

The Store That "Makes Good"

Missoula Mercantile Co.

WEATHER  
Today—Fair.  
Tomorrow—Fair.

Missoula Mercantile Co.

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# The Newest Autumn Styles in Clothing for Men Are Here

The Correct New Models and Fabrics in Unequaled Variety From the World's Best "Live-Wire" Wholesale Tailors. A Brand New, Clean Stock From End to End

**TO DO** things better, to raise standards higher, to make your dollar have greater purchasing power; these are the constant aims of this store. The standards we set from season to season are milestones in our progress toward our goal, perfection. People, generally, know this and always watch with keen interest for our announcements and showings of new goods.



You will be strongly impressed as you look over our wonderful display of men's fine clothing for autumn, with the general improvement over clothes of previous seasons. The predominating features are better art in design, better character in weaves, a more perfect expression of the highest sartorial ideals.

You'll see an exposition of cosmopolitan fashions unexcelled anywhere—the best that the greatest clothes designers and makers can offer; many style surprises; much smart elegance of fabric and pattern; tailoring of a class never seen before in clothing ready to put on; fulfilling more than ever that degree of excellence appreciated and demanded by the most careful dressers.

## Premier Suits—Masterpieces in Cloth

The cloths are chosen by woolen experts, picking from the product of the entire textile world. The models are cut by master designers in touch with every dictate of fashion. The sewing and modeling is done by high-salaried specialists. PREMIER Clothes are never made in a hurry; they are evolved—not thrown together. There are thousands of stitches that you never see, but which are vitally formative and make for permanence that's why a PREMIER coat has the same perfect draping the last day it is worn as the first.

Three new models for fall and winter, "Cornell," "Amherst" and "Eton."  
New colorings, in grays, browns and mixtures; blues and blacks in great variety.  
Fabrics include fancy silk mixtures, cassimeres, velour cassimeres, worsteds, tweeds and chevots, both imported and domestic.

Prices of PREMIER Suits, \$25, \$27.50, \$30.00, \$35.00, \$40.00 and \$45.00.

## Hart Schaffner & Marx Suits

Better than ever, a hackneyed phrase, but the truest words that could be written about the new Hart, Schaffner & Marx clothing for the season now being ushered in. In quality and variety of fabrics, in handsomeness and exclusiveness of patterns and colorings, in original features of making and thoroughness of tailoring they are all that discriminating clothes buyers can ask for. We shall be pleased to show you these fine suits any day. Prices, \$22.50, \$25.00, \$27.50, \$30.00, \$35.00 and \$40.00.

## For Young Men and Boys

"Society" and "Fashion" Clothes, of course, and a new popular-priced line. These clothes fulfill to the letter the lively tastes of college and high school fellows and young business men. Special weaves and colorings, with extreme fashions in cut and design. Athletic models, broad shoulders, high chests, narrow hips; peg trousers. The "Shape-maker" model is a new and bright idea—the trousers stay in place even without a belt.

"Society" and "Fashion" Clothes: Suits, \$22.50, \$25.00, \$30.00 and \$35.00.  
Young men's popular-priced suits, \$15.00, \$16.50 and \$20.00.

## New 1910-11 Hats

You will find here the greatest Hat Store in the west, with all the new things for fall already displayed. Knox Stiff Hats, \$5. In fine new blocks. Montana Stiff Hats, \$3.50. In six new models, in black and brown mixtures. Stetson Stiff Hats, \$6. Stetson Soft Hats, \$5. In many new styles. Montana Soft Hats, \$3.00. In all the latest models and colors. Wonderfelt Soft Hats, \$3.50. In novelty shapes.

## The Trinity of Clothes-Buying Satisfaction

The three main things people want to know when buying clothes are:

- 1st.—That they are going to be dealt with fairly and squarely.
- 2nd.—That they are going to receive full one hundred cents' worth of value for every dollar of investment.
- 3rd.—That in case of dissatisfaction, the purchase may be returned and money refunded without question, quibble or controversy.

"Experience," the most valuable of all instructors, has taught the clothing buyers of Missoula and the country surrounding that these three features form the foundation of this Store's success in the clothing business, as well as in the various other businesses in which it is engaged.

## Fine Furnishings

MANHATTAN Shirts, in entirely new shades and patterns, styles and fabrics; \$2, \$2.50, \$3 and \$4.  
Men's Fall and Winter Underwear, all classes; separate garments, from 50¢ to \$5. Union Suits, \$2 to \$12.  
New things in Hosiery for fall, 25¢ to \$3 a pair.  
Pajamas, \$2 to \$5 a suit. Nightshirts, 75¢ to \$2.50.  
Neckwear, in the best new styles, in beautiful new colorings and patterns, 50¢ to \$3.

