



Missoula Mercantile Co.

Store That "Makes Good"

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WHEN a discriminating public is convinced that one store's facilities for serving it are better than those of another, it is but natural that the tide of traffic should turn in the direction of that one store. The advantages this store presents in the many lines it represents are so pronounced that even the lay mind can readily grasp their significance. In efficiency and thoroughness of organization, in purchasing power and volume of business transacted, THIS store is without equal in the Northwest; in fact, it is rated with the foremost and largest mercantile enterprises of the entire country.

**All Hands Forward
For This Extraordinary
Kid Glove Opportunity**



A combination introductory and Close-Out Sale that brings an unusual price concession. To introduce them, we offer for this week's selling 10 dozen pairs of English Cape Kid Gloves and 23 dozen pairs of our new "Lauretta" Kid Gloves, which in the future shall constitute our \$1.25 line, and to close out all our remaining stock of "Mascot" Kid Gloves, worth now \$1.50 a pair, we offer your choice of all, for this week only, at, per pair... **95c**

The new "Lauretta" Kid Gloves are made of fine kid skins, are unsurpassed in fit and are as dressy as any; they come in the new clasp style in black, white and all staple colors.

Silks You Pay 85c to \$1 for Every Day on Sale Monday at Yard 50c

The Silk Store has sold more silks already than it is usual to sell in an entire season. Women are buying them freely, knowing that no other material will quite answer in their stead, and because of the magnificent showings presented here, together with the extremely moderate pricings, the trend of the trade has been this way.

Women who come Monday will have advantage of the first Clearance Sale of the season in this section. About 25 pieces have been marked for clearance. They include many of the latest weaves together with taffetas, messalines and soft-finished materials, in fancy patterns, plain and plain pieces range in length from 4 yards to colors. Some of these silks are 19 inches wide, others 21 inches, and the 23 yards. None of these silks have sold for less than 85c per yard; most of them are our regular \$1.25 qualities. Per yard... **50c**

M. M. Co.'s Clothing Is Built to Live In

"He built the house he lives in," you say when you want to emphasize the fact that the smallest detail was carefully watched. MISSOULA MERCANTILE CO. CLOTHES Are Built to Live In. From the time the specifications for their construction are drawn, and the fabrics selected, we see to it that every detail gets proper attention and that the finished garments will be a credit to their wearers and a credit to us. Here are clothes for every man, according to his needs and purse, honestly built clothes that will pay great dividends in service and satisfaction; a collection of styles and patterns so extensive that any man can be pleased, and behind all of them is "The Store That Makes Good."

"Get Closed In Before Cold Weather"

This expression, so common now in building circles, applies equally as well to men as to houses. There's been a jolly chasing of colder currents from the snow-capped mountains, the forerunners of colder ones to come. New and warmer clothes are essential and the wise man is buying them now and here—"now," because he knows that stocks are at their best, and "here," because he finds the broadest variety, the greatest values.

Best Ready-to-Wear Clothing in the World

A dangerous thing to lay claim to, but perfectly safe here, because we have the clothing to substantiate it—

PREMIER CLOTHES, H. S. & M. CLOTHES, Woolworth CLOTHES
\$25 to \$50 \$22.50 to \$35 \$15 to \$22.50

In these three lines are concentrated the highest styles, the highest quality of material and tailoring, and the greatest measure of value possible to secure anywhere. Our \$50 "PREMIER" Suits compare with custom-made clothes costing \$75, and at every price, down to the lowest, the value is proportionate.



The East Is Crazy

—over these new French hatters and their ornaments and importers are finding it difficult to supply the demand. We were fortunate enough to secure an exceptionally fine assortment of these beautiful novelties and, not to be behind their sisters in the east, Missoula women are delighted with them. In this showing will be found long and short necklaces, neckchains, hair ornaments, large pins and pin sets, in dull and glazed-finished jets, fancy stones and translucent materials, wrought in such shapes and patterns as to be really works of fine art. No description can do justice to them; they must be seen.

