

Missoula Mercantile Co

A STORE FOR EVERYBODY

A STORE FOR EVERYTHING

The Masses, All Classes, Find This Store Serves Them Best

As we have frequently stated, the M. M. Co.'s aim is to serve ALL the people, the masses, and not any particular class. Here you will find merchandise for everybody, from the most inexpensive to the finest, and it is truthfully said of this Store that its lower-priced goods represents a higher standard of quality than is usually found at the same prices—a condition brought about by (1) our ability to handle large quantities; (2) by enjoying a business amply large to permit of smaller profits on individual sales than most stores must get; (3) by an economy of store-management whereby operating expenses are much less in proportion to the volume of sales than in the average store—all of which result in advantages to our customers.

The M. M. Co. is the poor man's store.
The M. M. Co. is the store for those of moderate means.
The M. M. Co. is the rich man's store.

The M. M. Co. invites YOUR patronage with the assurance that it has provided everything conducive to pleasant and profitable purchasing

Semi-Annual Opening of Our

Furniture Bargain Basement

Better and Bigger Than Ever

The opportunities to save on all items of house furnishings put forth by our Bargain Basement are so generally recognized that it has been necessary to rearrange and give more space to this department, and in doing so, we have added also to its usefulness through the amplified assortments it presents, it being easily possible to furnish an entire home from selections made here and at a saving of from ten per cent to one-half, and at the same time be assured of good, dependable furniture—close-outs and oddments from our regular stock as a general thing.

Visit Our Bargain Basement and Its Wonderful Bargain Booths

Like a kaleidoscope, with its ever-changing pictures, is the bargain basement. Goods go into it and out again with great rapidity; things seen here one day are gone the next, and vice versa. The way to get the full benefit of it is to come frequently—make it a habit; the thing you want will surely be found sooner or later. Here are a few items gathered in the various booths and outside of them:

<p>49-cent Booth</p> <p>75c and 50c kitchen chairs. 75c pillows. 75c child's chairs. 1.00 tabourettes. 1.00 screens. 75c and 1.00 baskets, including hamper, waste and fancy baskets. 1 to 5-yard remnants of curtain goods, worth 75c to 1.00. Odd pairs of lace curtains, regular \$2.00 to \$4.00 values.</p>	<p>\$4.98 Booth</p> <p>\$8.50 to \$10.00 iron beds. \$10.00 plate racks. \$10.00 brass commode. \$4.50 to \$5.50 golden oak rockers. \$5.00 to \$7.75 large arm chairs. \$10.00 go-carts. \$7.50 leather seat arm chairs. \$7.00 to \$9.00 blankets.</p>
<p>98-cent Booth</p> <p>\$1.50 to \$4.00 3-panel screens. \$1.50 footstools. \$2.50 folding card tables. \$2.50 Roman seats. \$1.50 tabourettes. \$1.00 to \$3.00 dining chairs. \$2.00 shoe polishing stands. \$4.00 to \$6.00 lace curtains. \$1.50 to \$2.50 curtain remnants. \$1.50 to \$2.00 clothes and fancy baskets. \$7.50 mixed-wool gray blankets.</p>	<p>\$5.98 Booth</p> <p>\$8.50 combination dresser. \$10.00 maple commode. \$15.00 maple music cabinet. \$19.00 mahogany table. \$8.50 telephone stand. \$15.00 to \$16.00 iron beds, full size. \$10.00 iron beds, 3 ft. 6 in. \$9.00 to \$12.00 blankets.</p>
<p>\$1.98 Booth</p> <p>\$5.00 slipper boxes. \$3.50 early-English tables. \$5.00 to \$7.50 folding tables. \$5.50 and \$4.00 rocker chairs. \$4.00 and \$4.25 dining chairs. \$2.75 early-English tabourettes. \$3.00 and \$3.50 medicine cabinets. \$3.50 bookshelves. \$3.00 3-panel screens. \$3.50 clothes driers. \$5.00 plate racks, with clocks. \$2.50 woolspun blankets.</p>	<p>\$8.95 Booth</p> <p>\$12.50 combination dresser. \$12.75 upholstered couches. \$13.50 magazine racks. \$15.00 library tables. \$18.00 upholstered mahogany chairs. \$15.50 leather upholstered rockers. \$14.00 leather seat arm chairs. \$11.50 office chairs. \$12.00 baby buggies. \$12.00 Reed-craft hall seats. \$15.00 to \$16.00 iron beds, full size. \$14.50 to \$15.00 iron beds, 3 ft. 6 in.</p>
<p>\$2.98 Booth</p> <p>\$4.50 child's dish, with chair. \$6.00 combination workstand. \$8.00 iron bed, 3-ft. \$5.00 metal customers. \$8.75 oak or maple center tables. \$6.00 rockers. \$3.00 plate racks. \$6.50 and \$6.00 Reed-craft stools. \$4.25 and \$4.50 leather seat diners. \$4.50 half-wool gray blankets. \$5.00 to \$10.00 lace curtains, single pairs.</p>	<p>\$11.85 Booth</p> <p>\$29.00 golden oak dressers. \$28.00 bookcase-desks. \$25.00 to \$25.50 mahogany chairs. \$21.00 mahogany music cabinets. \$18.50 Heywood go-carts. \$18.50 large Reed-craft arm chair.</p>
<p>\$3.98 Booth</p> <p>\$5.50, \$8.00 and \$7.00 iron beds, full size. \$6.00 and \$8.00 dining chairs. \$1.00 typewriter chair. \$5.50 to \$7.00 rockers. \$5.00 child's educator blackboards. \$6.75 Reed-craft high chair. \$7.50 to \$8.50 odd bedroom chairs. \$3.25 Roman seats. \$4.00 magazine racks.</p>	<p>Not in Booths</p> <p>\$35 solid oak library tables \$21.85 \$35 round extension tables \$19.85 \$20 square extension tables \$14.85 \$35 square extension tables \$17.85 \$22 Heywood go-carts \$13.85 \$30 Heywood go-carts \$14.85 \$25 hall seats \$16.75 \$30 mahogany seats \$23.35 \$25 ruyalouch button chair \$13.75 \$35 mahogany chairs, rockers \$18.85 \$35 3 ft. 6 in. brass beds \$18.95 \$25 kitchen cabinets \$16.65 \$30 kitchen cabinets \$21.35 \$28 golden oak sideboards \$19.85 \$25 golden oak buffets \$15.00 \$40 golden oak buffets \$24.50 \$75 Early-English buffets \$45.00 \$40 and \$45 china closets \$29.00 \$40 sectional bookcase stack \$24.95 \$35 golden oak bookcase \$17.50 \$27.50 princess dressers \$22.50 \$30 mahogany princess dressers \$17.35 \$30 mahogany dresser \$17.85 \$27.50 mahogany dresser \$16.75 \$22.50 mahogany dresser \$13.25 \$35.50 golden oak chiffoniers \$29 \$40 golden oak chiffoniers \$24.25 \$22.50 combination dresser \$16.50</p>
<p>BEDSPREADS—\$3.00 TO \$3.75 VALUES \$1.98</p> <p>A clean-up of all lots up to three of a kind: full and three-quarter size; hemmed, scalloped and fringed; solid, and cut corners—2nd floor, Furniture Annex.</p>	

Women's Suits Newly Arrived

Hardly a day but brings a fresh supply of the handsomely tailored, conservative coat-and-skirt suits so indispensable to a woman's wardrobe. Every suit, however lowly priced, bearing an assurance of tailored care and thoroughness that means long-continued as well as immediate pleasure in wear.

- Broadcloth and Serge Suits at \$16.50.
- Fine Cheviot Suits at \$17.50.
- Serge and Mixture Suits at \$20.00.
- Broadcloth and Novelty suits at \$22.50
- Endless Variety at \$25.00 and above.

Variety so wide that we may justly say no suit exactly resembles its neighbor, except in those staunch, dependable qualities of perfect cut, graceful, easy fit and wear-resisting finish.

Good, Cozy Sweaters

To snug into a warm, well-made coat sweater that has good lines is a double comfort for the wearer. Our stock affords abundant variety for choice and every garment is made to conform to our high standards regardless of price. All wanted colors, styles and sizes.

- \$3.50 Sweaters at \$2.50
 - \$6.50 Sweaters at \$5.00
- A special offering of women's fine wool sweater coats, made in semi-fitted style, with V necks, plain or fancy stitch, heavyweight; colors are white, gray and cardinal.
- Women's and misses' coat sweaters in the popular middy style; white, tan or navy; large collar collar, cuffs, shield and bottom edge striped in red or white.



