

A THREE-DAYS' GRAND CELEBRATION

This Grand Celebration Sale marks the completion of this newly enlarged and remodeled store, and the beginning of the era of modern merchandising in Missoula, with greater convenience and greater satisfaction to the public than this store, which for nearly 40 years has led all others, has ever been able to give before.

Missoula M



Clothes Fit to Celebrate In

They're Missoula Mercantile Co. clothes and fit the occasion, fit your body and fit your purse. You couldn't find better if you searched the country over and locally there are none so good. They're full value clothes, guaranteed to satisfy in every instance by a house whose guarantee means something.

Premier Clothes

For the man who would declare his independence of the merchant tailor, we recommend PREMIER Clothes, made especially for us by the highest skilled tailors in the country and all hand-made, which makes them hold their shape and wear and present till the last the appearance of gentlemen's clothes. They are exclusive in style and in fabric and every garment carries with it an individuality not found in any other make of ready-to-wear clothing. Suits in fancy weaves and patterns, in the most stylish colorings, also in fine blues and blacks, \$25.00 to \$45.00

SUITS IN OTHER GOOD MAKES, \$12.00, \$13.50, \$15.00, \$16.50, \$18.00 AND \$20.00

H. S. & M. Suits

Full value for every penny you spend, whether buying clothes or anything else, is all any man asks for; he has a right to expect it and he does get it in the Hart, Schaffner & Marx clothes we sell—there is more value for the money in them than in any other clothes sold at the same prices that we know. Their all-wool fabrics assure long service; they are smart in style, and there is nothing slighted in their makeup—finings, trimmings and tailoring, all of the highest order; we make a specialty of these clothes for this reason; they pay you as much as they pay us. H. S. & M. suits—fancies, blacks and blues, \$22.50 to \$35.00

Young Men, Here's Your Chance

Every one of our remaining young men's suits, in such makes as "Fashion," "Society" and Hart, Schaffner & Marx, reduced in price for final windup of this season's stock in this section. Our young men's clothing does not require to be exploited here—there's not a young man in town but concedes its superiority in every essential, and mighty few of them but are eagerly taking advantage of these:

- \$10 Suits reduced to \$6.75
- \$15 and \$16.50 Suits reduced to \$9.75
- \$20 and \$22.50 Suits reduced to \$13.75
- \$25 and \$27.50 Suits reduced to \$16.75
- \$30 and \$35 Suits reduced to . \$22.75

All Alterations Charged for Extra, at Cost

Young Men's Peg-Top Trousers

A great reduction on all of our high-class young men's peg-top trousers, Alfred and Paragon makes, custom made, full peg tops, permanent crease, cuff and three-inch turn bottoms; choice fabrics in foreign and domestic weaves. Also all of our other makes young men's peg-top trousers in many choice fabrics:

- \$3.00 trousers now for \$2.25
- \$4.00 trousers now for \$3.00
- \$5.00 trousers now for \$3.75
- \$6.00 trousers now for \$4.50
- \$7.00 trousers now for \$5.25
- \$8.00 trousers now for \$6.00

The Greatest Free

With Every Man's



- A \$5
- A \$5 S
- A \$3.50
- A \$3.50 or
- Any S
- Any \$5
- F

Please observe that get a brand new to our entire hat selection. Several most advanced styles rushed in

Another Lot of Those White Madras Shirts Worth \$1.50 to Sell at 95c

They come from one of the best makers in the country and the reason they're underpriced is because he was clearing decks far before starting on fall lines. These shirts are made from a very fine quality madras, with full plaited front, coat cut, and have the cuffs attached; sizes 14-12 to 17; they will go quickly at 95c

Manhattan Shirts

Distinguished for their fine fabrics, neatness of pattern, permanency of color, excellence of making and perfection of fit. You'll certainly find many to your liking in this great showing; prices, \$2, \$2.50, \$3 and \$3.50

The name of comfort in hot weather is a silk shirt. Some very fine ones in the Manhattan line, at \$4.50, \$5.00 and \$5.50

Summer Hosiery

Florenza Silk Half Hose, in a dozen colors including black and tan; the nearest to real silk you ever saw; per pair 25c
Pure Silk Half Hose with linen heels and toes, strictly high grade, in black, tan and fancy, solid and changeable colors; per pair 50c
Silk Lisle Half Hose, in plain colors and fancies; per pair 50c, 65c, 75c and \$1.00

Negligee Shirts

Rajah Silk Shirts, negligee, coat cut style, outside breast pocket, tan color, perfectly tailored, sizes 14-12 to 17 \$5.00
White China Silk Shirts, negligee, coat style, close fold fitting collar, each \$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

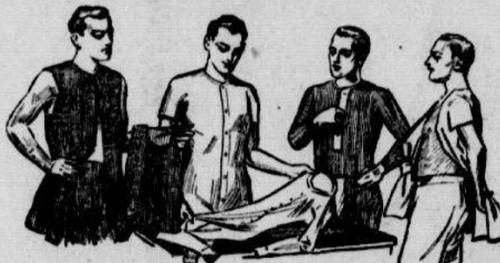
Summer Neckwear

Cheney Silk Four-in-Hands, the novelty for 1919, in solid and changeable colors 50c
The very latest, an advance fall style, is the Ideal Cravat, it comes in beautiful rich Persian designs and colors 75c
Kaiser's Barathra Neckwear, in four-in-hands, bows and string ties; the best neckwear made 50c to \$2.00

A TRIO OF HOT WEATHER SPECIALTIES

"No See" Suspenders, 50c Knit White Summer Suspenders 50c Knit Summer Garters 50c

Here's the Kind of Underwear for Hot Days



The man who wanted to shed his skin and sit on a cake of ice came in here the other day and told his troubles. He was looking for the lightest, coolest underwear he could get, and he got it here.

