

# Missoula Mercantile Co

Our Greatest Semi-Annual Sale of  
**Dinnerware, Fancy China, Lamps**  
**Cut Glass, Silverware, Etc.**  
 Opens Monday Morning



Ever since our famous spring sale our buyers have been planning for this event, determined to make this Sale the greatest in the history of this Store, a memorable occasion in Missoula merchandising annals. Special lots and price concessions were obtained from important sources of supply, but aside from these, we have not hesitated to go into our regular stocks and reduce prices so as to afford the very widest possible variety of offerings, and make the Sale attractive to all.

THE MOST CRITICAL lover of rich, scintillating cut glass; the collector of fine china; the buyer who seeks only the practical, everyday sort of dishes; the one who has a gift to make which must adequately express a sentiment of deep regard—all will find this Sale one of most remarkable interest and profit. Its very extensiveness of variety; the newness of everything; the artistic triumphs; the skilful arrangement and groupings; all are vastly pleasing. Missoula has not known such a Sale.

THE SAVINGS, however give the Sale its final touch of practicability. Nothing like the opportunities here offered have been approached in Missoula, nor are they likely to be again for another six months. Whether you desire a tiny china trinket for the dressing table, or an elaborate dinner set; the smallest piece of silver or a complete silver service, or what-not, you'll find it here—savings one-fifth to one-half and there is unquestioned assurance of the quality of the article.

**Housekeepers, Hotel Keepers, and Institutions Will Find It to Their Advantage to Attend This Sale**

## Brilliant Cut Glass Under Price

The fact that we sell throughout the year large quantities of rich, clear, brilliant cut glass for wedding and other gifts, is evidence of the general appreciation of the excellence and high standard of our cut glass stock. Only perfect pieces; clear, crystal-like blanks, expertly cut, in the newest designs, and it is cut glass of this character you will buy during this sale, although at very much less than regular prices.

All Libbey Cut Glass Reduced One-Fourth; All Other Kinds  $\frac{1}{3}$

STERLING.		FAMOUS LIBBEY CUT GLASS	
75c Salt Shakers.....	50c	2.00 Nappies.....	\$1.50
1.50 Nappies.....	\$1.00	3.00 Nappies.....	\$2.25
4.50 Bowls.....	\$3.00	4.00 Nappies.....	\$3.00
4.50 Sugar and Cream Sets.....	\$3.00	5.00 Large Bowls.....	\$3.75
5.00 Sherbets, 6.....	\$3.95	3.00 Celery Trays.....	\$4.50
7.50 Tumblers, 6.....	\$5.00	3.00 Celery Trays.....	\$6.00
		10.00 Celery Trays.....	\$7.50
		12.00 Water Sets.....	\$12.00
		18.00 Water Sets.....	\$13.50
		29.00 Water Sets.....	\$15.00

The above are mere suggestions as to how prices are reduced. There are hundreds of articles in cut glass, large and small, and all are reduced as indicated here.

## Plain and Imitation Cut Glass

The practical kinds that one can use every day. The plain glassware is a quality noted for its clearness, while the imitation cut glass is the nearest approach to the genuine we have ever seen.

25c plain glass Vinegar Cruets.....	15c	15c Im. cut Jelly Dishes.....	9c
25c plain glass Syrup Pitchers.....	15c	20c Im. cut Pickle Dishes.....	13c
50c plain glass Celery Trays.....	33c	35c Im. cut Cut Sugar and Cream Sets.....	25c
75c plain glass Water Pitchers.....	48c	25c Celery Tray.....	19c
75c plain glass Berry Sets.....	50c	75c Im. cut Berry Sets.....	48c

Not an Article of Glassware But Is Reduced in Proportion.

## Artistic Hand-Painted China

Nothing in the home adds more to the air of refinement than tasteful selections of hand-painted china, and nothing makes a prettier, more practical gift. This Sale has hundreds of delights in store for the connoisseur, who will revel in the lavish beauty of the pieces he sees and in the greatly-reduced prices.

A General Reduction of One-Third  
 A Table Full Marked at Half

To select from are pieces, large and small, from the celebrated Pickard and White studios, and each piece is in a style of decoration new this year.

