

Missoula Mercantile Co.

Next week in our Hardware department there will be held a demonstration of WEAR-EVER Aluminum Cooking Utensils, to attend which the public is cordially invited.

It may seem a little early to talk about Christmas, but if you intend to make use of the new Personal Greeting Cards it is time now to order. See samples in Dry Goods Dept.

The Great Annual Thanksgiving Linen Sale

Begins This Morning—Better Now Than Ever

20% DISCOUNT



GREATER advance interest has been manifested

in this linen sale on the part of our customers than we have ever known before and

this because housekeepers and buyers of linen generally have learned by experience that the M. M. Co. Linen Store has the best linens, the biggest assortments and at regular prices the values it offers are without comparison in this community. They have learned, too, that our Thanksgiving Linen Sales afford the greatest opportunities for SAVINGS, and many thrifty people time their linen purchasing to correspond with this great annual event.

Great as the outside interest has been, it has not exceeded the interest and enthusiasm from within. We planned on a lavish scale to make this the GREATEST Linen Sale Missoula has ever known. Our purchases were made at a most favorable time and we bought quantities sufficiently large to secure the lowest possible prices—in other words, to secure the very highest values for our customers.

Reliable Linens—Our Own Importations

Of the thousands of yards of table linens here, the hundreds of matched sets and odd pieces, there is not one but is worthy your confidence. Goods represented as all-linen are made entirely of pure flax, while goods otherwise described will be found the best of their class and dependable in every way. Here are the famous "Gold Medal" linens, made by Wm. Liddell & Sons, Belfast, Ireland, also the best makes of Scotland, Germany and France, in scores of beautiful patterns, every one new this season. Space is too limited to give in detail the various styles and kinds in every lot—the diversity is too great, hence this bare synopsis of the sale's offerings:

Table Linens by the Yard

- 75c Table Damask, 68-inch, 60c a yard. Four designs; union cloth.
- 75c Table Damask, 70-inch, 60c a yard. Extra heavy quality; German satin finish.
- \$1.00 Table Linen, 70-inch, 80c a yard. Four patterns; half-bleached German linen.
- \$1.00 Table Linen, 72-inch, 80c a yard. Guaranteed pure linen; five designs.
- \$1.25 Table Linen, 72-inch, \$1.00 a yard. Five designs; 33.50 napkins to match, \$2.80 dozen.
- \$1.50 Table Linen, 70-inch, \$1.20 a yard. 34.50 napkins to match, \$3.60 a dozen.
- \$1.50 Table Linen, 72-inch, \$1.20 a yard. Eight patterns; 34.50 napkins to match, \$3.60 dozen.
- \$1.75 Table Linen, 72-inch, \$1.40 a yard. Handsome designs; 35.00 napkins to match, \$3.90 doz.
- \$2.00 Table Linen, 72-inch, \$1.60 a yard. 3 designs; 36.00 napkins to match, \$4.80 dozen.
- \$2.50 Table Linen, 81-inch, \$2.00 a yard. Extra heavy quality; beautiful pattern.

Separate Table Cloths

- Of good heavy quality German mercerized goods; good assortment of patterns, with borders all around.
- \$1.75 Table Cloths, 68x72-in., \$1.40
 - \$2.00 Table Cloths, 60x90-in., \$1.60
 - \$2.50 Table Cloths, 68x108-in., \$2.00

Separate Napkins

- PLAIN HEMMED, HEAVY QUALITY GERMAN MERCERIZED GOODS.
- \$1.25 Napkins, 18-in., \$1.00 a dozen
 - \$1.50 Napkins, 20-in., \$1.20 a dozen
 - \$2.00 Napkins, 22-in., \$1.60 a dozen
- BOOKFOLD NAPKINS, ALL-LINEN OPEN STOCK
- \$2.50 Napkins, 20-in., \$2.00 a dozen
 - \$3.00 Napkins, 22-in., \$2.40 a dozen
 - \$3.50 Napkins, 22-in., \$2.80 a dozen
 - \$4.00 Napkins, 22-in., \$3.20 a dozen
 - \$5.00 Napkins, 24-in., \$4.00 a dozen
- HEMSTITCHED NAPKINS FINEST ALL-LINEN DAMASK.
- \$4.00 Napkins, 18-in., \$3.20 a dozen
 - \$5.00 Napkins, 18-in., \$4.00 a dozen
 - \$3.00 Napkins, 15-in., \$2.40 a dozen
 - \$4.50 Napkins, 15-in., \$3.60 a dozen
 - \$6.00 Napkins, 15-in., \$4.80 a dozen
 - \$8.00 Napkins, 15-in., \$6.40 a dozen
- SCALLOPED EDGE TEA NAPKINS, FINEST ALL-LINEN
- \$4.50 Napkins, 15-in., \$3.60 a dozen
 - \$5.00 Napkins, 15-in., \$4.00 a dozen
 - \$7.00 Napkins, 15-in., \$5.60 a dozen