Men Are Now Engaged in a Lively Scrimmage For Warmer Suits and Winter Overcoats

A few wintery blasts and a few flakes of snow brought many men to a sudden realization that they could no longer put off buying their winter outfit. Sales in our Clothing department took a jump as a consequence, for this is the first place men who know clothing and clothing-values look to, to supply their needs.

The Store Where a Man Cannot Choose Wrongly Because Its Goods Are Only the Right Kinds.

In our stocks you will find the best ideas of all the makers whom the better class of clothing stores in the country acknowledge to be superior.

MEN'S SUITS AND OVERCOATS AT \$15

\$15.00 is as little as a man should want to pay for a suit or overcoat, but even at this low price he can get here a garment that neither looks like nor wears like a low-priced suit. Sturdy, hard-wearing materials, good styles and good tailoring are their features. This is the only store where a man can pay \$15.00 with a certainty of getting a good suit or overcoat that does not carry the \$15.00 look, or he can pay as much more as he wants and, get proportionately more for his money, our finer garments, up to \$37.50 are worth more than we ask, as a comparison will prove.



Every Woman Will Want at Least One Each of These Petticoats

Women's black Heatherbloom Petticoats, made from medium weight material, stylish cut, with tucked ruffle and plain dust ruffle; all sizes; regularly sold at \$1.25; specially priced at



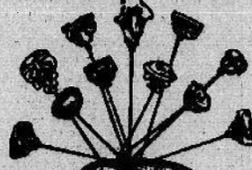
Women's soft silk taffeta and messaline Petticoats, made in styles suitable to be worn with the close-fitting skirts; in all lengths; garments regularly sold at \$3.75, on sale, while they last, at, only

98c \$2.75

Children's Coats, Former Prices up to \$7, Now Only \$3.50

They come in all sizes up to 6 years and the materials are cheviots, serges, worsteds, plush, corduroy, bear-clotn and astrachan, in navy and Copenhagen blue, brown, gray and black.

In the Crockery Dept.



Sterling Silver Hatpins, Values to \$1.75 50c

Dozens to pick from, all brand new and in all the latest up-to-date shapes, including round ball, pear shape and fancy heads in sterling silver, substantially mounted on long steel stems.

Gold Band Edge Tumblers, Each 10c

Best quality lead blown glass tumblers, in straight and bell shapes, each with a burnished gold band edge; a handsome glass for table use. One each only to sell at 10c each.

Cut Glass Salts and Peppers for 25c

Genuine cut crystal glass salt and pepper shakers, with German silver tops, regularly sold at 50c each, specially priced today at 25c

Carriage Heaters

Clark's carriage heaters are miniature metal stoves, lined with asbestos, covered with carpet; once charged with the ignited coal needs no attention and is safe.

Oval style \$1.50
Triangular \$2.25
Coal, 12 bricks \$1.00
Soapstone footwarmers retain heat for a long period, each \$1.00.
Portable oil heaters, \$4 and \$5.

A Wonderful Value--Our 85c Serge

The tremendous demand for serges has had the effect in many stores of increased prices, but not so here. We foresaw the conditions and bought in anticipation of it. Today a good all-worsted serge, 42 inches wide, at 85c a yard is mighty hard to find; it is a splendid quality; hard, smooth finished material and the colors are absolutely fast; in black, brown, navy, red and gray.

Another very good value is our 46-inch storm serge at \$1.25 a yard, in black, navy, green, red and gray.

\$1 Silk Poplin at 69c

A beautiful material for waists and dresses; it is 27 inches wide and comes in old rose, reseda, golden brown, tan, pink and white, with dots or figures in satin broche.

New Fancy Flannels at 15c

Fifteen fine patterns, in stripes, to select from in this new material that resembles Eden cloth, and has a finish and feel like the finest wool flannels; suitable for waists, dresses, pajamas, etc., 27 in. wide.

Extra Special Offering Women's Hand Bags at \$1.25

Just a few dozen of these bags and they'll close out quickly. Black pebble leather, with gold or silver mountings and long strap handles; leather lined and fitted with coin purse to match bag.

Hardware Department Can Help to Make the Home Snug

Weather strips to keep draughts from coming in doors and windows; proper attachments for the storm sash door checks to close the doors; stoves, stationary and portable and even to keep you warm when driving or motoring.