## French Decorated China at Half

Plates of all sizes, Cups and Saucers, Creamers and Sugars, Bowls, Chop Plates and articles too numerous to mention, in prettiest decorations from the G. D. A. decorating shops in Limoges, France.

## Sterling and Plated Silverware

One has only to glance below and note the reductions to realize the importance of this sale to everyone who has silverware—either plated or sterling—to buy for their own use or for gift purposes. Every article here is dependable, assured by the makers' names on each piece, names that are household words and have been for generations. The assortment is adequate to meet every possible demand.

### Silver Plated Hollow Ware Less $\frac{1}{3}$

Articles such as Bread Trays, Bowls, Sandwich Trays, Fruit Baskets, Water Pitchers, Sugar and Cream Sets, Candlesticks, Crumb Trays, Salt Shakers, etc., all in the latest, most artistic designs.

### Silver Plated Flat Ware Less $\frac{1}{4}$

Articles such as Salad Forks, Berry Spoons, Sugar Shells, Butter Knives, Oyster Forks, Fruit Knives, Salt Spoons and others that will suggest themselves; all new patterns and all from the best makers.

### Sterling Silver Table Ware Less $\frac{1}{4}$

The "Libby," "Rose," "Bow-Knot," "Irving" and other patterns of knives, forks and spoons, of which we have full assortments; also all odd pieces, such as Butter Spreaders, Ladies' Berry Spoons, Salad Forks, etc.

### 1847 Rogers Knives and Forks, per set 3.75

The genuine "Rogers' A-1 1847" goods; regularly \$4.50 a set.  
**\$2.75 Knives and Forks, \$1.98**  
 Solid nickel-silver, will last a life time; always bright; 6 knives and 6 forks.  
**\$1.75 Tablespoons, 98c.**  
 50c Teaspoons, 35c.  
 Set of six; same ware as above.

### Grape Pattern Knives, Forks, Spoons

Best quadruple-plate goods, will wear 25 years. The "Grape" pattern is well known and is found in scores of Missoula homes where present holdings will be added to at these reduced prices.

The following priced by the set, six pieces—

\$2.25 Teaspoons for.....	\$1.70
\$2.75 Dessert Spoons for.....	\$2.05
\$3.75 Tablespoons for.....	\$2.80
\$2.50 Dessert Forks.....	\$1.90
\$3.00 Dinner Forks.....	\$2.25
\$6.00 Dessert Knives.....	\$4.50
\$7.00 Dinner Knives.....	\$5.25

### Mesh Bags Some Fine Bargains

The very newest ideas in mesh bags for women and misses, in heavy plate and sterling silver; some with the long chains; all well made, nicely lined and practical, as well as ornamental.  
 Only a few to close out.

\$2.50 Mesh Bags for.....	\$1.85
\$2.75 Mesh Bags for.....	\$2.05
\$4.50 Mesh Bags for.....	\$3.10
\$7.75 Mesh Bags for.....	\$5.80
\$8.50 Mesh Bags for.....	\$6.40
\$11.25 Mesh Bags for.....	\$8.45
\$12.50 Mesh Bags for.....	\$9.10

## Fine Dinner Sets at Great Savings

It is impossible to have an adequate idea of the wonderful variety of wares and decorations in this section of the Sale, except by actually seeing those we have conveniently arranged for your inspection. Suggestions of what to expect:

**\$17.50 Dinner Sets, \$8.75** American Semi-Porcelain; 54 Pieces.  
**\$30.00 Dinner Sets, \$15.00** American Semi-Porcelain; 100 Pieces.

The above sets are in a popular shape, tastefully decorated with a blue wreath and gold trimming.

**\$19.75 Dinner Sets, \$9.88** Austrian China; 54 Pieces.  
**\$34.00 Dinner Sets, \$17.50** Austrian China; 100 Pieces.

The above sets are of the famous Basset China, in a design the factory is about to discontinue making; pink rose decoration.

**\$25.00 Dinner Sets, \$13.95** Austrian China; 100 Pieces.  
**\$27.50 Dinner Sets, \$16.75** American Porcelain; 100 Pieces.

A remarkable offering of real China dinnerware, nicely decorated. Only eight of these sets, in two styles of decoration—one pink, one green.