Keepkool Underwear

A boon to humanity this hot weather. In separate garments and union suits, for men and boys.

- Men's "Keepkool" Shirts and Drawers \$1.00
- Men's "Keepkool" Union Suits \$1.00
- Boys' "Keepkool" Shirts and Drawers 25c
- Boys' "Keepkool" Union Suits 50c

Athletic Underwear

- Men's Nainsook Union Suits \$1.00
- Men's Nainsook Shirts and Drawers 50c

Kneipp's Linen Mesh

Closing out this line at celebration prices.
Regular \$2.50 Garments, reduced to \$1.75
Regular \$3.00 Garments, reduced to \$2.50

Knitted Underwear

- Fancy halbrigan shirts and drawers, fine striped, good quality 50c
- Fine French halbrigan shirts and drawers \$1.00
- Extra fine worsted shirts and drawers, all sizes \$1.50
- Fine mercerized lisle shirts and drawers, pure white; all sizes \$1.75
- Men's finest Mao cotton shirts and drawers \$2.00
- Men's mercerized Union Suits in blue, tan and gray \$2.50

SPECIAL—Men's ribbed shirts and drawers, regular price 50c, only 37 1/2c

Celebration Special

You won't feel much like celebrating the Fourth if your shoes are not comfortable. No reason why your feet should trouble you, though; the comfortable. Scores of styles, in all leathers, the best values you'll find

Men's \$4 Oxfords \$1.95

Two lines, 63 pairs in all, of Men's \$4.00 Oxfords at less than half price. One lot of 30 pairs, in patent colt, made up in button style, on a good, seasonable last; almost any size in these widths, B. C. D and E. Also 33 pairs of Russia tan, button Oxfords, made on a good, shapely last, with Good-year welt soles. Either style will be found to possess excellent fitting and wearing qualities; regular price \$4.00 a pair; celebration price \$1.95

Men's \$4 Oxfords \$2.95

This offering includes every pair of Men's \$4.00 Oxfords in the store, the above lots excepted.

Boys' Canvas Shoes

Boys' and Youths' Canvas Vacation Shoes; well made, light and cool; in all sizes, from 11's to 5's; celebration special, per pair 95c

Misses' Canvas Oxfords

Children's white canvas Oxfords, plain and tipped toe; regular price \$1.25, special \$1.00
Misses' white canvas Oxfords, styles; regular price \$1.50; special \$1.25



More Boys' Indian Suits to Be Given Away

Just in the nick of time for this Celebration Sale, another shipment of those dandy Pocahontas Indian Suits rolled into the Boys' Store and every one of them will be given away to customers of this department who make purchases amounting to \$3.50 or over.



Regatta Wash Suits for Little Chaps

Until you have actually seen "Regatta" suits for little fellows you cannot appreciate their cleverness in style, nor their difference in material and making from the many ordinary assortments found at this season.

The prices are as moderate as can be, and the many styles we will show you cannot but prove interesting. We have handled this make for years, in ever-increasing quantities each season, and always with the greatest satisfaction to mothers.

Present showing includes Russian and blouse styles, the former with belts to match the cloth, while the blouse styles come with sailor collars or fold collars, with bows. In chambrays, ducks and galateas, in plain and white, blue, tan and gray and in pretty patterns; with head trimming. Sizes 2 to 9 years.

- Prices—\$1.50, \$2.00, \$2.50, \$2.75, \$3.00, \$3.50 and \$4.00.

Children's Rompers

Just the thing for the little fellows to wear at play; they save better clothes and are shaped as to give more freedom for action—and they're so easily laundered. They come in gingham and chambrays, plain blues and tans and fancy patterned; sizes 2 1/2 to 7 years. Prices 50c to \$1.00

Boys' Blouse Waists 50c

A SPECIAL OFFERING

25 dozen Boys' Blouse Waists, made from fine quality French chambray, in white, tan and blue; all sizes, from 6 to 12 years. These waists are very well made, liberal in cut and nicely trimmed; all have attached collars.

Children's Straw Hats

Children's Straw Hats, in every staple and new fancy style, in rough-and-ready straw braids to the finest Milans; from 25c to \$4.00



Here's Baggage Going at Cost

This vacation sale of trunk than other stores ask for

Mattress suitcases, worth \$2.50, fiber board, leather cases, riveted dies, cloth lined. These cases suitable for children and adults. Special, each \$1.50
Genuine Keratol, steel frame suitcases, reinforced riveted leather cloth lined, sizes 18 to 24 inches. Each \$3.00

\$5.00 Suitcases reduced to \$3.75

\$6.00 Suitcases reduced to \$4.50

We carry in stock the LIKLY baggage made. You can get your \$10.00 Trunks reduced to \$12.00 Trunks reduced to \$15.00 Trunks reduced to \$18.00

