$4.75
- \$10.00 Golden Oak Polished Pedestal \$5.35
- \$12.00 Mahogany Pedestal \$5.85
- \$11.00 Golden Oak Pedestal \$6.15

### Music and Parlor Cabinets

- \$22.00 Mahogany Music Cabinet \$10.85
- \$25.00 Mahogany Music Cabinet \$11.35
- \$27.50 Mahogany Parlor Cabinet \$13.25
- \$20.00 Mahogany Combination Music Cabinet and Writing Desk \$15.95
- \$25.00 Combination Music and Parlor Cabinet \$16.75

### Center Tables

- \$23.50 Birdseye Maple Center Table \$11.75
- \$4.00 Maple Center Table \$2.25
- \$5.00 Oak Center Table \$2.65

### Fireless Cookers

- \$8.00 Chatham Fireless Cooker \$4.35
- \$10.00 Chatham Fireless Cooker \$6.75
- \$15.00 Chatham Fireless Cooker \$8.65

### Iron and Brass Beds

- \$8.00 Iron Bed, 3-6 size \$4.85
- \$8.50 Iron Bed, 4-6 size \$5.35
- \$9.75 Iron Bed \$6.35
- \$14.00 Iron Bed, 4-6 size \$7.95
- \$15.00 Iron Bed, 4-6 size \$8.65
- \$14.50 Iron Bed, 4-6 size \$8.75
- \$14.50 Iron Bed, 3-6 size \$8.75
- \$16.00 Veritas Martin Bed, 4-6 size \$9.35
- \$22.00 Iron Bed, 4-6 size \$9.85
- \$22.00 Veritas Martin Bed, 4-6 size \$10.75
- \$25.00 Veritas Martin Bed, 4-6 size \$10.50
- \$45.00 Iron Bed, wood veneered \$17.65
- \$25.00 Brass Bed, satin finish, 3-6 size \$18.75
- \$25.00 Brass Bed, 3-6 size \$19.65
- \$45.00 Iron Bed, wood veneered \$19.75
- \$70.00 Brass Bed, 4-6 size \$37.45

### Slipper Seats

- \$20.00 Brass Slipper Seat \$14.85
- \$10.00 Brass Slipper Seat \$18.75

### Dressers

- \$8.00 Maple Commode \$4.65
- \$10.00 Maple Commode \$5.65
- \$18.50 Golden Oak Chiffonier \$11.85
- \$20.00 Mahogany Dresser \$17.65
- \$45.00 Birdseye Maple Dresser \$22.65
- \$45.00 Maple Dresser \$23.75
- \$47.50 Birdseye Maple Dresser \$24.75
- \$50.00 Golden Oak Princess Dresser \$28.75



**1-2 Price** ALL ODD PAIRS OF LACE CURTAINS—ALL HALF PAIRS OF LACE CURTAINS—ALL REMNANTS OF CURTAIN MATERIAL—SUCH AS MADRAS, NETS, SCRIMS, ETC., IN LENGTHS SUITABLE FOR DOORS, HALL AND PIANO WINDOWS **1-2 Price**

## Shoe Bargains for Everybody

Redoubling our efforts to clear out all odd and broken lines in our Shoe store, to be in readiness for spring stocks now in transit, brings the most remarkable footwear bargains ever offered in town.

### Bargains for Women

- A few dozen pairs only of patent and fancy beaded Slippers, made with French heels; many of these cost \$2.25, \$2.50 and \$3.00 a pair, but we close them out to the last pair at, only **75c**
- Patent leather and glazed kid Shoes, made with hand-turned soles and French heels; Cousin's and Lattoman's make and regular \$5.00 and \$6.00 qualities; to close out at, per pair, **95c**
- Many pairs of regular \$2.50 and \$3.00 Shoes, in Blucher and straight lace styles; mostly in glazed kid, with plain or patent tips; closing out at, per pair, **\$1.45 AND \$1.95**

### Misses' and Children's Shoes

- Misses' and children's Shoes, made by the best makers, in all leathers and with turned or welt soles; regular \$2.50 and \$3.00 qualities; now on sale at **\$1.25**

OTHERS AT 95c, \$1.15 AND \$1.35

### Snaps for Men

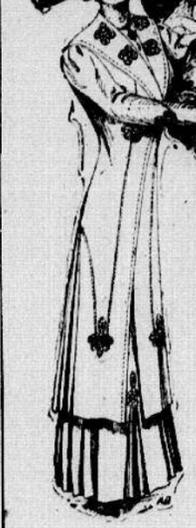
- Men's Shoes, made from good, durable satin calf stock, with solid soles and either plain or tipped toes; regular price \$2.50 and \$3.00 a pair; to close at **\$1.65**
- Men's Shoes, in vic kid, made in Blucher lace style, with medium heavy soles; regular price \$3.00; to close at **\$1.95**
- Men's Work Shoes, good and heavy and made to wear at all kinds of work; made with heavy double soles; all sizes and widths; regular price \$3.50 a pair; to close at **\$2.65**
- Men's Shoes, in vic kid, made with Goodyear welt soles; regular \$3.50 and \$4.00 values; to close at **\$2.65**

MANY LOTS OF SHOES, FOR MEN, WOMEN, CHILDREN AND INFANTS, IN QUANTITIES TOO SMALL TO ADVERTISE, AT EVEN GREATER REDUCTIONS.

## Another Grand Offering of Women's Suits

Regular \$20.00 to \$45.00 Garments for \$10.00

Again we have gone through our suit stock and made up another collection of elegant suits to sell at \$10.00. In the assemblage offered at this extremely low price are garments that sold in the height of the season at from \$20 to \$45, and any woman could get more than ten dollars worth of service out of any one of them before the time comes to wear a spring suit.



