

Missoula Mercantile Co.

MISSOULA'S SHOPPING CENTER  
ALL CARS STOP HERE

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**Comets and Climate**

NEXT Wednesday evening at 6 o'clock, so astronomers tell us, the comet will be closer to the earth than at any other time, and after that hour this world begins its passage through the comet's tail. So certain are we that this passage will be made in safety, that the tail will not pass through us, that we have laid our plans to open up, as usual, Thursday morning.

When Halley's comet, now on its way to us at the rate of 107,000 miles an hour, or more than four times around the earth in sixty minutes, last paid us a visit, it is recalled that we had one of the hottest summers ever experienced.

Whether as the weather-wise predict, we are in for another hot summer THIS time, will develop later.

If we are there are thousands of guards against discomfort among the cool summer things for people and their homes that have poured into this store lately, with seemingly comet-like rapidity. And whether the summer be hot, lukewarm or cold, the proper gradations of things to wear will be discovered here without a telescope.

**M. M. Co. Shoes Do More Than Fit the Feet**

They fit the occasion, the gown, the purpose of the wearer—and the purse. They are shoe-harmonies designed by master-heads who have studied every foot curve and line and made by shoemakers who know how a shoe ought to be made and gather their lasts, leathers, soles and heels accordingly. The best of the many kinds and styles of this season's footwear for women are gathered here, and any pair of feet arrayed in any of them would step out fearlessly and proudly.

**At \$3.50--The Popular Price**



With leather at top prices and skilled labor at the highest, it requires no little effort, and orders that would stagger the ordinary shoe store to get such styles and qualities as one finds here at \$3.50. A comparison of our shoes at this price with others is the best way to determine the superiority of the values here offered. Of course all the stylish lasts and leathers are included, though we mention but three styles here:  
Women's glazed kid Oxfords, with Goodyear welt soles, made on a neat, new last, with ribbon laces \$3.50  
Women's black Russia calf Oxfords, in a new style, with side tips; Goodyear welt soles and Cuban heels \$3.50  
Women's Russia calf Oxfords, made in a new and dressy Blucher tie style, with wing tips and Cuban heels \$3.50

**\$4 Buys Beautiful Shoes**

In our \$4.00 line there are a dozen different styles, each notable for its splendid fitting qualities and its superb workmanship—good stock and good style are matters of course.

- Women's patent leather Walking Pumps, with side straps, Goodyear welt soles and medium heels; a neat, dressy shoe that will walk with you in comfort \$4.00
- Women's gunmetal calf ankle strap Pumps, with Goodyear welt soles and Cuban heels; dressy and durable \$4.00
- Women's patent kid Oxfords, in a new ribbon lace Blucher style, with side tips, Goodyear welt soles and military heels; a fine street shoe \$4.00
- Women's black suede one-strap Street Pumps, made with Goodyear welt soles; a comfortable, stylish shoe that the tenderest feet can wear with perfect ease \$4.00

**Perfection Is Attained in Our \$5 Line**

Such makes as Hanan's and Cousins'—names that signify the highest style, along with fit, quality and satisfaction.

- Women's patent leather Pumps, made without straps, with hand-welt soles, military heels and bow effect; splendid for street wear \$5.00
- Women's patent kid three-eyelet Oxfords, with hand-welt soles and plain toes; one of the latest 1910 styles \$5.00
- Women's high-grade gunmetal calf Pumps, for street wear; made without ankle straps; front ornamented with small bow \$5.00



**White Goods for Graduation Dresses**

Safe to predict that more white dresses will be fashioned between now and June fifteenth than any other month of the year. With the "girl graduate" and her charming troop of "under-class" girls, all wearing white in her honor; with the June bride and her bridesmaids, and all the brides of the past and future, each with eager plans for suits and frocks of summery white; varied in desires as their needs might be, BUT ALL AGREED TO THIS, that MISSOULA MERCANTILE CO. IS THE PLACE TO BUY.

Fabrics of a thousand charms, from the sheer, gauzy cobweb cloth, Sherettes, Paris muslin and voiles—light as the heart of youth—to silky, batistes of sturdier beauty; embroidered Swisses, the pride of St. Gall; and all that practical, smart-tailoring host of white flaxons, corded piques, reps and suitings.

**White Dress Linens, Summer Aristocrats 35c to \$2.25**

- In weaves from the sheers and handkerchief-weight to those coarse, distinguished suiting weights, with every supple strand standing out in clear defined beauty. Single and double widths.
- India Linens, from 10c to 40c.
- Plaid Muslins, 15c to 50c.
- Mercerized Madras, 20c to 60c.
- Corded Piques, from 25c to 50c.
- Fancy Flaxons, 25c.
- Persian Lawns, 25c to 85c.
- Tigris Cloth, 30c to 50c.
- Reps and Poplins, 35c.
- Cobweb Cloth, 35c.
- Sherettes, 35c to 45c.
- Muslin Cloth, 35c to 50c.
- Embroidered Swisses, 35c to 75c.
- Paris Muslins, 50c to \$1.25.
- Organicines, 50c to \$1.25.