Weather Strips You Can Apply Yourself

BOSLEY'S—The kind made of wood, with a strip of felt; keeps out cold, rain, dust and snow; in 12-ft. lengths; four styles:
For upper and lower window sash, per foot 2c
For center of windows, per foot 4c
For sides and tops of doors, per foot 4c
For bottom of doors, per foot 5c
FLEXIBLE RUBBER—50-foot lengths:
1/2-inch, for windows, per foot 3c
3/4-inch, for sides and tops of doors, per foot 4c
1-inch, for bottom of doors, per foot 5c

HANGERS AND FASTENERS FOR STORM SASH

SCHROEDER'S PEERLESS—The easiest to apply. Sash can be applied from the inside without use of tools and is held firmly without rattling and the fastener allows the windows to be pushed out for cleaning or ventilating. Can be used for full length screens in summer. Hangers, per set, 10c; fasteners, per pair, 15c.

CORBIN UNIVERSAL DOOR CHECKS.
Controls the door automatically, closing it quickly without a slam. Simplest, neatest and easiest to apply. For large doors, \$4.50; for heavy house doors, \$5.50; for store doors, \$6.50 and \$8.50.

WoolWorth Underwear

It isn't what we say about Woolworth underwear that makes it good, but what Woolworth underwear is, the satisfaction it gives every man who wears it that makes it the best selling underwear on the local market today, and why dealers all over the northwest are clamoring for selling rights. Try a suit of it yourself and you'll know warmth and comfort.

- WoolWorth, medium weight shirts and drawers; shirts 34 to 38, drawers 32 to 36; light fawn color \$1.75
- WoolWorth heavy shirts and drawers; buckskin color; all sizes \$2.00
- WoolWorth shirts and drawers; natural gray; all sizes; garment \$2.00
- WoolWorth heavy shirts and drawers; double front and back; buckskin color; all sizes \$2.50
- WoolWorth extra heavy shirts and drawers; double front and back; buckskin color; all sizes \$2.50

Another Good Thing to Get Next to You--

Rockwood's Anti-Tuberculosis Underwear
The White Plague armor. Recommended by physicians and state boards of health who advise that woolen clothing should be worn next to the body. Comes in heavy weight, natural gray color; per garment \$2.50
Rockwood's Vicuna wool underwear, natural brown color \$2.50
Rockwood's fine lambswool underwear, natural gray color \$1.75

Children's Overcoats Are Ready

The newest and best styles shown this season, and the best values it has ever been parents' good fortune to buy. An exceptionally fine collection of harmonious color-combinations, in all-wool fabrics; some plain; others in small, neat patterns.

At \$2.00 and \$2.50
Children's overcoats, made double-breasted and buttoning close to the neck; good, warm and serviceable; sizes 5 to 9 years.

At \$3.00
Children's heavy cheviot overcoats, navy blue color, with shawl collar of astrachan.

At \$7.00
Children's fine all-wool chinchilla overcoats, in gray or blue; made double-breasted and with warm flannel lining. A coat for little gentlemen.

Pembroke--A Great New \$1 Hat for the Boys

Something new in boys' headwear and while just resolved, it has already made a hit. "Pembroke" is a medium telescope-shape in scratch felt, in solid black, gray and brown mixtures. At this store only, and the best hat it has ever been possible to buy for a dollar.

Just What Every Boy Wants and Needs Is a Good, Warm Sweater

Here are dozens of kinds and thousands of garments to pick from, for boys of all ages.

1296 Boys' Sweaters Worth \$1.00 Each, at 55c

A remarkable demonstration of this store's ability at value-giving. These sweater coats are good heavy weight, in a new corrugated weave, in a green heather mixture; all sizes.

The Boys' Sweater Coats

WE SELL AT \$1.00 are proportionally better values; heavy weight, Oxford gray, with scarlet facing; with pockets and pearl buttons.
AT \$1.50—Boys' sweater coats, made from fine worsted yarns; V neck; all colors.
AT \$2.00—Boys' fine worsted sweater coats, with Byron collar and two pockets; in tan, pearl, cutaway, navy and scarlet; a strictly high-grade garment.

Boys' warm Flannel Shirts—Made just as the boys like them, from a light weight, serviceable flannel in neat stripes, coat cut, with starched neckbands, detachable soft flannel collar, rouch cuffs and pearl buttons. \$1.25