**\$10** The styles embrace tight and semi-fitted models, with long and medium-length coats; in broad-cloth, serge, fancy mixtures and chevrons, in stylish colors. They are splendidly tailored garments, some of them perfectly plain, others more or less elaborately trimmed. **\$10**

ALL OTHER SUITS NOW SELLING AT HALF PRICE

### Misses' \$15.00 to \$20.00 Suits \$5.00

There are just eight of these suits to close out, and at the price they should go in a day. They come in sizes from 12 to 16 years and are made from good, all-wool materials, in light colored mixtures, navy blues, brown, dark red and gray; made up in girlish effects in semi-fitting and loose styles, some with pony coats—no two alike; these suits range in price from \$15.00 to \$20.00, choice now for **\$5.00**

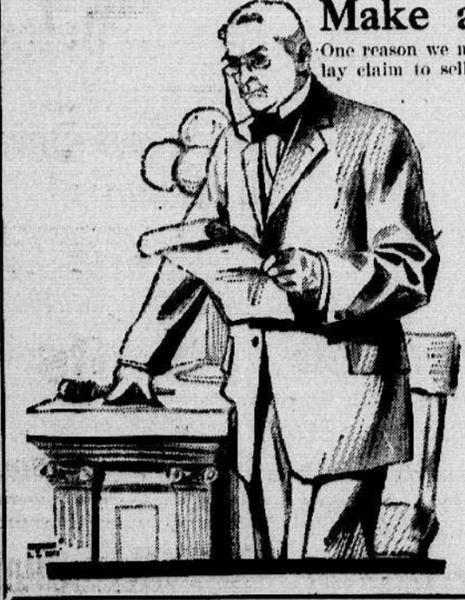
### Children's Dresses at \$1.50 and \$4.50

These children's dresses are this season's goods and the styles are up-to-date. At the prices we now offer them mothers will find them cheaper than the materials alone would cost. The range of sizes in both offerings is from 6 to 10 years.

- Children's School Dresses, in cotton and wool mixtures, in red or blue checks; regular price \$2.75; to close out **\$1.50** now at
- Children's Dresses, made from all-wool materials, in plain red or blue, trimmed with broad and buttons; regular price \$6.75; reduced to **\$4.50**

## Make a Test of M. M. Co. Clothing at Little Expense to You

One reason we make such low prices on our clothing at this time of the year is to induce men to give it a trial and see for themselves just why we lay claim to selling the best clothes in the country. Nine times out of ten every man who buys a suit or overcoat here becomes a regular customer, through the merits of the clothes themselves. A trial costs next to nothing, and it may be the means of saving you considerable in your future clothing buying. We take all the chances, as should the clothes fail to make good, even though sold at far less than regular price, we shall.

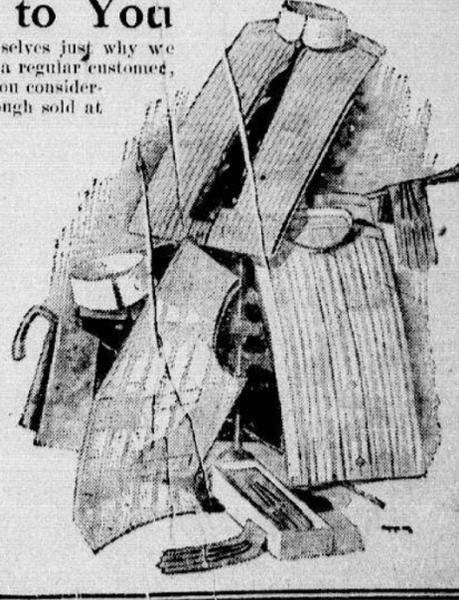


**\$8.95** FOR ANY MAN'S OR YOUNG MAN'S SUIT FORMERLY PRICED AT \$18.00 OR LESS.

- Manhattan Shirts**  
Regular \$2.00 quality **\$1.35** Regular \$3.00 quality **\$2.00**  
Regular \$2.50 quality **\$1.85** Regular \$3.50 quality **\$2.25**
- \$1.50 Golf Shirts 85c**  
Choice of hundreds of elegant "Coronet" fancy golf shirts, in scores of patterns and colors, in plain and plaited bosom styles, coat and regular cut, with cuffs attached and with separate cuffs; regular price \$1.50 each; only **85c**
- Work Shirts**  
Work Shirts, odds and ends of many lines, in a great variety of styles and patterns; no shirt in the lot that sells regularly for less than 75c; choice for **35c**  
\$1.50 Khaki and Mole skin Shirts **85c**

**\$11.95** FOR ANY MAN'S OR YOUNG MAN'S SUIT FORMERLY PRICED AT \$20 OR MORE.

- Neckwear**  
25c Neckwear, now **8 2-3c**  
50c Neckwear, now **25c**  
75c Neckwear, now **33 1-3c**
- Hosiery**  
Cotton Hose, black and tan **8 1-3c**  
35c Cotton Hose **16 2-3c**  
Black Cashmere Hose **16 2-3c**  
35c Fine Cashmere Hose, pair **20c**
- Men's Hats, Worth to \$5, for \$1**  
The "Dollar Hat Sale" has been reinforced with several dozen new hats and the values and variety are again as good as when the sale commenced **\$1.00**



**FANCY VESTS**  
\$1.50 Vests for **75c**  
\$2.00 Vests for **\$1.00**  
\$3.00 Vests for **\$1.50**  
\$4.00 Vests for **\$2.00**  
\$10.00 Vests for **\$5.00**  
\$5.00 Vests for **\$2.50**  
\$6.00 Vests for **\$3.00**  
\$7.00 Vests for **\$3.50**  
\$8.00 Vests for **\$4.00**