\$37.50 Haviland China Sets.....	\$30.00	\$75.00 Haviland China Sets.....	\$56.25
\$45.00 Haviland China Sets.....	\$33.75	\$85.00 Haviland China Sets.....	\$68.00
\$62.00 Haviland China Sets.....	\$46.50	\$115.00 Haviland China Sets.....	\$86.25
\$87.00 Haviland China Sets.....	\$69.60	\$158.00 Haviland China Sets.....	\$126.40

above are 54 and 100 piece sets, some of them open-stock patterns, in the most pleasing shapes and decorations.

## Open-Stock Dinnerware

English and American Porcelain; Austrian, German and French China—the newest and best patterns from the foremost manufacturers in a greatly diversified assortment. A single piece or an entire set; replenished at any time. Reductions now as follows:

### Plain Table and Hotel Ware

decorated Hotel Ware  
 One pattern in American Porcelain  
 Two patterns in English Porcelain  
 One pattern in Syracuse China  
 One pattern in Austrian China  
 Three patterns in French China.

One pattern in American Porcelain  
 One pattern in English Porcelain  
 Four patterns in French China

One pattern in American Porcelain  
 One pattern in Austrian China

One pattern each American and English Porcelain  
 Two patterns in Austrian China.

Five patterns of high-grade china and porcelain dinnerware of French, Austrian and American makes, the manufacture of which has been discontinued

**20% Discount**  
**25% Off**  
**1/3 Off**  
**50% Discount**

### Royal Doulton—1-4 Less

Pitchers, Plates, Bowls, Cups and Saucers, Sugars and Creamers, Trays, etc., in three styles of quaint English decoration; all at a general reduction of 25 Per Cent.

### Electric Portables—1-3 Less

The reduction applies generally throughout the line, which includes some very handsome lamps. On a number, priced at \$4.00 to \$9.00, the reduction is ONE-HALF.

### Oil-Burning Lamps—1-2 Less

Decorated parlor and bedroom lamps only.  
 \$1.00 Lamps.....50c  
 \$1.25 Lamps.....65c  
 \$1.50 Lamps.....75c  
 \$2.00 Lamps.....\$1.00  
 \$3.00 Lamps.....\$1.50  
 \$3.75 Lamps.....\$1.88  
 \$4.25 Lamps.....\$2.13  
 \$5.00 Lamps.....\$2.50

### Jardinieres—1-3 Less

Any Jardiniere in the Store at a saving of ONE-THIRD, and on a special assortment of fancy decorated Earthenware pieces at a reduction of ONE-HALF.

### All Vases at Half

The assortment includes any number of pretty pieces, in fancy decorated Earthenware, Pottery and Glass; large and small, and at all prices.

### Bird Cages—Less 1-3

Brass and painted cages, in the best make and latest styles.  
 \$1.35 Cages.....90c  
 \$2.00 Cages.....\$1.35  
 \$2.75 Cages.....\$1.85  
 \$3.25 Cages.....\$2.15  
 \$4.50 Cages.....\$3.00  
 \$6.50 Cages.....\$4.35

**EXTRA!**  
**5c**  
 For 15c Cups and Saucers and Plates, in English Porcelain with a neat blue decoration.

**EXTRA!**  
**8c**  
 For regular 15c Japanese China Plates, in a pretty, blue decoration.

**EXTRA!**  
**11c**  
 For deep Gravy Bowls, in plain white American Porcelain; various sizes; regularly 25c each.

**EXTRA!**  
**13c**  
 For regular 25c Teacups and Saucers, in very thin Japanese China, with a blue decoration.

**EXTRA!**  
**15c**  
 For Japanese Earthenware Teapots, two different styles, two sizes in each style; with inside strainers; regularly 35c.

**EXTRA!**  
**17c**  
 For Yellow Mixing Bowls, large family size; the kind with the white stripes around the edge; regularly 45c.

**EXTRA!**  
**19c**  
 For Boston Bean Pots; the regulation brown earthenware pots, in the gallon size; regularly 45c.

**EXTRA!**  
**90c**  
 For six fine Austrian China Teacups and Saucers; in three different styles of decoration; regularly \$1.50.