Matched Table Sets

- Each set consists of one cloth and a dozen napkins.
- \$10.00 Table Sets for \$8.00. Cloths 72x72 and 72x90 inches. Napkins 22 inches.
 - \$12.00 Table Sets for \$9.50. 72-inch round cloth, scalloped edge; 22-inch napkins.
 - \$12.50 Table Sets for \$10.00. Cloth 72x90 inches. Napkins 24 inches.
 - \$15.00 Table Sets for \$12.00. Cloths 72x90 and 81x81 inches. Napkins 24 inches.
 - \$18.00 Table Sets for \$14.50. Round, square and oblong cloths; 22 and 24 in. napk.
 - \$20.00 Table Sets for \$16.00. Cloths 72x90 to 80x90 inches; 24 and 25 inch napkins.
 - \$25.00 Table Sets for \$20.00. All very handsome; cloths in all sizes and shapes; napkins 22 and 27 inches square.

Hemstitched Table Sets

- Each Set consists of one cloth and a dozen napkins to match, all finished, ready to put on the table.
- \$6.75 Hemstitched Table Sets for \$5.40
 - \$7.50 Hemstitched Table Sets for \$6.00
 - \$10.00 Hemstitched Table Sets for \$8.00
 - \$15.00 Hemstitched Table Sets for \$12.00
 - \$20.00 Hemstitched Table Sets for \$16.00
 - \$25.00 Hemstitched Table Sets for \$20.00

Luncheon Sets

- Each Set consists of one cloth and six napkins, all finished ready for use; 15-inch napkins.
- SETS WITH SQUARE CLOTHS, HEMSTITCHED.
- \$3.50 Luncheon Sets, 36-in. cloth, \$2.80
 - \$4.50 Luncheon Sets, 45-in. cloth, \$3.60
 - \$5.00 Luncheon Sets, 54-in. cloth, \$4.00
- SETS WITH ROUND CLOTHS, SCALLOPED EDGE
- \$4.00 Luncheon Sets, 36-in. cloth, \$3.20
 - \$5.00 Luncheon Sets, 45-in. cloth, \$4.00
 - \$6.00 Luncheon Sets, 54-in. cloth, \$4.80

Lunch Cloths

A fine new assortment of these in all-linen damask, 36, 45 and 54-inch square and round, with hemstitched or scalloped edges; \$1.00 to \$5.00.

Tray Cloths

Good quality damask, size 18x27-inch, hemstitched all around; specially priced at 35¢ and 50¢.

Stylish Winter Coats

The Values are Up to \$17.50

\$12.98



A very special offering that any woman or miss who has not already been provided for will do well to investigate—especially if, besides the saving, she wishes to get the prettiest, most stylish and best coat her money will buy.

These are coats taken right out of regular stock and marked at a bona fide reduced price, simply because our stock of medium-priced coats is larger than we care to have it, notwithstanding that the coat selling season which is largely dependent upon cold weather, has but fairly commenced.

As For Styles

All the good styles shown this season are embraced in this offering; there are full length coats and the popular three-quarter length or "Johnny" coats, made up with fancy collars, revers and cuffs or plain.

As For Materials

The coats are made from good serviceable materials combining at once, warmth and attractiveness of appearance—boucle and polo cloths, plaid back cloakings and heavy coatings in plain and mixed colors; all popular colors.

\$6.75 to \$8.50 Silk Waists \$5.00

We have so many new things in our Waist section that we cannot begin to enumerate them all—the newest things in silk and lace waists, in thin and heavy cotton waists and in flannel and other wool waists. You should see them all and to make your trip of inspection doubly interesting we offer this special:

WOMEN'S SILK WAISTS. In chiffons, tulle and mesalines, in navy, tan, brown and other good colors; plain and in pretty stripes, made with high-neck and either long or three-quarter sleeves; plain and fancy styles; trimmed either with silks of contrasting color or lace and buttons; all sizes; waists regularly priced from \$6.75 to \$8.50 for only \$5.00

Halycon Messaline Petticoats \$1.50

Women who did not get here in time or who did not fully supply their needs of these soft, silk-like, inexpensive garments from our early season stock will be glad to know that a new shipment has arrived, and although higher priced to buy wholesale the early season price still prevails. These petticoats are made on the desirable straight lines, with fitted waistband and deep, accordion-plaited flounce; black only; all sizes.



Women's Underwear Specials

Missoula's greatest and best Underwear Store was never in better condition to meet the requirements of its customers. Gaps caused by heavy selling early in the season have been filled in and our assortments of styles and sizes is complete in—



- Munsing Underwear
- Merode Underwear
- Springfield Underwear
- And Our Own Special Lines.

