

# Missoula Mercantile Co

**\$18 Ostermoor Mattresses \$11.85**

Less Than They Cost Dealers



Heavy selling of felted cotton mattresses in our regular \$9.00 to \$12.00 grades has left us temporarily out of the usual styles sold within this price range. A carload is in transit, but in the meantime, in order to supply the demand for popular priced mattresses, we make this extraordinary offering, the \$18.00 Ostermoor being the one style of which we have the greatest number, a carload having been but recently received.

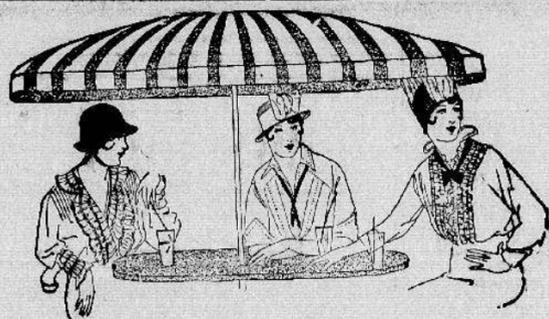
We wish to impress upon all that the price at which we offer these \$18.00 Ostermoor mattresses is actually less than wholesale cost, we will positively refuse to accept wholesale orders at the price and limit the sale of them at \$11.85 to retail customers only.

**Get Yours Tomorrow**

As stated above, this offering is occasioned by an emergency, merely to tide over the time until a new supply of our regular popular-priced mattresses arrives. The railroads have made some phenomenal records lately for quick delivery, they may break another record in the delivery of this car. The minute it arrives, the sale is "off." To assure getting the benefit of this unusual state of affairs, we strongly urge you to make your purchase tomorrow.

**They're Genuine Ostermoors**

These mattresses are all full-size, four feet six inches wide, made in one piece. The filling is specially selected Ostermoor sheets, all hand-laid, built—not stuffed—and enclosed within the finest quality dust-proof satin ticking—your choice of several patterns. They weigh 50 pounds each, and represent in the highest degree the celebrated Ostermoor merit of excellence. **\$11.85**  
Sold the world over for \$18 each. Monday, only.



**Never Such an Array of Pretty Waists as Now**

Waists! Waists! Every woman is buying new waists, it seems; not buying just one at a time, but two, three, half-a-dozen. No wonder, when there is such a profusion of new, fresh and dainty garments to pick from.

More than fifty styles—in voiles, batistes, crepes, lawns, washable silks and chiffons. All daintily trimmed with laces and fine Swiss embroideries, with tiny tucks that look as though they were hand-run, and wee plaitings and flaring collars. A dozen styles of embroidered voiles, many embroidered by hand. There are simple styles and very elaborate ones.

**Embroidered Voile Waists, \$1.25 to \$6.50**      **Organdie Waists at \$2.75 and \$3.00**  
**Crepe Waists at \$1.25 to \$7.50**      **Silk Waists at \$1.75 to \$8.00.**

Two very special values—

A lot of lingerie waists, regular \$1.75 values, at **\$1.25.**  
A lot of silk and net waists, regular \$4.00 values, at **\$2.98.**

**Let Us Solve Your Stocking Problems**

To solve the stocking problem, purchase from the store that obtains its supplies direct from the makers. Much of quality and more of value depend upon that. The greatest hosiery business in this community will welcome your smallest requirement.

These special offerings this week:—

**Six Pairs 20c Burson Hose for \$1.00**

The popular style No. 409, in all women's sizes, fast black; knit to fit, without a seam.

**Six Pairs 25c Burson Hose for \$1.25**

Extra quality light weight cotton stockings, No. 40, in all women's sizes—**\$1.25** instead of \$1.50 a box.

**Fancy Hose Worth to \$1.00, 35c**

To clean up odds and ends of lace and embroidered hose, regularly sold at 50c, 75c and \$1.00 a pair, we offer them at **35c** a pair or 3 pairs for **\$1.00.**

**35c Misses' Mercerized Hose, 25c**

The famous Gabriel silk finished hose, sizes 6 to 9½, in tan, black and white.

**We Sell "Holeproof" Stockings**



**No Excuse Can Now Exist for a Man Not to Be Well Dressed--It Costs So Little Here**

It's a safe rule in buying clothes that what's worth having is worth paying for—and generally brings the price. But there are exceptions that go to prove this rule. As a day in, day out, year 'round proposition there is no better and safer men's clothing store than this. The standard is all-wool, quality is preeminent, using the word as all-embracing of general excellence of style, scientific shaping and high-class tailoring and finish—PREMIER Clothes, Hart, Schaffner & Marx, Wool-n-Worth and our Young Men's Fashion clothes are the best ready-to-wear clothes thus far produced.

But there are times, and such a time is NOW, when a low-price commands a higher value out of proportion to the amount of money paid and men who value a saving are keen to take advantage of such an occasion. For your economy, we offer:—

**Choice of Over a Hundred Men and Young Men's Fine Suits Regularly Priced \$15, \$16.50 and \$18 for only**

**\$12<sup>75</sup>**

You can't match these suits outside this store for less than \$20 to \$25--don't take our word for it, but make your own comparisons. The fabrics are all wool, stylish and dependable; the tailoring and fit are all that can be desired and the suits are every bit as good for wear as they are in appearance.

