

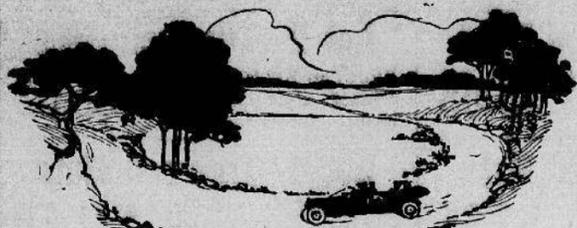
Is it too late for Pictures at \$1.50?

We are asked this question every day, and each instance our reply is: NO, WE HAVE A VERY GOOD ASSORTMENT, THOUGH THEY ARE GOING OUT FAST. There are pictures in the lot worth up to \$6.00, all nicely framed.—Furniture Annex.

Missoula Mercantile Co

SWAT THE FLY A single fly swatted now

will save something like twenty-six million swats a month from now. A few dollars spent now for door and window screens may prevent some dread disease from entering your home. In our Hardware Department are the screens you need.



And Now It's May

The Miracle of Spring is working before our eyes, we see nature clothing the world in green and gold and white and red and blue—just as the eyes of man have seen it through the years and years and years, since Adam and Eve.

Yet—

Have you ever known it to fail that you and all those you know find each coming of Spring to be the most glorious and joyous of all? How often we, all of us, feel that never were leaves so green, never sky so blue, never birds so bright of hue and cheery of song, or early blossoms so fair, as they are this year.

Human nature, too, they tell us, is better in heart in the Spring—the world looks brighter, there's ambition, a desire to do things.

As storekeepers, we would be poor indeed, if we could not at such a time keep up and spur up the aliveness of this store and keep pace with the great thoughts and great principles and great accomplishments of the day.

And so we have all worked to make it possible to say to you that at no time in the nearly fifty years of this business could we serve you with such good goods at such low prices as now. Big type and big adjectives could not give more strength to that statement. The store is fairly running over with good values in good M. M. Co. merchandise, and is more than ever—

Everybody's Store for Everything

The Sporting Goods Store Is Now a Busy Place

As busy now, nearly, as at the height of the season, because the call of out-of-doors is strong in every man and boy and everyone wants to be prepared for the first opportunity to answer the call.



BASEBALL

Popularity is a poor, weak word to use in connection with the national game. With a new league to watch, the fan won't have time to eat.

We can show you the largest and best assortment of guaranteed Baseball Supplies in the northwest. Goods made by A. J. Reach Co., and the Victor Sporting Goods Co.—the two best lines.

Here you can find the Official Cork-center ball of the American and National Leagues, also the Official ball of the new Federal League.

It pays to get the best.

TENNIS

All over town tennis courts are being put into shape and the pioneers have already begun to get into practice—it's a great game.

Our collection of rackets includes the best professional models, in various weights, all perfectly balanced, at prices to suit any purse.

The best and liveliest tennis ball on the market is to be had here, as, too, are all the other necessities, nets, court markers, racket covers, etc.

MOTORING

Not long since, any man who owned an automobile was either a millionaire, or was regarded as such. That meant that a certain class of supply men considered him their prey.

Now that thousands of moderate-salary men drive their own cars and that automobiles are being introduced into all lines of business, the selling of automobile supplies is getting down to a business basis.

Whether wanting tires or spark plugs, or anything else in the way of auto accessories, grease, or oil, or whatnot, you'll find here what you want. It will pay you to get acquainted with our stock, see what we have for your car and how we can add to your motoring comforts, economically.



FISHING

Contrary to various bits of humor on the subject, the man with the proper equipment catches the most fish.

It is the same with sport as with business: The man who goes about a job right gets results.

Here is the place to get the proper tackle—rods, reels, lines, flies, baskets and all the other accessories.

