

Missoula Mercantile Co.



Wonderful Opportunities This Week in the Apparel Salons for Women and Misses to Buy Their Tailored Suits at Prices Made Possible by Stock Readjustment

Monday morning we inaugurate a greater style, quality and value sale of women's and misses' tailor-made suits than any Missoula has seen this season. A sale not of a few suits, "strickers," culled from the stock, but a sale embracing ALL our new, high-class spring suits, in the season's accepted leading styles—suits that, as every well-posted woman knows, have been without comparison for beauty, excellence of material and tailoring or perfection of fit, at prices as low as we have asked for them regularly.

Our Women's Apparel Salons are Missoula's center of activity throughout the season, so firmly established is the fact that almost invariably our customers get either somewhat better quality or pay a somewhat lower price than elsewhere. Hence when, in a readjustment of stocks, regular prices shrink one-fourth our statements are universally accepted at face value and every woman knows that the values offered are of very exceptional character.

Embraced in this Sale are women's suits in all regular sizes, 34 to 44; misses' suits, sizes 16 and 18; and junior suits, sizes 13, 15 and 17. Materials include whipcords, French and diagonal serges, Panamas, tweeds and fancy weaves; in such colors as navy and Copenhagen blues, browns, tans, leather shades, greys, blacks and mixtures. Plain tailored and fancy styles.

Regular \$12.50 Suits now \$9.37
Regular \$17.50 Suits now \$13.12
Regular \$20.00 Suits now \$15.00
Regular \$22.50 Suits now \$16.87

Regular \$25.00 Suits now \$18.75
Regular \$27.50 Suits now \$20.62
Regular \$30.00 Suits now \$22.50
Regular \$35.00 Suits now \$26.25

Regular \$40.00 Suits now \$30.00
Regular \$45.00 Suits now \$33.74
Regular \$50.00 Suits now \$37.50
Regular \$55.00 Suits now \$41.25

Important Event This Week in Millinery Shop

It isn't always the price of a thing that determines its value, but rather what one gets for the price. Granted, as it is by all, that the values offered by our Millinery department this season have been exceptional and unequalled, what must be said of them now that prices are so much reduced—we shall leave the answer to your own good sense of economy.

For Ye Sailor Maid

Millinery styles may change and vary, but the sailor, it would seem, is always with us. True, there is an infinite variety and the shape alters and the size decreases or increases, but it is still a sailor—and the one correct sailor, after which others pattern, is the KNOX, and when a KNOX sailor is offered for less than regular price it IS an important event.

\$5.00 GENUINE KNOX SAILORS, \$3.00

In rough braid, black only; plain band and bow.

\$8.00 GENUINE KNOX RIDING HATS, \$5.00

Triangular shapes, in black and white Milan straw.



Famous "Regina" Tailored Hats and Beautiful Pattern Hats With Prices Cut in Two

For the "Regina" hats, let it be known that no tailored hats shown in the market this season have been as well-liked by discriminating women everywhere. Their individuality of style, choice selection of materials and careful workmanship has made them first in the race for favor. Of the many styles some are made with the new Tam o' Shanter crown, others have feather or flower trimming, all are worthy of a special trip to see, especially when you can buy these \$10.00, \$12.00, \$15.00, \$16.00, \$18.00, \$20.00, \$23.00 and \$25.00 hats at a reduction of 1/2.

ABOUT A DOZEN PATTERN HATS—Some from Paris, others from the master milliners of this country; beautiful creations for graduating, wedding and afternoon and evening dress wear; the regular prices of these hats, \$20 to \$50, barely cover cost and selling expenses; now, \$10 to \$25.

\$8.00 and \$10.00 Untrimmed Shapes Now \$4 and \$5

A good variety of these in the best sizes and shapes, in fine Milan and hemp braids. Wearable shapes, easily trimmed, for simplicity rules. Any deft-fingered woman can evolve as "creation" as worthy perhaps as those of Paris. Or if you wish the service, will gladly trim them for you—NO CHARGE.

No Charge for Trimming Hats This Week

The only restriction is that you buy the materials here. You may bring in your old trimmings to go on a new hat or an old hat on which you wish new trimmings. We will give you the benefit of our own ideas or carry out any idea of your own—in either case, satisfaction.

"You Can Hear the Flapping of Her Pumps"



THE COUSINS SHOE

Is the way someone described the approach of a woman. Reminds you of an old man in bedroom slippers, doesn't it?