Fancy patterns galore, blue serges and plain blacks to pick from. Regular, short, long and stout sizes, your size.

OR

**Your Unrestricted Choice of All Our Regular \$25, \$30 and \$35 Suits for**

**\$20 (THAT'S ALL)**

The very finest men's and young men's suits made--our peerless PREMIER suits, Hart, Schaffner & Marx suits and Fashion suits. Distinctive, merchant-tailor styles--exclusive fabrics in the most fashionable patterns, many of them imported--hand tailoring of the highest class, a fit no matter what your size may be.



**Men's Straw Hats**

Sennits "rule the roost" this season--coarse braids, "saw-tooth" edge, and fine sennit braids. The new tapered crowns are shown--the crowns higher and the brims narrower than last year.

Sennits, at \$1.00 to \$3.00.

Split straws are always the favorite with conservative dressers. The best of these are our Knox boaters, in latest English styles, at \$3.50.

The best Panama hats come from Ecuador, Peru and Colombia--just where our Panamas came from and they were especially selected for fineness of braid and pliability. They have been bleached by the best known process and blocked in the most fashionable shapes. We know they are the best in quality and value ever brought to town. Prices, \$4.00 to \$10.00.

**And Now the Call Is for Cool Underwear**

Everybody should have lighter underwear ready to put on now. Why wait for the warm days sure to come this month? The countless men and women who already know the superior qualities of the underwear on our counters and shelves, will find our assortments this season are unusually wide in variety of weaves, fabrics and styles--and particularly pleasing in price.

**Women's Underwear**

DRY GOODS DEPARTMENT.

The best makes the country affords in the finest textures, in a range of styles and prices to accommodate every demand.

**Women's Vests, low neck, sleeveless, with taped arms and shoulders--15c to \$1.50.**

With high neck and long or short sleeves--50c to 75c.

Best quality ribbed cotton vests, with low neck and short sleeves, in regular and extra sizes--75c and 85c.

**Women's Pants, best quality ribbed cotton, with tight knee and band at waist--75c.**

**Union Suits of fine lisle, low neck, sleeveless, loose knee, in regular and extra sizes--65c and 75c.**

**Munsingwear, union suits in lisle, made in all styles, regular and extra sizes--\$1.25 and \$1.50.**

**Carter's Knit Union Suits, perfect in every way; in fine lisle, with low neck, short sleeves or sleeveless, and tight knee--\$1.25 and \$1.50.**

Of extra quality silk lisle, in all styles and sizes--\$2.25 to \$3.50.

**Silk Vests, plain and hand-embroidered--\$2.50 and \$2.75.**

**Silk Bloomers, in blue, pink, white, black, brown and gray--\$2.25, \$3.00 and \$5.00.**

**Silk Union Suits, plain knee or knickerbocker style--\$1.50 and \$5.00.**

**Specials**

**Women's Knitted Vests, in all sizes, at 25c and 2 for 25c.**

**Women's Knitted Drawers, regularly 75c and 85c--At 50c.**

**Women's Union Suits, with tight knee, sizes 34, 36 and 38--At 50c.**

**Men's Underwear**

CLOTHING DEPARTMENT.

All wanted styles for summer comfort, at prices much lower than similar qualities can be bought elsewhere.

**B. V. D. Union Suits, known the world over for the comfort they bring to men in hot weather--\$1.00 and \$2.00.**

**Manhattan Union Suits, made by the Manhattan shirt people, and the most exquisite summer underwear made. Cut on patterns that bring out many ingenious ideas for the wearer's comfort. Exclusive fabrics--\$2.00.**

**Keep Cool Underwear, elastic ribbed, open mesh weave, of fine Egyptian cotton. Separate garments, 50c; union suits, \$1.00.**

**Dr. Deime's and Dr. Kneipp linen mesh underwear, separate garments and union suits, are here; also a pure white knitted mesh underwear, made in Germany, the union suits of which are priced, \$2.50.**

**Ribrite Union Suits, the kind that has the closed crotch and is made to fit right by the scientific knitting of the ribs, in all textures, styles and weights, from gauze cotton to medium weight worsted--\$1.00 to \$3.00.**

**Vassar Union Suits, Swiss ribbed and perfection. All styles, long sleeves, short sleeves and sleeveless; long leg, three-quarter length and knee-length; gauze cotton, lisle and finest silk and lisle--\$1.50 to \$5.00.**

**Light Weight Worsted Underwear, in separate garments, at \$1.00 each, and in union suits at from \$2.00 to \$1.50.**

**Specials**

At 50c, 75c and \$1.00 are many styles in halbrigan underwear--separate garments which afford the maximum of quality and service to be had for the price.



**Snow White Shoes for Red Hot Days**

Cool, smart, summery-looking footwear for men and women in an assortment not to be found outside this store.

**Men's White Shoes**

White canvas oxfords with rubber soles--\$2.00.

White canvas high shoes with rubber soles--\$2.00.

**Women's White Shoes**

White canvas oxfords--\$1.75, \$3 and \$4.

White canvas pumps--\$2 and \$3.

White buckskin pumps--\$4 and \$5.

White buckskin oxfords, sneaker style--\$4.

White buckskin dress oxfords--\$5.

White buckskin high shoes, button style--\$7.

All sorts of hot weather shoes for children--barefoot sandals, scufflers, ankle-strap pumps, etc. All made for service.