

# Missoula Mercantile Co

EVERYBODY'S STORE FOR EVERYTHING

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## The Clothing Store That Serves All Men, Rich and Poor, to Their Best Advantage

It is no uncommon thing to see the man who gets his living by the sweat of his brow here rubbing elbows with the banker or professional man—both are here for the same purpose—to buy the best there is to be had in clothing and furnishings to meet their individual requirements, the one of sturdiness of wear and neatness of appearance, the other of the finest to be had; both are here for the same reason—because no other store so thoroughly meets their ideas of value at a given price.

Last week a man came almost a hundred miles to this store, especially to buy PREMIER clothes. Every day men come from many towns for miles around Missoula for their winter suits and overcoats—some want PREMIER clothes, those splendid hand-tailored garments produced for this store exclusively; some prefer Hart, Schaffner & Marx clothes, that nationally famous line sold nowhere else in Missoula; and many find best value in our Woolworth clothes, for the price they want to pay.

This is the Clothing Store of greatest activity because it is the Clothing Store of greatest variety of up-to-date styles, and because we frequently secure some very unusual lot to sell at less than regular prices. Composing our stock are hundreds of different styles of MEN'S SUITS, from \$15.00 to \$37.50, and of OVERCOATS, from \$15.00 to \$100.00. Correct styles and perfect fit assured in every instance, and behind everything we sell is this Store's guarantee to "make good" should the goods fail.

### Lively Times in the Men's Underwear Store

It has become second nature with some men to look to this store for their supply of winter underwear, others are quickly learning to do so. With 37 varieties to select from, it is safe to assume that you'll find just the right underwear here; whether "right" with you means price, texture, weight or style.

Here's a couple of instances where figures will speak for themselves:

**75c** Per garment for LAMBDOWN "Body-guard" fleeced-lined underwear, usually at \$1.00 garment.

**85c** Per garment for men's fine wool underwear; good, heavy weight; emory or salmon color; flat weave or ribbed; \$1.25 is the regular price.

**WoolWorth** is honest, warm and durable, the most satisfactory high-grade underwear a man can buy. Three years on the market and not a complaint to date.

It's WOOL, it's WORTH the price. All sizes, from 36 to 50. Five styles, one at \$1.75 per garment, two at \$2.00, one each at \$2.25 and \$2.50.

### Men's Warm Nightshirts \$1.00 Instead of \$1.50

The fullest cut, best made nightshirts in town; made from good quality outing flannel, silk-trimmed, full 60 inches long, bell shape, all sizes.

## Extraordinary Purchase of Winter Overcoats

One of the largest and best manufacturers in the country, whose clothing is well known to Missoula men, has just closed out to us one of the most remarkably underpriced lots of MEN'S and YOUNG MEN'S Winter Overcoats it has ever been our good fortune to offer at the beginning of a season.

OVERCOATS Made to Sell at } \$15, \$18, \$20  
\$18.50, \$22.50 and \$25, Priced }

THEY'LL GO QUICKLY, so, if you are looking for just such an opportunity as this, don't stand on ceremony, but come right in and pick yours out. Sizes 33 to 44 chest measure; made up from good wool fancy overcoating, cut long, with graceful hang and sweep; well lined; they have half-belted and plain backs, and the best of the convenient TWO-IN-ONE-COLLARS—an ordinary collar and flat lapels for general wear; changed instantly to a storm coat or motor coat. Regular \$18.50, \$22.50 and \$25.00 Overcoats at \$15.00, \$18.00 and \$20.00.

### Something About Our \$3 Men's Corduroy Pants

To begin with, you've paid \$5.00 for just such pants and got pretty good value, too. They're made from a light tan corduroy, full-cut, peg top; with welt seams, turn-up bottoms, belt loops, riveted buttons and side buckles. Another instance of our wholesale business working to your advantage.

### Young Men's Pants \$2.50

Made from heavy, all-wool fabrics that are warm and serviceable; made in medium peg-top style. Hundreds of pairs of fine Dress Pants, Sweet-Orr and Paragon makes, \$4.00 to \$10.00.

