

MISSOULA MERCANTILE CO.

THE GREAT CHRISTMAS STORE

Missoula's Largest and Best Store for Men's and Boys' Furnishings

CHRISTMAS sentiment could not be given more perfect expression than by the bestowal of useful, practical gifts. Our clothing department is exclusively a store for men and boys; each of its numerous sections is brimful of gifts of unquestioned worth and character, and all who make their selections here deserve to be felicitated upon the exercise of good taste and excellent judgment. In the selection of gifts for men it is wise to go for them where the men themselves would go were they buying for themselves. This is the largest and best men's clothing and furnishing store in Missoula, made so by the trade it enjoys. This being so, you cannot make a mistake when you come here for presents for husband, father, brother or friends.

A Great Christmas Sale of All Our Young Men's Suits

Monday morning we shall place on sale all of our young men's suits at greatly reduced prices. Not one suit has been reserved. They all come in this great reduction sale, and you will have to be quick. These high class, hand-tailored suits, the Society and Fad makes, are acknowledged by all young men to be the best ready-to-wear garments to be had. There is not a style, kink or detail in the cut or model that has been overlooked. The fabrics have all been chosen expressly for young men. The colorings and patterns are all that any young man could wish for. The coats are two and three button style, with and without vents, with and without cuffs on sleeves, lined and trimmed throughout with the very best linings and trimmings. Trousers are all full peg top with 3-inch turn bottoms.

\$15.00 suits now	\$11.25
\$18.00 suits now	\$13.50
\$20.00 suits now	\$15.00
\$22.50 suits now	\$16.85
\$25.00 suits now	\$18.75
\$27.50 suits now	\$20.65
\$30.00 suits now	\$22.25

What Could One Give That Would Excite More Genuine Appreciation Than a M. M. Co. Suit or Overcoat



It's the quality of a garment that is considered here; if not well made, if the materials are not up to our high standards we haven't room for it in the store. You will find suits and overcoats priced as low as \$10 but they are of a reliable make; also you will find them as high as \$50, being the superb garments made exclusively for us and bearing our "PREMIER" label; there are many intermediate prices, all of which afford excellent values, in fact, at any price asked here for a suit or overcoat its equal in quality, style and tailoring cannot be duplicated in town. In clothing as in everything else, there is a happy medium in price and we take especial pains to produce the best at this price. **\$25**

This is the only store in town, as yet, selling the "Presto" overcoat. This remarkable coat is really *two overcoats in one*. A handsome street overcoat, and when a storm comes or you start on a drive or motoring trip *Presto*, it is changed in a moment to a storm coat, with military collar. Made from genuine Priestley's black Thibet-Cravenette. Price **\$25.00**

The best thing you can do for a young man just entering into the social whirl, or for a man old at the game, is to give him one of our splendid Full Dress or Tuxedo Suits. These suits are the very finest made—imported materials, hand tailoring, silk linings, etc., and we guarantee a fit equal to any custom-made garment costing double what we ask.

\$40, \$50, \$65

Our line of men's Fur and Fur Lined Coats is absolutely the finest ever shown in town. We pay particular attention to the quality of skins and shells of these coats and declare that no better can be had in the different kinds. Fur Coats at

\$30, \$35, \$45, \$60, \$65, \$75 up to \$135

Fur Lined Coats at \$22.50, \$35, \$60, \$65 and \$75

A Few Suggestions of Gift Things That Are Sure to Please

The solid comfort and luxury that any man can derive from a Smoking Jacket or House Coat makes it the happiest gift selection that can be made.

Here is a very unusual assortment of these garments, all very high class and smartly tailored, in double faced materials and satin finished broadcloths. All sizes. Prices, \$7.50 to \$15.00

Lounging or Bathrobe is a necessary and appreciated adjunct to a man's wardrobe. There is style and fit as well as beauty in design in the varieties you'll find here. In heavy German velours and all-wool blanketing, \$5 to \$15.

Bathrobes for boys, in German velour blanketing, sizes 8 to 16 years. Price, \$3.75.

Caps are so much used now by the devotees of motoring and driving that they surely must have a place among these suggestions. For street wear and outdoor sports they have also asserted a prominence that makes them appreciated gifts.

All the latest styles in both Cloth and Fur Caps are here. Cloth Caps, 75c up; Fur Caps, \$2 to \$5.00.