**"I Never Saw Such Well Dressed Young Men As You Have in This Town"**

remarked one of the visitors in attendance at the track meet last week. "Our boys make a pretty good showing, but there is a difference that enables me instantly to pick out one of your Missoula lads." And he pointed to a few. They certainly were distinguished-looking chaps, and every one of them was wearing either

**Society or Fashion Clothes**



The visiting boys, too, were quick to see the superiority of style in these clothes and many a one of them wore a new suit home.

Young men, college and high school fellows, young business men, whose requirements have developed a number of new ideas in clothes, find that these famous makes have the right tone, the right snap, the swagger style, yet they are dignified withal.

Athletic models, broad shoulders, high chests, narrow hips; peg trousers with long turn-ups; very small styles in smart colorings and patterns in special weaves—

- Suits, \$18, \$20, \$22.50, \$25, \$30 and \$35

**Select List of Summer Furnishings for Particular Dressers**

Fancy Waistcoats for young men, in plain white and fancy ducks, mercerized silk vests, fine domestic and foreign flannels \$2.50 to \$15

**SHIRTS**

- Rajah Silk Shirts, negligee, coat cut style, outside breast pocket, tan color, perfectly tailored, sizes 14 1/2 to 17 \$5.00
- White China Silk Shirts, negligee, coat style, close fold fitting collar \$5.00
- Swazette, French Madras and Mohair Negligee Shirts, soft collar, cuffs attached; white, cream, tan, gray, blue, pink \$1.50, \$1.75, \$2.00, \$2.50 and \$3.00

**NECKWEAR**

- Cheney Silk Four-in-Hand Ties, tubular woven, seamless, reversible; colors pearl, gray, white, red, blue, lavender, green, tan and rose \$50c
- Knitted Silk Four-in-Hand Ties, 12 different shades to choose from; very handsome and stylish \$75c

**GLOVES**

- Chamoisette Gloves, in gray, pearl and chamois color—per pair \$75c
- Genuine Chamoiskin Gloves, gray and chamois color—per pair \$2.00

**HOSIERY**

- Florenza Silk Half Hose, 12 shades \$35c
- Silk Lisle Half Hose, tan, black, also fancy patterns, shades and colorings \$50c, 65c, 75c and \$1.00
- Pure Silk Hose, in many beautiful colors \$50c

**HATS**

- We are offering something new, the "Three-in-One," a lightweight hat, in different colors, that can be worn three different ways \$2.00
- Montana Soft Hats—A large collection of new blocks and styles; colors pearl, gray, Cuba, oak brown, coffee, weasel, silver, straw and blue \$3.00

**UNDERWEAR**

- Keep Cool Union Suits, elastic ribbed, porous knit, sleeveless and knee length; very fine finish, nicely trimmed. Per suit \$1.00
- Mercerized Union Suits, tailor made, full fashioned, form fitting; colors natural, flesh and blue. Per suit \$3.00
- Swiss Ribbed Union Suits, full fashioned, very fine, perfect fitting, very elastic; colors natural, flesh, blue, lavender, light green and slate. Per suit \$6.00
- Plaid Nainsook Shirts and Drawers—sleeveless shirts, knee-length drawers. Garment \$50c
- Keep Cool Shirts and Drawers—sleeveless shirts, knee-length drawers; very fine lisle mesh. Per garment \$1.00

**New Parasols**

They are a pretty sight in this season of rich colorings. You will be charmed with the styles here for the summer of 1910 to see them is a pleasure.

- Women's and misses' white linen parasols, with hemstitching or plain, with natural wood handles \$1.00 to \$1.50
- Pongee parasols, natural color, in the new checked effects or bordered with red or some other contrasting color \$1.75 to \$6.50
- Scores of styles, in colors, black and black-and-white checks, at all prices, from \$2.00 to \$20.00
- Children's parasols, in all colors, plain and fancy 25c to \$3.00

**When the Summer Girl Buys Her Gloves**



—she wants that quality she can be reasonably sure will justify the price paid, and naturally comes here to get them. Knowing, besides this, that here she will find the very style she wants, in the exact shade to match her costume, either in kid, suede, or silk.

**KAYSER'S AND FOWNES' SILK GLOVES**

The world's best; double-tipped fingers; kid glove-fitting; in all the new shades, and in all lengths from short to 16-button \$60c to \$1.25

Kaysers' side-clasp silk gloves, extra heavy quality, in all stylish colors \$1.75

**WASHABLE SUEDE GLOVES**

Every woman who has tried a pair of these washable suede gloves declares they are the best investment she ever made. They come in tan, cream, champagne, brown and black, and wash like a piece of cotton \$1.25

**Daintiness Reigns in the Neckwear Store**

Even the least costly of that great array of women's neckwear shown here is marked for its daintiness and that touch of distinction that puts M. M. Co. neckwear for women in a class by itself.