### A Good Warm Bathrobe Is Needed by Every Man

Handy to slip on when attending the fires at night, a necessity when going through long, cold halls to and from the bathroom. We can't recall when we've had prettier patterns, finer qualities or better values to offer than right now. Prices, \$3.50, \$5.00, \$6.50 and up to \$12.00. Boys' Bathrobes, \$2.75 and \$3.50.

### Keep Your Feet Warm

It's doctors' orders and will save you doctor's bills later on. Here's a fast black Cashmere hose that ought to sell at 35c for 25c a pair; others up to 50c.



### More Boys' \$1.00 Sweaters To Sell at 55c

It didn't take long for the first lot to be closed out and the second will likely go just as quickly. These sweaters are made coat style, good heavy weight, in a new corrugated weave, in green leather mixture and gray; all boys' sizes. Other Boys' Sweaters specially priced at \$1.00, \$1.50 to \$2.00.

### Dr. Denton's Sleeping Garments For Boys and Girls

In the Underwear section of the Dry Goods department you will find them, these sleepers for little ones. Made of a very fine knitted merino fabric, natural color; they cover the body, legs and feet. Style C 10 is made without drop seat, sizes 0 to 10 years, 50¢ to \$1.00. Style C 15, with drop seat, same sizes as above, 40¢ to \$1.10.

### Bear Brand Stockings

The best-wearing, best-looking and best-fitting stockings for children and misses. A trial will convince you. Three styles: "Bear Skin," sizes 6 to 9½, per pair 20¢; "Two-Step" girls, same sizes, pair 25¢; "Sandow" boys, same sizes, pair 25¢. Here also are the famous Musser hose for boys. Heavy ribbed, Egyptian cotton, color fast and guaranteed that the dye has not weakened the yarn; white toes; the best, and cheapest in the end; sizes 6 to 11; per pair, 40¢ and 50¢.

## Room-Size Rugs—An Opportunity

The carpet and rug designers are as persistently after new fancies as are the creators of garments, and so, season after season, as many patterns have to be dropped from the mills' catalogue as there are new designs added. Any stock on hand in these dropped patterns is allotted among the mills' best customers at less than cost of manufacture. So here are sixty beautiful rugs that came to us under the above circumstances and which we propose to pass on to our customers on terms equally favorable to them.

\$18.95

For 9 ft. by 12 ft. Rugs, Sold Regularly at \$27.50, \$30.00 and \$32.50.

Forty beautiful rugs in this lot, in such famous makes as Bussorah Axminster, Hartford Viceroy, Smith's Viceroy Axminster, Wilton Velvet and Hartford Brussels. Excellent patterns and exquisite colorings.



\$39.50

For 9 ft. by 12 ft. Rugs, Sold Regularly at \$50.00 and \$55.00.

Choice of twenty very fine and handsome rugs, including some Royal Wiltons from the Hartford Mills, Bunsdhar Wiltons and other well-known makes, the charming designs and pleasing colorings make these rugs very desirable.

## Women's Knitted Underwear

Missoula's foremost Women's Underwear Store, because of pre-eminence in service—satisfactory, comprehensive assortments of texture and weights at moderate prices.

Luck for Women Who Wear a Size 3 or 4 Union Suit

We have too many of two certain styles of Munsing union suits in these sizes, and this opportunity is the result. In natural gray wool and heavy mercerized silk in light blue or flesh color; made to open across bust; regularly \$3.50 and \$4.00. Women's separate Pants and Vests, extra quality, fleeced-lined; 35c quality; each 25c. Women's fine fleeced cotton Pants and Vests; tailor finished; extra value; each 50c. Women's fine fleeced cotton Union Suits; nicely finished; extra value; each \$1.

### Fine Warm Outing Gowns

As being typical of the values we offer this season, we mention a certain gown usually sold at 75c or 85c, made of good quality, neatly striped outing flannel, full cut and nicely finished and trimmed with fancy braid, that you can buy here for 50c. Others, for Women, 75¢ to \$2.50, Children's, 50¢ to \$1.00.