Suit Cases for men \$2 to \$25.00. Suit Cases for women, \$7.50 to \$30.00.

Suit Cases for boys and girls, \$3. In Trunks we show all styles, gentlemen's, ladies' and steamer trunks, in all sizes and grades. Prices \$5 to \$50.

Demi-Wardrobe Trunks—a unique combination of trunk and wardrobe with a place for everything. Price, \$50.

Every man needs a Sweater Coat because they are so warm and comfortable.

As a Christmas gift a better selection would be hard to find. All styles here. Prices, \$2.50 to \$7.00.

Nowadays men vary their waistcoats as they do their cravats. The very choicest of designs and fabrics are here and each garment embodies accuracy in fit and style. Prices, \$1.50 to \$10.00.

In hosiery you cannot get anything out of style or out of tone here. The breadth in variety and color effect is boundless. "Never-darn" Cashmere hose, 25c, 35c, 50c; "Florenza" silk mercerized hose, 25c; silk lisle hose, 50c and 65c; Phoenix silk hose in all colors, 50c; pure thread silk hose, \$1.50, \$2 and \$2.50.

Suspenders, Arm Bands and Garters in enormous variety, in gift boxes of combination sets or individually. For a modest remembrance of small expense this is surely a timely suggestion. Prices, 75c to \$5.

Silk Four-in-Hands, 25c, 50c and 75c; knitted silk four-in-hands, 50c, 75c and \$1.25; four-in-hand scarfs in holiday boxes, 75c and \$1. Keiser's silk four-in-hands, made from choicest imported silks, \$1, \$1.50 and \$2.00; full dress ties, 25c, 50c to \$1.00.

Men's worsted golf gloves, 50c, 75c \$1.00, men's mocha gloves, \$1.50; men's silk-lined reindeer gloves, \$1.50, \$2.00; moleskin lined reindeer gloves, \$5; imported kid gloves, \$1.00; cape kid gloves, \$1.50 and \$2; Fowne's street gloves, \$2 and \$2.50; Dent's street

gloves, \$2.50; Dent's "De Luxe" full dress gloves \$2 and \$2.50; fur-lined gloves, \$4, \$5, \$6; fur gauntlets, \$3.50 to \$15.



Men's Pajamas made from fine cotton materials, \$1.50 and \$2.

Men's German flannel pajamas, \$2

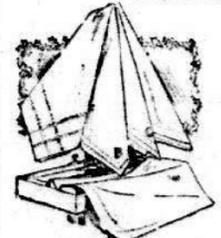
Men's Fine Swazette Pajamas with military collars and silk loop fastenings, \$3.50.

Men's Silk Pajamas, \$5.50 to \$12.

Nightrobes, \$1 to \$5.

Mufflers and Reefers are now accepted as much as a winter detail of style as of comfort. The exquisite designs that we show set off the outer coat to the same degree as does the cravat the undercoat.

Full Dress Reefers, in exquisite designs, in Barathea and Peau de Crepe, \$1.50 to \$5, and some extra fine ones at \$10.



Phoenix mufflers make a very pretty and practical gift for little money. Each one packed in a beautiful holiday box. Price, only 50c.

Fine linen handkerchiefs, each 25c, 35c, 50c; men's initialed handkerchiefs, pure linen, plaid, 35c.



For Boys

One can not miss it when giving a boy something to wear. Here are a few hints from our boys' clothing store.

Sweater Coats	\$1.50 to \$3.50
Fur Band Caps	50c to \$1.00
Golf Gloves	25c and 50c
Dress Gloves	\$1.00, \$1.50
Fancy Gauntlets	75c and \$1.20
Blouse Waists	50c, 75c, \$1.00, \$1.25
Dress Shirts	\$1.00, \$1.25
Neckwear	35c, 50c, 75c
Silk Lisle Suspenders	50c
Hats	\$1.50, \$2.00
Boys	50c, 75c, \$1.00
Pajamas	\$1.50
Night Shirts	\$1.00, \$1.25
Knickerbocker Suits	\$2.50 to \$12
Overcoats	\$2.50 to \$12

Fifty boys' overcoats, full length, cut with the new style military collar; sizes 9 to 16 years; price **\$6.00**

Boys' Reefer Jackets, made of heavy material, double breasted, with storm collar; just the thing for school wear and cold weather. Price, only **\$3.50**

Merchandise Bonds Issued for any Amount

Store Open Each Evening