A Word From The Petticoat Section

With its splendid stocks and unusual values, the Petticoat section speaks without blushing. It's the best and most varied line ever shown here. Here's a line of Outing Flannel Underskirts, for children, misses and women, plain and in fancy stripes, made just as you would make them at home. Prices 35c to **75c**

Knitted Underskirts, for girls and women, made from pure wool or part wool yarns, in plain colors or stripes. Prices, 50c to **\$1.25**

Cotton Petticoats, in plain and fancy ginghams and other washable materials. Prices, \$1 to **\$2.50**

Silk Petticoats, all made of absolutely dependable silks, in latest styles, in black and colors. From **\$5.00** upward. Jersey top styles are the newest. Prices **\$7.00**

Oddments of Hosiery To Close Out

One lot of Infants' Black Wool Hosiery, made with silk toes and heels; regular price 25c a pair, to close **15c**

One lot of Misses' Hosiery, cotton ribbed, fast black; sizes 7-12 to 9; regular price 35c a pair, to close **19c**

One lot of Women's Hosiery, fine quality wool, fast black, size 8-12 only; regular price 35c a pair, to close **19c**

Just From Madeira

Next to its fine, rich wine, the island of Madeira is celebrated for its fine hand-made laces and embroideries, which are every bit as rich, in their way, as the wine.

We have just received a shipment—only 10 pieces because the quantity is limited—of beautiful Embroidered Corset Cover Material, which for its fineness and delicateness will appeal strongly to women of refined taste. It is because the peasants who make it are so poorly paid that we can sell it at the very low price, per yard **65c**

EXTRA For Monday Only

For a single day only—Monday—the prices on these two lines will be considerably below regular.

10c YARD FOR FLEECE COTTON GOODS, REGULAR 12 1-2c and 15c.

1 case, 50 pieces, of the best quality Fleece-Line Cotton Dress Goods, suitable for women's house dresses, wrappers, etc.; all new patterns and colorings; regular prices 12 1-2c and 15c per yard; Monday **10c** only

20c PRINTED VELOURS 15c

25 pieces of beautiful Printed Velours, in five patterns, splendid for kimonos and wrappers; regular price 20c; Monday **15c**

NEW Children's Cloakings

Of the various materials for children's coats shown in recent years, the bear-cloths an imitation Astrakhans have by unusual merit kept their place on the pinnacle of popular favor. Nothing prettier, more appropriate or serviceable has made its appearance in the market. We are showing these materials in a splendid quality, 72 inches wide, in brown, cardinal, blue and gray, and we consider it unusual value at a yard **\$3.00**

Sturdy, Substantial, Stylish Shoes For Men Popularly Priced

Not every man who would wear stylish shoes can afford to pay the prices of the finer makes, nor is the man, who, in his daily work, gives his shoes the hardest wear, content with only the qualities of strength and durability; he is particular about his appearance and demands a certain amount of style. After a careful study of the problem and many trials we have a line of men's popular priced shoes that combine every element of sturdiness and style and which we recommend to give the greatest satisfaction of any \$3, \$3.50 and \$4 shoes ever sold in Missoula.

Men's Bluchers, made of prime box calf, with good solid, plump soles; especially good values at, per pair **\$3.00**

Men's Shoes made from selected velour calf stock, with double soles; an elegant shoe for everyday wear for business and work, and combining good wearing qualities with appearance and comfort; per pair **\$3.50**

Men's Bluchers made of heavy stylish calf from good quality, soft kid skin with welt sewed light single soles; per pair **\$3.50**

Men's Dress Shoes, made from gun-metal calf stock, on a new fall last with Blucher tops and medium weight soles, with light extensions; pr. **\$3.50**

Men's "Duro" calf Bluchers, great shoes for rough wear, made from extra plump weight stock with two full soles through heels; will stand the hardest service and will not rip. Per pair **\$4.00**

Men's Bluchers, made from extra quality gun-metal calf stock, with medium heavy soles; the "Teaser" last on which they are made is one noted for its good fitting qualities. Per pair **\$4.00**

Men's Dress Shoes, made in button style from patent calf stock, with Goodyear welt soles; light weight, dressy and serviceable. Pair **\$4.00**



The HANAN SHOE has a great reputation because the makers have persistently maintained the high standard of their work, and have trusted the shoes to make their own friends. Good quality and a perfect fit are strong arguments in a shoe. To our line of Hanans we have added many new numbers for fall and winter. All the different leathers are represented in the various grades, at **\$6.00, \$6.50 and \$7.50**

Ever Increasing Crowds Attending the Alteration-Removal Sale of Women's Brand New Suits, Dresses, Coats, Millinery, Etc.