## Eight Yards of Beautiful Dress Goods Worth From \$1.50 to \$2.10 a Yard for \$5.00

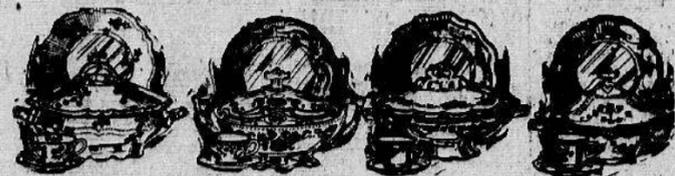
Monday will see the last one of these splendid all-wool dress patterns sold, for such bargains do not need to be strongly urged on women who have an eye for economy. In the assortment still to be closed out will be found materials suitable for suits, dresses and reception gowns; each pattern is exclusive—the only one we have or have had like it; among them are patterns regularly priced at from \$12 to \$25, none cheaper, and we offer your choice of all of them at savings of from \$7 to \$20 each; only **\$5**

<b>Serpentine Crepes</b> This is a new material made expressly for kimonos, dressing sacques, etc. In twenty bright, new patterns; 25c per yard	<b>Kimono Flannels</b> A full new line for fall, in an endless array of patterns, some with border effects; in three qualities, at 25c, 20c and 15c per yard	<b>Toile Du Nord</b> These ever popular and dependable gingham are shown now in scores of new patterns and colors; 15c per yard
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## You'll Like "Like-Silk" Stockings

These "Like-Silk" stockings are the latest achievement of one of the greatest German hosiery makers. They are superior in every way to any mercerized hose you have ever seen and resemble real silk more closely; made with "kant-tare" garter top that means so much in a stocking's wear; "Like-Silk" hose on sale Monday at the price of a good hosiery; 50c per pair

## The China Sale Continues



With public interest unabated and with a bargain list fully as attractive as when this Sale started, a week ago, another record-breaking week is in store for the Crockery department.

### Only a Few Dinner Sets Left to Close Out

<b>\$7.00 DINNER SETS, \$3.75</b> 54-piece Dinner Sets, in English porcelain, plain white, very thin and looks like the Derby pattern in Haviland China; regular price \$7.00. In this Sale at <b>\$3.75</b> only	<b>\$35.00 DINNER SETS, \$27.50</b> 100-piece Austrian China Dinner Sets, in the Victoria shape, with red rose decoration, green fern border and gold trimmings; regular price \$35.00. In this Sale at <b>\$27.50</b> only	<b>\$40.00 DINNER SETS, \$29.85</b> 100-piece Austrian China Dinner Sets, neat shapes in all pieces and light weight, decorated with rich plain gold borders; regular price \$40.00. In this Sale at <b>\$29.85</b> only
<b>\$100.00 DINNER SETS, \$66.75</b> 100-piece Dinner Sets, same as above, regular price \$100.00. In this Sale at <b>\$66.75</b> only	<b>\$38.50 DINNER SETS, \$28.75</b> 54-piece, very fine China Dinner Set, in a new design with light pink flower decoration with green spray background and gold band trimmings; regular price, \$38.50. In this Sale at <b>\$28.75</b> only	<b>\$85.00 DINNER SET, \$45.00</b> A 100-piece Dinner Set in Wedgwood ware, with strawberry decoration.
<b>\$25.00 DINNER SETS, \$19.50</b> 100-piece Dinner Sets in good quality thin Austrian China, with small red rose decoration; regular price \$25.00. In this Sale at <b>\$19.50</b> only	<b>\$125.00 DINNER SET, \$65.00</b> 112-piece Dinner Set in Royal Worcester English China, with light blue decoration. Very fine.	<b>\$100.00 DINNER SET, \$45.00</b> A 100-piece Dinner Set in Wedgwood ware, with strawberry decoration.

All Open-Stock Dinnerware Patterns at Greatly Reduced Prices This Week

## Advance-of-Season Sale of Blankets, Comforts, Etc.



Those who attend this Sale will reap splendid bargains and profit by the mistake of the factory that shipped part of our fall order in advance of instructions. The chilly nights of the past week should serve to remind housekeepers of the need of additional bedding for approaching cold weather, and the savings here presented make it well worth while to anticipate one's requirements in this direction.

All the Blankets, Comforters and Spreads in this sale are up to the regular M. M. Co. standard of quality, the best obtainable of the kind described.

