

Missoula Mercantile, The: The Store that Ran an Empire (Landmarks)

Minie Smith

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From its log cabin beginnings at a dusty crossroads in Montana Territory, the Missoula Mercantile grew to become the largest department store between Minneapolis and Seattle. Under the guidance of A.B. Hammond and C.H. McLeod and their policy of community involvement and customer satisfaction, the Merc became a household word in Montana, synonymous with square dealing. Join historian Minie Smith as she traces the story of a western institution, remembering everything from the Missoula Mercantile's hardware department, with its creaky wooden floors and drawers of nuts and bolts, to its ladies' apparel department, which offered a taste of the big city with silks, satins and velveteens. From horseshoes to hosieries, the Merc had what customers needed and knew what they wanted.



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