**Autumn Millinery**  
 At \$4.00, \$6.00 and \$8.00

**Silk-Knit Ties**  
 Worn by the Best Dressers.  
 Someone with a bent for figures has announced that fully 70 per cent of the best dressers met in New York are wearing silk knit ties.  
 Yesterday's express brought our showings of these up to full completeness. They came direct from the silk mill that has been so successful with its neckwear novelties, and the saving effected by buying direct is reflected in the remarkable values we offer:  
 They are pure solid thread silk.  
 Accordion weave.  
 Two-toned effects and crossbar patterns. Colors as varied as the rainbow.  
**75c to \$3.00.**  
 The latest novelty French pins for pinning veils, scarfs, neckwear, etc., are shown in the Dry Goods Department. These come in gold, silver and antique brass finishes; some of them ornamented with imitation gems; **75c to \$2.00.**  
**Jockey Boots**  
 So called because of their resemblance to the boots worn by jockeys. They are all the rage this season and are worn by women, girls and children. The Footwear Store is showing them in all the variations of mak-

ing—heights, 10, 12 and 14 inches; button and Blucher lace styles, in patent leather, calfskin, vic kid and tan, with the cuff tops in either leather or velvet.  
 Women's Jockey Boots, **\$1.50 to \$6.00.**  
 Girls' Jockey Boots, **\$2.50 to \$4.50.**  
 Children's Jockey Boots, **\$1.50 to \$3.50.**  
 Prettier than ever before are the new patterns in the cambrie finished percales. They range from light to dark, and, of course, all colors are included; 36 inches wide; yd., **15c**  
**School Shoes—Boys' and Girls'**  
 Proper shoes—like good precepts—keep the feet straight.  
 That is no mere pleasantry, and the mothers of boys and girls owe it to the little folks to see that they play with unhindered and that the feet shall have proper control. Do not overdo the matter, simply help Nature to perfect her work. Where Nature has failed our experts can lend a hand.  
 M. M. Co. Shoes give good service—a shoe that fits, wears best, because not given unusual strain and having least tendency to "run over."  
 The styles this fall show changes that will particularly appeal to the boy.  
**New Manhattans**  
 Men who seek the latest styles and effects in their apparel are always on the lookout for the new patterns in Manhattan

Shirts. A new shipment—just arrived and which will be shown today for the first time—brings our showing right up to the minute.  
 Manhattan Shirts are just what you want a shirt to be—cut right, made right, fit right; hand finished and hand laundered. The colors are fast and fadeless—we guarantee this.  
 The prices range from **\$1.75 to \$4.00**; and, by the way, you men who have been buying our \$2.00 Manhattans in years past will find exactly the same quality here now at the \$1.75 figure, while for \$2.00 you will get a shirt the same in quality as formerly sold at **\$2.50.**  
**Men's Fine Shoes at \$5**  
 Better leather and workmanship cannot be found in another Missoula shoe store at \$6.00 than are combined in these notable "Torrey" shoes for men. A very large assortment for Fall and Winter wear to suit all tastes. Other prices above and below these to suit your purse.  
**Diapers Made of Paper**  
 A concern in Cincinnati that has achieved some wonderful things in paper has brought out an infants' paper diaper that is sanitary, medicated and cut to the exact shape required. A package of 25 for **50c**; a single one for **2c**.  
 —Infants' Shop Up Stairs

**Women's Tailored Suits**  
 Best Fabrics and Styles

Real confidence in, or even the popularity of a Suit Store cannot be made through advertising. A woman disappointed in one \$10 suit is cautious about buying another from the same store. We prove confidence by seeing the same customers return season after season to admire and buy. Never more confidently have we invited you than we do now to see this all comprehensive, up-to-date Suit stock. Look at the—  
 Serge suits, some trimmed, **\$16.50 to \$35**  
 Cheviot suits, in variety, **\$16.50 to \$35**.  
 Broadcloth suits, **\$12.50 to \$35**.  
 Diagonal and novelty suits, **\$20 to \$45**.  
 These brief items include a fascinating line of the season's novelties as well as all the practical models that are always liked by well-dressed women.  
 A shipment of women's flannellette and Serpentine Crepe kimonos and dressing saques has just been received. The kimonos are made in the latest Empire styles, with Japanese sleeves; some have satin piped bands and others have all-satin bands down the front; prices range from **\$1.75 to \$4.50**.  
 The dressing saques in the same materials and made in pleasing styles are priced **\$1.25 to \$2.50**.