

# Missoula Mercantile Co.

STORE OPEN ALL DAY WEDNESDAY—CLOSED ALL DAY JULY 4

## It Will Be a Glorious Fourth for Women

With Suits and Coats at Half Price, Dresses Reduced One-Fourth and Scores of Other Attractions Here to Make Missoula Women Joyous

BANG, go the prices! WHIZZ, are going the garments! "AHA," are the many expressions of delight from those who take advantage of the Special Fourth of July Sales now in progress in our Women's apparel and Millinery Salons. The offerings are simply irresistible, for every woman knows that no better, prettier or more stylish apparel was shown anywhere this season than that bearing the M. M. Co. stamp; that even at regular prices the values have been exceptionally good and without comparison; and that here, reduced price means reduced price exactly as stated. Out-of-town women should be sure to include this Sale in their Fourth of July celebration program.

### Women's and Misses' Suits HALF PRICE

More than a hundred handsome garments to pick from—all new, fresh and in this season's best styles, made from choice materials and perfectly tailored. Plain suits and fancy suits in all junior, misses' and women's sizes, from 13 years to size 44 bust measure.

**MATERIALS** include whipcords, serges, diagonals, Bedford cords, tweeds and Panamas.  
**COLORS**—White, navy, tan, Copen, gray, black, brown and harmonious combinations.

Suits suitable for every occasion—everyday wear, traveling or afternoon dress. Every suit in the store now HALF-PRICE.

\$12.50 Suits now	\$6.25	\$30.00 Suits now	\$15.00
\$15.00 Suits now	\$7.50	\$32.50 Suits now	\$16.25
\$16.75 Suits now	\$8.40	\$35.00 Suits now	\$17.50
\$18.50 Suits now	\$9.25	\$40.00 Suits now	\$20.00
\$20.00 Suits now	\$10.00	\$45.00 Suits now	\$22.50
\$22.50 Suits now	\$11.25	\$50.00 Suits now	\$25.00
\$25.00 Suits now	\$12.50	\$55.00 Suits now	\$27.50
\$27.50 Suits now	\$13.75	\$60.00 Suits now	\$30.00

### Silk and Cloth Dresses REDUCED 1/4

Women's and misses' dresses, in all the stylish weaves of wool and silk, and in all stylish colors, having all the charm of clever designing and exclusiveness to distinguish them from the usual ready to wear models.

\$7.50 Dresses	\$5.62	\$25.00 Dresses	\$18.75
\$12.50 Dresses	\$9.40	\$30.00 Dresses	\$22.50
\$15.00 Dresses	\$11.25	\$35.00 Dresses	\$26.25
\$20.00 Dresses	\$15.00	\$40.00 Dresses	\$30.00
\$22.50 Dresses	\$16.90	\$45.00 Dresses	\$33.75

### Women's and Misses' Tub Dresses

An all-embracing collection, which includes the cleverest of this season's models in tissues, gingham, chambray, linen, batiste, lingerie and other summer fabrics—each cool and daintily made, each with some feature to give it chic and distinction—\$3.50 to \$35.

#### Special at \$4.50

Women's and misses' wash suits, in a clever new coat model; coats of blue, tan or lavender striped cotton whipcord, with large sailor collar, trimmed with rows of small buttons, patent leather belt; skirts of white cordaline, plain straight-line model; specially priced at \$4.50

#### Special at \$4.75

Misses' white line wash suits; coat with pointed sailor collar with four-in-hand tie, and pointed button; trimmed with pale blue chambray; all-white skirt, made to button full length of front with pearl buttons; sizes 16 and 18; specially priced \$4.75 only.



### Handsome Hats Happily Halved

The heading refers to the prices on all our handsome trimmed hats—the prettiest, smartest conceptions of the season, in styles so varied as to meet the peculiar and particular needs of every face and type of beauty, from neat little hats for traveling to magnificent creations for reception wear, ranging in price from \$10.00 to \$35.00, now to sell at a reduction of 1/2

\$2

Many hats to select from at \$2.00; formerly \$4.00, \$6.00 and up to \$8.00; large and small shapes, with ribbon, flower or feather trimmings; also black satin derbies and blue and black turbans.