## \$1 to \$1.50 Dress Goods 75c

All that remains of twelve pieces of BLACK AND COLORED ALL-WOOL DRESS GOODS that have been among the season's popular sellers, at \$1.00, \$1.25 and \$1.50 a yard, marked at 75c for quick disposal. Some have been sold down to a dress length, of others there is enough for several garments; all are reasonable and in every way desirable, and at the price they are now offered the clean-up will be over almost before you realize it. Sale opens this morning.

- ONE PIECE GRAY PANAMA, 42 INCHES WIDE REDUCED FROM \$1.25 TO 75¢
- ONE PIECE GRAY FANCY TRIPOLIS, 42-INCH, REDUCED FROM \$1.25 TO 75¢
- ONE PIECE LAVENDER WOOL TAFFETA, 40-INCH, REDUCED FROM \$1.25 TO 75¢
- ONE PIECE HELIO FANCY SILK WARP, 40-INCH, REDUCED FROM \$1.50 TO 75¢
- ONE PIECE RESEDA WOOL BATISTE, 42-INCH, REDUCED FROM \$1.25 TO 75¢
- ONE PIECE LIGHT GREEN TRIPOLIS, 42-INCH, REDUCED FROM \$1.25 TO 75¢
- ONE PIECE BROWN PANAMA CLOTH, 44-INCH, REDUCED FROM \$1.25 TO 75¢
- ONE PIECE BLACK CHEVIOT SERGE, 48-INCH, REDUCED FROM \$1.00 TO 75¢
- ONE PIECE BLACK FANCY MIA, 42 INCHES WIDE, REDUCED FROM \$1.25 TO 75¢
- ONE PIECE GREEN MOHAIR, 44 INCHES WIDE, REDUCED FROM \$1.50 TO 75¢
- ONE PIECE NAVY BLUE FANCY BATISTE, 44-INCH, REDUCED FROM \$1.50 TO 75¢
- ONE PIECE GREEN WOOL BATISTE, 50-INCH, REDUCED FROM \$1.25 TO 75¢

## The Thermometer Is at the Blanket Mark

The best blankets are here, and people are coming after them. There's nothing sensational about our blanket advertising—it doesn't tell of \$5.00 blankets for \$2.50—but here is a fact of vital meaning to you, and which, perhaps, you have never sufficiently realized: REGULARLY YOU CAN NOT BUY ANY ARTICLE IN OUR STOCK OF BEDDING FOR THE SAME MONEY IN ANY OTHER STORE IN MISSOULA.

Cotton Sheets and Blankets—Good grades and all weights up to 4 pounds, at \$1.00 to \$5.00. Wool and Cotton Blankets—Preferred by many because they do not shrink as much as the all-wool kinds, and are nearly as warm; prices from \$4.00 to \$7.00.

All-Wool Blankets—The length, fineness, finish and weight of the wool in these blankets make the prices exceptional—\$5.00 to \$15.00. Comforts—We specialize on the famous "Home-Made" cotton filled and Tauber's sanitized wool comforts—the best; \$3.00 to \$15.00.

## New Attractions in the Furniture Bargain Basement

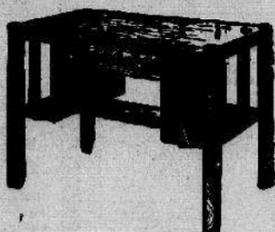
The bargains one finds here are worth coming miles to get, and no matter how often you come there are always many fresh opportunities to save.

- 4.50 COMFORTS \$3.98
- 30 full-size cotton-filled comforts, with good quality silkline covers; regular \$4.50 value; now \$2.98 only
- 36.00 MAGAZINE RACKS \$2.95
- Magazine racks, exactly like the cut, in solid oak, golden finish; shelves 18x12 -12 inches, rack 44 inches high; regularly priced at \$6.00, now \$3.95 only
- 4.00 PICTURES \$1.98
- A lot of beautiful framed pictures, in good, large sizes; various subjects suitable for various rooms; regularly priced at \$4.00, now \$1.98

\$3.00 Carpet-Sample Rugs, 49¢

44 samples of best Wilton carpet, 27x36 inches, suitable for rugs for many places; goods regularly sold at \$3.98 a yard; in the Bargain Basement at 49¢

## This \$20 Library Table Priced at 12.85



The cut hardly does justice to this elegant table, which forms the star attraction in our regular furniture stock the coming week. It is built of solid oak, either Early English or fumed finish; top 42x25 inches; legs 2 inches square; book rack at each end and drawer and magazine rack in center; regular price is \$20.00; this week we sell it for \$12.85 only

Our new line of Library Tables is now ready and includes all the latest styles in the most approved woods, and finishes; prices from \$10.00 to \$55.00.