### Blankets

Regular \$2.00 Cotton Blankets, full 11-4 size, in assorted colors, in this Sale at <b>\$1.23</b>	Regular \$4.75 part-wool Blankets, 12-4 size, in gray with pink stripe; in this Sale at <b>\$2.65</b>	Regular \$5.50 Wool Blankets, 11-4 and 12-4 sizes assorted colors; in this Sale at <b>\$3.38</b>
Regular \$3.25 Cotton Blankets, 12-4 size, in white, gray and tan, in this Sale at <b>\$1.38</b>	Regular \$4.50 Wool Blankets, two different grades, 10-4 and 12-4 sizes; in this Sale at <b>\$2.68</b>	Regular \$6.50 Wool Blankets, extra heavy, 11-4 and 12-4 sizes, gray plaid, dark blue and gray; in this Sale at <b>\$3.75</b>
Regular \$3.00 Cotton Blankets, super weight, large size; in gray with blue stripe; on sale at <b>\$1.95</b>	Regular \$4.50 Cotton Blankets, extra heavy, 12-4 size, in gray with blue stripe; in this Sale at <b>\$3.15</b>	Regular \$7.50 Wool Blankets, extra heavy, full size, in gray and brown; in this Sale at <b>\$4.65</b>

### Samples of White Blankets—Half Price

One lot of extra heavy, fine Wool Blankets; plain white, striped and blue and white plaid—all samples and, naturally, perfect; in 11-4 and 12-4 sizes; regular \$10 to \$20 values; in this sale at **1/2 Price**

### Comforters

Regular \$1.65 Comforters, full size, covered with figured challis; in this Sale at <b>\$1.25</b>	Regular \$2.00 Comforters, medium weight, full size, figured challis covering, quilted; on Sale at <b>\$1.55</b>	Regular \$2.15 Comforters, heavy, full size, challis covering, quilted; in this Sale at <b>\$1.60</b>
Regular \$3.00 Comforters, medium weight, both sides covered with figured challis; in this Sale at <b>\$2.10</b>	Regular \$3.25 Comforters, clean cotton filled, with quilted silkoline cover; in this Sale at <b>\$2.15</b>	Regular \$3.65 Comforters, clean cotton filled, covered with figured silkoline, quilted; in this Sale at <b>\$2.35</b>
Regular \$4.50 Comforters, carded cotton filling, figured silkoline covers in assorted colors; in this Sale at <b>\$3.15</b>	Regular \$4.75 Comforters, light and fluffy cotton filling, silkoline covers in assorted colors; in this Sale at <b>\$3.25</b>	Regular \$5.00 Comforters, medium weight, cotton filling, satinet covers in assorted colors, quilted; in this Sale at <b>\$3.25</b>

### Fine Bargains in White Bed Spreads

"Honeymoon" Bed Spreads, full 11-4 size, with square corners and hemmed edges; Sale price <b>75c</b>	"Cambridge" Bed Spreads, large size with square corners, and hemmed edges; Sale price <b>\$1.25</b>	"Winthrop" Bed Spreads, 10-4 size, for fringed ends; Sale price <b>\$1.25</b>	\$4.00 "Our Own" Bed Spreads, 11-4 size, with square corners and hemmed edges; Sale price <b>\$2.65</b>
"Winthrop" Bed Spreads, full 10-4 size, with square corners; hemmed edges; Sale price <b>\$1.00</b>	"Hanover" Bed Spreads, 11-4 size, fine design, with square corners and hemmed edges; Sale price <b>\$1.35</b>	"Institution" Bed Spreads, 11-4 size, with cut corners and fringed ends; Sale price <b>\$1.50</b>	\$4.50 "Peerless" Bed Spreads, extra quality, 12-4 size, cut corners, fringed ends; Sale price <b>\$2.85</b>

### To Close Out at Half

Johnson Bros' English Semi-Porcelain Dinnerware, in the pink-rose decoration. If you have this pattern in your home, do not neglect the opportunity here presented to fill it in. Bread and Butter Plates, **70c** now. Pie Plates, reg. \$1.50 doz.; now **75c** each. Breakfast Plates, **\$1.25** now. Sauce Dishes, reg. \$2.75; now **\$1.38** each. Open Vegetable Dishes, **23c** now. 7-in. Berry Dishes, reg. 45c; now **23c** each. 8-in. Berry Dishes, reg. 60c; now **30c** each. 13-in. Platters, reg. 85c; now **43c** each. 15-in. Platters, reg. \$1.50; now **75c** each. 18-in. Platters, reg. \$2.00; now **\$1.00** each.

### Big 5c Bargains

SIX TUMBLERS FOR 15c. A few sets only of green glass tumblers; while they last, per set, only **15c**.  
KNIVES AND FORKS. Silver-plated Knives and Forks, regular price \$2.75 per set, **\$1.65** now. Silver-plated Knives and Forks, regular price, \$4.75 per set, **\$2.95** now.  
15c White Vegetable Dishes, **5c** each.  
15c 10-1/2-in. White Platters, **5c** each.  
20c Round Vegetable Dishes, **5c** each.  
15c Round Yellow Baking Dishes, **5c** each.

### EXTRA—Jumbo Brass Jardinieres

These Jardinieres, of which we have a limited number, are solid hammered brass, with ball feet, all dull finished. Handsome ornaments in any home and the most practical jardiniere one can buy.  
10 1/2-inch size, holds an 8-inch flower pot; regular price \$3.50. Sale **\$2.75**  
13-inch size, holds a 10-inch flower pot; regular price \$5.00. Sale price **\$3.75** only