\$2

#### New Ratine Hats

New shapes in these, large and small; special values at \$2.00, \$2.25, \$2.75.

#### New Panama Hats

Finest quality South American hats, in medium and large sizes; extra good values at \$6.00 to \$9.00.

#### Summer Felt Hats

All white, large and small shapes; trimmed with ribbon or cords, \$2.25 to \$5.

#### Blazer Cloth Hats

A special offering of these red-and-white and blue-and-white striped outing hats, at \$1.25

### Women's and Misses' Coats HALF PRICE

Rapid selling—a quick clearance—is sure to follow this announcement, for with coats so decidedly in vogue and such lovely garments so remarkably low-priced no woman can longer afford to be without one. A wide range of styles to choose from; a great diversity of materials and all sizes, 16 years to 44 bust.

**MATERIALS** include mistral cloth, serges, tweeds, fancy mixtures, Scotch cloth, broadcloth and pongee, Rajah and shot silks.  
**COLORS**—White, black, navy, gray, tan, brown and others; plain or combined with others.

There are plain tailored coats and fancy coats whose little individual touches of trimming and novel effects in designing distinguish them from the ordinary—all now HALF-PRICE.

\$9.75 Coats now	\$4.90	\$20.00 Coats now	\$10.00
\$12.75 Coats now	\$6.40	\$22.50 Coats now	\$11.25
\$13.50 Coats now	\$6.75	\$25.00 Coats now	\$12.50
\$15.00 Coats now	\$7.50	\$27.50 Coats now	\$13.75
\$16.50 Coats now	\$8.25	\$30.00 Coats now	\$15.00
\$18.50 Coats now	\$9.25	\$35.00 Coats now	\$17.50

### Children's Coats, Clever Styles HALF PRICE

Every little girl's mother will find in this sale the very coat she wants for her daughter—and at HALF the usual price. Chic little models with large sailor collars, deep revers, and cuffs and patch-pockets, in every desirable wool or silk fabric and in every color; sizes 4 to 14 years.

\$4.50 Coats now	\$2.25	\$7.50 Coats now	\$3.75
\$5.00 Coats now	\$2.50	\$8.50 Coats now	\$4.25
\$5.75 Coats now	\$2.90	\$10.00 Coats now	\$5.00
\$6.00 Coats now	\$3.00	\$12.50 Coats now	\$6.25
\$6.75 Coats now	\$3.40	\$15.00 Coats now	\$7.50

### Children's Summer Wash Dresses

Dresses for girls, 4 to 16 years, ready-made and cheaper than the materials alone could be bought for; in gingham, chambray, tissues and laws, in plain colors, neat checks and plaids and fine stripes, trimmed with embroideries, fancy wash braids, pipings of contrasting colors and buttons; also lingerie dresses, in pink and blue, of net, allover embroidery and fine mulls, trimmed with lace. Any number of cool summery models—75¢ to \$15.00.

#### Middy Blouses

In white galatea, with navy blue collars, faced front, pocket and short sleeves; and the reversible kind which can be worn either side out, affording a white or a blue collar as desired; sizes 6 to 16 years, \$1.50 to \$2.25.

#### Misses' Skirts

These are made of white galatea and are extensively worn with the middy blouse; plaited models, in all lengths, from 18 to 27 inches, at \$1.50. Also a full line of White Skirts for women.

### Fourth of July Furnishings for Women

The best place in town to buy gloves, neckwear, hosiery, ribbons parasols and other hot-weather necessities, not only because of better values, but because of larger assortments and better goods to pick from.

#### Hot Weather Neckwear

Lord Byron Collars, 25¢, 35¢, 50¢  
Dutch Collars, 35¢, 50¢, up to \$2.50  
Windsor Ties, 25¢, 50¢, 75¢  
Soft Collars with Ties to match, 75¢  
Rouchings and Frillings, yard, 25¢ to 75¢.

In our Neckwear Section will be found all the newest designs in collars, bows, jabots, etc., in all stylish materials.