## Our Upholstery Store

possesses unsurpassed facilities for making all varieties of good window shades, supplying all the better classes of draperies and executing all orders for drapery work and reupholstering of furniture in the way that proves most satisfactory to customers.

## Pretty \$5 to \$8.50 Hats Go On Sale for \$2.75

Hats for women and hats for misses are included in this remarkable offering, and the assortment is so varied as to include just the right hat to make every face look its best. Large hats and small hats, neat, little bonnet effects for the young miss and smart tailored and dress hats for older heads. Close-fitting little felt hats with pretty wing-trimming; popular draped turbans with feather or marabou band trimming; high crown velvet hats with tailored velvet wings; smart black-and-white hats and many others; all with their original \$5.00 to \$8.50 tags, reduced to \$2.75



### Girls' College Hats \$3.00

Made of a very fine felt and can be rolled up and carried in a pocket; in gray, red, black, navy and brown, with simple ribbon or cord trimming to match.

### Aviation Hoods

In solid-colored white, red, gray, navy, brown and black and almost any combination of these colors. Children's Aviation Hoods, 50¢, \$1 and \$1.50. Women's and Misses at \$1.75 and \$2.00.

Children's Felt Hats, 25¢ and 50¢

Hats suitable for school and knockabout wear, in all colors and shapes; some of them were formerly priced as high as \$2.50.

## Tailored Dresses Women Have Waited For

Women who have been looking for good, practical dresses for business wear will find a number of just such garments here now. They are Matzen-made garments, and most women know what the name of Matzen stands for when it comes to matters of quality, tailoring and perfection of fit; made from very fine black or navy blue serge and as simple in style as one could wish—in fact, ideal business dresses; plain skirts with slightly high waist line; high collar and long sleeves; buttoned down left side front; attractively priced, too, at \$17.50



## Other Modest Priced Dresses

Dresses that will appeal on sight to every school girl and woman in search of something practicable for business wear or informal dress, at a price range of from \$8.50 to \$32.50, depending upon the quality of materials, or, perhaps, a greater simplicity in the trimming.

AT \$8.50 Practical serge Dress—es in blue, brown, tan and black; large pointed collars; cuffs and single revers of black satin; white lace yoke and collar.

AT \$20.00 A dress of black-and-white checked serge; round neck; black satin trimming on waist and skirt.

AT \$22.50 Plain tailored business dresses in blue and black serge; side-buttoning models.

AT \$27.50 A tailored dress of very fine red serge, with high neck and three-quarter length sleeves.

## A \$1 Sweater Coat Sale

WOMEN'S \$2.50 COATS, \$1.00

Good, heavy-weight wool Sweater Coats, sizes 26 to 44, plain rib stitch, V-neck, in red, gray and white; regularly sold at \$2.50 Special \$1.00

CHILDREN'S \$1.75 COATS, \$1.00

Plain and fancy woven Sweater Coats, sizes 27 to 34, single and double breasted; high collars; in plain colors and combinations; regular \$1.75 garments; Special \$1.00



## Warm Flannel Shirts That Women Want for Winter

Shirts made from a new French flannel, very manly in style, with detachable soft collars, French fold cuffs, and breast pocket and yoke back; in cream color with double blue stripes, also with black, green or purple stripes; sizes 34 to 42; price \$3.75.

Short Kimonos, Dressing Sacques

Many styles are here to pick from and at each price is represented an extra value. In fleeced flannels, large figured designs in light and dark colors, at \$1.00 to \$2.50. In nunaveilles, made with fancy collars and ribbed ties; pink, white or blue; at \$2.00 to \$2.00. In figured silks, in rose, red, navy and pink; shirred waists; at \$2.75.