**HAND-MADE CONCEITS**

—from the work-rooms of Jas. R. Kelsor, New York city, from whence more original styles emanate than from any other makers, sold in Missoula by this store exclusively and at prices no higher than other stores ask for inferior styles and qualities \$35c to \$5.00



**More New Neck Ruchings Received**

Stock again up to its standard of completeness since the timely arrival of fifty pieces of Ruchings, all in new designs. Yard 35c to 75c

**Wind Vs. Veiling**

The wind came eering down Higgins avenue. It was just big enough to enjoy twisting all the feathers on the Pretty Ladies' Hats; pulling their fluffy hair all to pieces; spoiling their looks generally and making them wish they had stayed at home on else had taken precautions.

But there were some ladies who went along as smooth as one of the new cars. Every hair was in place.

They wore veils. They were veils. We've just opened up a new lot, including all the most striking and novel veils, as well as the fine, conservative kinds, both by the yard, at from 35c to \$1.50, made up at from \$1.50 to \$5



**GO-CARTS**

Our 1910 line of infant vehicles is the largest we have ever assembled and is complete, with scores of styles in rigid and collapsible go-carts, roadsters, sleepers, reed carts and English perambulators, from such well-known makers as Heywood Bros. & Wakefield, Fulton & Sturgis—names that stand for everything desirable in the baby carriage world. In these lines the comfort of the child is of first consideration, while his safety is made certain by high-class construction. The price range is wide, varying from the cheapest that is good at \$7.50, to the very finest, at \$55.00.

And here's Economy—a few styles of which we have but a few left to close at half price:

- No. 622—Reed Go-cart, with 14-inch wheels, adjustable back and dash, and parasol; regular price \$15.00; to close at \$7.50
- No. 712—Collapsible Go-cart, with reed or leather cloth sides and black enameled gear; has adjustable back; complete with parasol. \$12.00; regular \$12.00; to close at \$6.50
- No. 149—Folding Go-cart, in new auto design; Brewster green or French gray; regular \$12.50; to close at \$6.50
- No. 123—Go-cart with early English body, with reclining back and adjustable dash; green leather cloth hood; regular price \$27.50; to close at \$18.65
- No. 9524—Reed Go-cart, green corduroy lined, with parasol, foot brake and 1/2-in. rubber tires; regular price \$23.50; to close at \$14.85
- No. 450—Reed Go-cart, baronial finish, brown leather cloth hood, adjustable front and reclining back; regular price \$25; to close at \$23.50

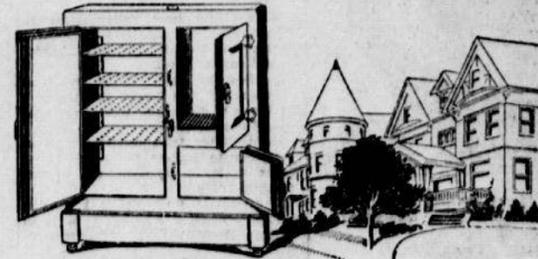
**A Remarkable Sale of Women's and Misses' Tailored Suits**  
Started in the Salon de Luxe Saturday

Every Woman's Suit Reduced **1/3 off** Every Misses' Suit Reduced

An actual, BONA FIDE SAVING OF THIRTY-THREE AND ONE-THIRD PER CENT on any tailored suit you may select and there are several hundred from which to choose, in all the latest and best styles of the season. See further particulars in our other page ad.

**All Our Pretty Hats to \$12, Now \$5.00**

Scores of women faced Saturday's stormy weather to take advantage of 14% wonderful offering. No hats as stylish, no hats so good in materials and workmanship are to be had in town at our regular prices. The sale has no competitor and no woman with a hat to buy can afford to miss the opportunity it presents.



**To Reduce the Cost of Living Buy An Automatic Refrigerator**

Waste is one of the greatest factors in the much-talked-of high cost of living. Cut out the waste and the saving is obvious. Automatic refrigerators do this very thing, or at least reduce it to a minimum, by saving and keeping fresh and sweet everything put into them and they use less ice, are easier to keep clean and are more substantially built than any others.

**All Styles, from \$16.50 to \$75.00**

- Zinc-lined, plain \$16.50, \$18, \$22, \$26, \$29, \$35 and \$50.
- Zinc-lined, with water cooler, \$22 and \$25.
- White enamel lined, \$31 and \$34.
- Porcelain lined, \$50 and \$60.
- Opalite lined, \$65 and \$75.
- The right size for families of any size, in capacity 50 to 150 pounds. Let us show you the line.