Never before in Missoula have women had such an opportunity to buy a stylish new outfit right at the beginning of the season at such savings as this Sale presents. This fact is recognized by most women and the result is shown by the ever increasing crowds in attendance. This week the Sale presents as many attractions as ever, many new garments and scores of new hats that have arrived since the Sale started are included at the same reductions as have characterized this event from the start.

20% OFF All Our New Suits, Dresses, Coats, Skirts and Children's Coats Reduced 20 Per Cent.

All Our Beautiful Trimmed Hats, Including Patterns and Children's Hats, Reduced **25% OFF**



Women's New Coats

\$17.50 SUITS REDUCED TO	\$14.00
\$20.00 SUITS REDUCED TO	\$16.00
\$22.50 SUITS REDUCED TO	\$18.00
\$25.00 SUITS REDUCED TO	\$20.00
\$30.00 SUITS REDUCED TO	\$24.00
\$35.00 SUITS REDUCED TO	\$28.00
OTHER SUITS, UP TO \$75, REDUCED 20 PER CENT	

Women's New Coats

\$15.00 WOMEN'S COATS TO	\$12.00
\$16.50 WOMEN'S COATS TO	\$13.20
\$20.00 WOMEN'S SUITS TO	\$16.00
\$22.50 WOMEN'S COATS TO	\$18.00
\$25.00 WOMEN'S COATS TO	\$20.00
\$30.00 WOMEN'S COATS TO	\$24.00
ALL OTHER COATS, UP TO \$50, REDUCED 20 PER CENT	

Women's New Skirts

\$5.00 SKIRTS REDUCED TO	\$4.00
\$5.50 SKIRTS REDUCED TO	\$5.20
\$6.00 SKIRTS REDUCED TO	\$6.40
\$10.00 SKIRTS REDUCED TO	\$8.00
\$12.00 SKIRTS REDUCED TO	\$9.60
\$15.00 SKIRTS REDUCED TO	\$12.00
ALL OTHER SKIRTS, UP TO \$20, REDUCED 20 PER CENT	

Children's Coats

\$5.00 CHILDREN'S COATS NOW	\$4.00
\$7.50 CHILDREN'S COATS NOW	\$6.00
\$10.00 CHILDREN'S COATS NOW	\$8.00
\$12.00 CHILDREN'S COATS NOW	\$9.60
\$15.00 CHILDREN'S COATS NOW	\$12.00
Sizes of Above, 6 to 14 Years	
ALL OTHER CHILDREN'S COATS, UP TO \$30, REDUCED 20 PER CENT	

Of Interest to Oriental Rug Buyers
An event of special interest to those who admire these beautiful, rich floor coverings will be a grand display of Oriental Rugs in the new house-furnishings store, beginning some time within the week, the date dependent upon the arrival of the stock, and to be announced later.

Special Collection of Trimmed Hats AT \$2.50
Included in this collection are hats of many styles, all new, worth up to \$5.00.

Special Collection of Trimmed Hats AT \$3.95
At least a hundred brand new hats to choose from in this lot, values to \$7.50.



Special Collection of Trimmed Hats AT \$5.00
A vast assortment of styles, in all sizes, shapes and colors, values up to \$10.00.

Special Collection of Trimmed Hats AT \$7.50
Really beautiful creations, in all the best and latest styles, values up to \$12.50.

Carload of Brass Beds Arrive
In the new house-furnishings store we have just received and placed on display samples of a carload of Brass Beds. The designs are especially pleasing, most of them being brand new. Your attention is directed to this display and to the very moderate prices.