Men Who Know a Good Thing When They See It Are Quick to Buy These Suits at \$20.00

They recognize the unusual in this offering of a selection of our finest suits, over two hundred of them to select from, at only \$20. The regular prices of these suits range from \$22.50 to \$35.00; the average saving is \$10—you could not make \$10 easier, nor could you get better clothes if you tried—as far as we know, there has never been such a clothing value offered in town, nor one that anywhere near approaches it. In this offering you'll find—

PREMIER Clothes, Hart, Schaffner & Marx Clothes and Fashion Clothes for Young Men

—You'll find your sibe in a pattern that pleases you or if you want a plain blue or black, you'll find that, too. It's hardly necessary to go into details as to how the clothes are made—every man who knows anything about clothes at all knows that these clothes lead all others in matters of style, quality, service and satisfaction. Neither are the whys and wherefores of this offering of general interest. But of great interest and vast importance to every man within reach of this store is the fact—

For a limited time only we offer choice of over two hundred high grade, new spring suits, regularly priced at from \$22.50 to \$35.00 for only \$20.

More New Hats

New arrivals within a week—the latest things from the style creators, Stetson and Knox.

The latest things are the high crown soft hats, in various shapes and in new colorings, with new ideas worked out in bands and bows.

Every taste can be well suited here, and every purse.



Clothing for Men Going A-Field

The forester, the cruiser, the surveyor, the camper—all will find that here special preparations have been made for their clothing requirements.

Two-piece suits, made in Norfolk style, of genuine government standard forestry cloth or all-wool olive khaki; thoroughly well made—\$20.00.

Two-piece suits, Norfolk style, of imported corduroy, water-proofed—\$15.00.

Outing coats, of dark, tan, whip cord, belted Norfolk style—\$2.50; trousers to match—\$2.00.

Outing coats of water-repellant Flutlan cloth, \$3.000; trousers to match, \$2.00.

Outing coats, of olive drab khaki, Norfolk style; or water-repellant army duck, \$2.00; trousers to match, \$1.50.

Outing shirts, of heavy army khaki, military collar, full cut, with pockets, \$1.00.

Forestry shirts, of all-wool flannel, extra heavy, forestry or olive khaki color; unshrinkable; the utmost of value, \$4.50.



Vacation Luggage Underpriced 25 Per Cent Discount

A saving such as this event makes possible is of interest to everyone, whether an occasional traveler or one who is often on the go. The reduced prices prevail throughout our stock of trunks, suitcases and traveling bags, so one may get a complete outfit of high grade, dependable luggage at a clear saving of twenty-five per cent.

Trunks—All styles and sizes, wardrobe trunks, steamer trunks, dress trunks, for men and women, regularly \$9.00 to \$40.00, now, \$6.75 to \$30.00.

Suitcases—Of matting, fibres and leather, all sizes, men's, women's and children's styles, plain or fully fitted; regularly \$1.60 to \$25.00, now \$1.20 to \$18.75.

Traveling Bags—Styles for men and women, in genuine leathers; regular prices \$5.50 to \$25.00; now \$4.10 to \$18.75.

Dainty Corsage Sachet Bags FREE

To Visitors in Our Women's Underwear Dept. This Week

Every woman who calls this week, or before our supply is exhausted, will receive a dainty little corsage sachet FREE of charge. These sachets are given with the idea of making more women acquainted with



Carter's Knit Underwear

—sold only by this store in Missoula. This underwear will appeal to any woman who is particular, who wants garments that fit comfortably, that are finished correctly and retain their shape, and are reasonably priced.

Carter's Fine Lisle Union Suits—Made sleeveless or with short or long sleeves, tight or lace knee, silk trimmed—\$1.25.

Carter's Mercerized Union Suits—Medium weight, in styles as above—\$2.25.

Carter's Silk Lisle Union Suits—Made with low neck and tight knee, no sleeves—\$3.00.

Carter's Silk Lisle Vests—Low neck and short sleeves—\$1.50.