#### A Handkerchief Sale

Women's sheer lawn handkerchiefs; small and medium checks; regular 10c values; each, 5¢  
Women's fine pure linen handkerchiefs; nicely hemstitched; regular 10c values; each, 5¢

#### Cool Gloves

Fowner's and Kayser's makes exclusively; every pair warranted.

#### SILK GLOVES

Single-button length, 60¢, 85¢, \$1  
16-button lengths, \$1.25, \$1.50, \$2

#### CHAMOISETTE GLOVES

Single-button length, 75¢  
16-button length, \$1.25

#### SILK LISLE GLOVES

Single-button length in tan, gray, white and black; pair, 35¢

#### Ribbon Special

Plain and fancy ribbons, six and eight inches wide; regular 60¢ and 75¢ qualities; yard, 35¢

#### Pretty Parasols

White Parasols, plain and embroidered, \$1.50 to \$14.00  
Plain and Fancy Silk Parasols, novelties, \$2.00 to \$20.00  
Children's and Misses Parasols; all styles, 40¢ to \$2.50

#### EXTRA! Umbrella Special

One hundred women's umbrellas, 26-inch size, with 14-inch fancy gold-plated handles; first-class and serviceable, and an extraordinary value at \$1.39



### FLAGS For the 4th

Printed muslin flags, mounted on sticks:  
2x3 in. doz. 10¢ 6x9 1/2 in. doz. 25¢  
2 1/2 x 3 1/2 in. doz. 15¢ 7x10 1/2 in. doz. 30¢  
11x18 in. each, 50¢; dozen, 50¢  
12x22 in. each, 80¢; dozen, 75¢  
18x27 1/2 in. each, 100¢; dozen, 75¢  
20x36 in. each, 150¢; dozen, 1125¢  
Cotton bunting flags, mounted on spear-head staffs:  
17 in. each, 10¢ 25 in. each, 25¢  
24 in. each, 12¢ 48 in. each, 50¢  
Fast-color cotton flags, with sewed stripes and printed unions:  
4x6 feet, \$1.25 8x12 feet, \$5.00  
5x8 feet, \$2.00 10x15 feet, \$6.50  
6x9 feet, \$2.50  
Standard wool bunting flags, with canvas heading and grommets:  
3x5 feet, \$2.50 5x8 feet, \$5.00  
4x6 feet, \$3.50 8x12 feet, \$10.00  
BUNTING  
Standard designs, yard, 50¢

### Summer Underwear and Hosiery

Warm weather; cool underwear and thin stockings—every wanted style in either of these bodily needs is here, from the greatest producers of this country and Europe. Full lines of separate and combination garments in the famous Merode, Munsing and Carter's makes, which are famous for their comfort-giving qualities and serviceability at moderate prices; also the famous "Keep Kool" garments, in all styles at 50¢ and 75¢.

#### Two Fourth of July Specials

Women's union suits, Carter's make; with long or short sleeves or sleeveless; either ankle or knee length, 60¢ and 75¢.  
Women's pure silk and fine gauze hose; vents; oddments of 75¢, \$1.00 and \$1.50 lines; special, 50¢.

#### Silk Stockings, 50¢ and 75¢

At 50¢ a pair a splendid thread silk hose, made with lisle top, toe and heel; the genuine "Onyx" brand; choice of black, tan and white.  
At 75¢ a pair, an extra heavy quality thread silk hose, made with long lisle top; black, tan and white; all sizes; "Onyx" brand.

#### Extra Special for Misses and Children

Misses' and children's embroidered cotton hose, in tans and white; flat weave; full fashioned; sizes 5 1/2 to 9; formerly 75¢, now 15¢

#### Rompers and Play Suits

In the Children's Corner of the up-stairs underwear store will be found everything to contribute to the little ones' hot-weather comfort. Of rompers and play suits, a most complete showing at 50¢, 75¢, 85¢.

#### Embroidered Pillow Cases

A very special offering of Irish embroidered style hemstitched pillow cases; size 45x36 inches; made from "Defender" 35¢ muslin; choice of three designs; reg. 60¢; 3 for \$1; each, 35¢