This woman's pumps flapped because they gaped at the sides and slipped at the heels, and the effect was—well, not neat.

Bought them at the wrong place.

The M. M. Co. Shoe Store has paid special attention to the fit of its pumps this year, and asks you to see its lines of

Colonial Pumps—\$3.50 to \$6.00

The best styles from the country's best makers, in brown, tan, white and black leathers and the most desirable colors in fabrics; made with either welt or turned soles.

New Blouses Women Have Been Asking for

SHIRTS, in blue and tan chambray, white and tan cotton, shantung and plain white and tan and white-and-tan and blue-and-white striped tub silks, made with regulation shirt yoke, long sleeves, pocket, collar and tie; all sizes—\$1.50 to \$3.75

HOUSE WAISTS, in blue and tan chambray of extra good quality; nicely made, with 3/4-length sleeves with deep cuffs, low rolling collar, deep plait down the front and breast pocket—\$1.50

Wash Petticoats

A new showing of these, in ginghams and chambrays; either plain colors, stripes or plaids; all sizes—65¢, 75¢ and up to \$1.50

Newsy

Neckwear Notes

"There's always something new and charming at your neckwear counter," said a lady here the other day, talking with the authority of one who knows. She had just been looking at these—

NEW WINDSOR SCARFS—In plain colors and two-toned effects and others in Persian designs with borders, 75¢.

NEW PIQUE COAT SETS—Plain white; collars in round, Quaker point and sailor shapes, with cuffs to match, \$1.00 set.

MACRAME COAT SETS—Made in America, but just as pretty and effective as the imported ones costing twice as much—\$3.50.

QUEEN ANNE COLLARS—High stock collars with lace ruffles of Val, combined with Irish crochet—\$3.50 and \$4.00.

MACRAME COAT SETS—Imported and charming, indeed, of allover macrame lace trimmed with ball fringe; collar and cuffs to match, \$7.50.

Something New in Collar Pins

They are made of Parisian Ivory, set with brilliant and made with good, strong pins; the shapes are entirely new and are suitable to wear either as collar, jabot or belt pins; specially priced, 15¢.

Decoration Day, Thursday, May 30—Get Your Blue Serge Suit Early

Nowadays very few of us are called on to die for our country, or for any great cause. The main thing is—Do we live for it? On Decoration Day, when tribute is paid to the nation's heroes, let us remember that we may voice our patriotism by dressing in harmony with the spirit of the day. Thoughtful, respectful and far-sighted men will buy an M. M. Co. blue serge suit this week, not for Decoration Day alone, but because a good blue serge suit is just about the best sort of a suit a man can have for summer.

You have three days to get ready in, we can get you ready in thirty minutes or less and fit you to the best blue serge suit you ever had a chance to buy at \$15, \$22.50, \$25 or \$35—we haven't mentioned here our blue serges regularly priced at \$18 and \$20, because you can buy them this week along with our cheapest ones at \$15, as the following will explain:



Our \$15.00 Suit Sale Continues This Week

A sale based on a great special purchase of suits worth \$18 to \$20 of any man's money, in which we include all our regular \$18 and \$20 WOOLWORTH SUITS—values not readily matched elsewhere for less than \$22.50 to \$25.00—all priced this week only, \$15.

Unfavorable as the weather was last week, the week closed with a new high record for the number of suits sold in a week in May and a large percentage of the suits sold were these very \$18 and \$20 suits specially priced at \$15.

The materials are all wool, fine worsteds, serges, etc.

The patterns and colorings are good and up to date—the blue serges fast color.

The tailoring, the trimmings, the finish of every suit are first-class.

If you have any notion of taking advantage of this opportunity, don't delay—such a chance don't come every day.

MANHATTAN SHIRTS satisfy—because of excellence of materials and excellence of fit; if you want shirt satisfaction you'll find it in our showings of Manhattan plaited bosom coat shirts in beautiful fast-color patterns or plain white, and the luxurious summer silk shirts. \$2 to \$8

AT \$1.00, \$1.25 and \$1.50, you'll find our HALLMARK shirts 50¢ better values than any others at the same prices. Especially good are the summer shirts of mercerized cloth in white, cream, pearl and tan colors, made coat style, with attached French cuffs and detachable soft collars, at \$1.25 and \$1.50.

BALBRIGGAN UNDERWEAR—A special offering of men's shirts and drawers, sizes 34 to 50, medium weight, silk finished; drawers with reinforced seat; garment, 50¢.