Carter's Light Weight Wool Vests—\$1.50.

Carter's Fine Lisle Pants—Lace knee—50¢.

Carter's Mercerized Knickerbockers—\$1.50.

Carter's Light Weight Tights—Extra fine quality—\$1.75.

Carter's Vests and Bands for Infants

Strict attention to detail of sizes and finish places these garments in a class by themselves; once tried, mothers will have no other make.

Infants' Cotton Vests.....35¢ to 75¢

Infants' Fine Wool Vests.....50¢ to 85¢

Infants' Silk and Wool Vests.....90¢ to \$1.50

Infants' All Silk Vests.....\$1.25 to \$2.00

Infants' Merino Bands.....35¢

Infants' All Wool Bands.....40¢ and 50¢

Infants' Silk and Wool Bands.....75¢

Vests and Bands in all sizes, 6 mo. to 3 yrs.

Lovely Wash Dresses for Graduates and Summer Girls

There is something so dainty, so feminine about the new wash dresses now on display here that they captivate one on sight, and there's something to meet every want, whether for a simple little gown to wear at home, or something of street or afternoon wear. The newest of summer weaves and fabrics are to be seen in the collection, in the most popular colors; every dress attractively trimmed, principally with dainty laces, embroidery and ribbon.



A Birdseye View

Very pretty models in white crepe, voile and lace and in other plain and figured materials. Made with full blouse, low neck, long or short sleeves, with vest effect of net and fine lace, trimmed with small fancy buttons, high ribbon girdles with large bows. Skirts made with two and three flounces, many of them edged with lace and hand embroidered; many cleverly draped skirts with trimming of crochet buttons.

Still others in colored crepes, flowered materials, linens and novelty fabrics, in pinks, blues, tans, greens; combination colors, black-and-white checks, etc.

Prices, \$5.00 to \$37.50.

Our \$25 Suits

They are easily mistaken for suits costing half again as much. The collection embraces the smartest styles, both in trimmed and semi-tailored models. The materials include almost every wanted weave of the season—crepes, poplins, gaberdines and serges being the most favored; in spring colors, navy blue, black and shepherd checks.

The newest trimming arrangements are carried out by means of silks, laces, ruchings and ruffles, and the skirts are in the fashionable tunic, flare or flounce effect, or are handsomely draped.

Suits Less Than \$20

Never was a season, seemingly, when a woman with a moderate dress allowance was so well provided for. In proof of this are our suits priced less than \$20.00. See them.

Maternity Dresses

In "stout" sizes, 39, 41, 43 and 45—of good wash materials, such as flowered challis, dimities, linens and ratines; made with high or low neck, set-in or kimono sleeves, many with deep collars and cuffs, lace trimmed, skirts in plain and ruffled styles—\$8.00 to \$13.50.

Maternity dresses, in regular sizes, 36 to 42—in silk poplins, crepe de chine and other soft silks and in fine French serges; many with accordion plaited skirts, others plain; blouses in pretty styles; trimmings of chiffon, lace and buttons; in Laborador and navy blue, westeria, brown and black—\$12.75 to \$27.50.

See our \$3.50 Special! silk petticoat—all colors. The best of value ever offered in Missoula.

Here's Good News for Buyers of Dinnerware and Kindred Merchandise

In response to many requests and considering that in the future there shall be but one sale of its kind each year, we have decided to continue for another week—

Our Great Annual Crockery Sale

To enumerate the thousands of savings this event has in store for our patrons this week is out of the question, besides with the crowds that have been here daily those having this affair in charge have been too busy to get up lists of the offerings. Sufficient to say that every possible effort has been put forth to make this a week that will be memorable for the bargains it affords in Dinnerware, open stock and in sets; Glassware, both common and fancy; Silverware, both plated and of solid silver; Fancy China, Art Wares, etc. Extra special offerings at 5c, 10c, 15c and 25c.