A Suit of Winter Underwear for 38¢

Sounds unreasonable, but here are the garments, 13c each. Women's fine ribbed, medium-weight cotton dressed vests and drawers; these garments are correctly proportioned and nicely made—vests with brochet neck and pearl buttons; drawers with long gusset and fan back; sizes, 4, 5 and 6.

Silk-Finished Part-Wool Union Suits, \$1.25

Fine ribbed, medium-weight part wool union suits, prettily finished with silk crochet beading and silk ribbon; these garments are exceedingly soft and fine and will not shrink; sizes, 4, 5 and 6.

Linen Sale Towel Offerings

- \$1.50 Huckaback Towels, \$1.10 doz. Good weight, linen-finished towels, white with red border; size, 19x40 inches.
- 35c Linen Huck Towels, 25c each. Extra good, all-linen huckaback towels, large size, with hemstitched or scalloped edge.
- Linen Crash Roller Towels, 25c. Bleached linen crash roller towels, full 2 1/2 yards long; red border; ready for use.
- Extra Good Values in all-linen damask and huck towels, scalloped or hemstitched ends, at 50¢, 65¢, 75¢, \$1.00, \$1.25 and \$1.50; embroidered, 75¢ to \$2.00.
- QUEST TOWELS. Webb's best linen, 15x24 inch; hemstitched, 40¢, 45¢, 50¢, 65¢ and 75¢; embroidered, \$1.00, \$1.25 and \$1.50.
- ALL-LINEN TOWELING by the yard, 15, 16, 22 and 24 inch widths; plain and fancy huck and damask; special values, 85¢, 45¢, 50¢, 60¢, 65¢ and 75¢ a yard.

A Wide Range of Men's Suits To Pick From at \$25.00



No man, however critical, could fail to find here at this price the suit to exactly fill his requirements. It is the pivotal point of our price system—from its prices range downward to as low as \$12.50 and upward to \$40; all makes are represented at this price, too, thus giving a man an almost unlimited range not only in styles, materials and colors, but of makers as well, to select from.

Premier Clothes

Our own high-class hand-tailored clothes, acknowledged by clothing experts and by thousands of men not experts but capable judges to be the "best ready-to-wear" clothes made.

H. S. & M. Clothes

The solid merit of these clothes has built up the largest wholesale tailoring establishment in the world—more be said!

Wool-Worth Clothes

Buy the very finest suit made with our Wool-Worth label. The fabrics are fine and the style and making of these suits is in keeping with the fabrics.

For the Young Men

R. B. Fashion Clothes and Society Clothes—the clothes favored by the young American gentleman—students, professional men and business men who have learned that appearance counts and counts for most when one wears these clothes.

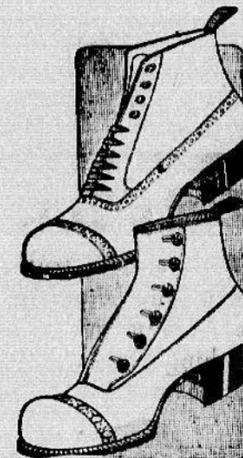
Plenty of Good Overcoats at \$25

It would be next to impossible to call for a style in a cloth overcoat that we cannot supply at \$25.00, and the values we offer at this price should remove any doubt as to where you would buy your winter overcoat and how much you would pay. Long coats and medium-length coats; belted backs and plain backs; regular and convertible collars; materials in lively patterns and in plain dark colors. Your coat at \$25.00.

A New Hat For Every Man

No matter what your taste may be in the selection of a hat, whether conservative or the newest thing shown anywhere, then this is your Hat Store. Hats \$1.00 to \$2.00.

Shoes for Men, Women and Boys \$3.50



You'll never fully appreciate how good our \$3.50 shoes are until you come and see them, try them on and give them the wear test. We're specializing on \$3.50 shoes and are giving our customers the best style and wear that the country produces in moderate priced footwear. Other stores have as good shoes, but their price for them is 50¢ to \$1.00 a pair more than we ask and simply because our purchasing power is greater. Sounds like "blow," we know, but HERE ARE THE SHOES:

- Made in all leathers—blacks, tans, patents.
- Made in all styles—bals, bluchers and button.
- Made in a variety of lasts and in all sizes.
- Made to give satisfaction and service at \$3.50.

Our men's Work Shoes at \$3.50 are wonders for wear—made with full or half-double soles; uppers of soft, pliable black or tan stock. Boys' High-Top Blucher Boots, 12-inch tops, with buckle at top, as near water-proof as shoes can be made—\$3.50.

Bed Linens Specially Priced See Our Fine Assortment



- Special purchases for this sale and the values will appeal to all as being extraordinary upon inspection of the goods offered.
- Embroidered Pillow Cases, 30c each. Size 45x36 inches, made of good soft-finished muslin, nicely embroidered.
 - Initialed Pillow Cases \$1.50 a pair. Fine Irish cambric, hemstitched or scalloped ends; size 45x36 inches; any desired initials.
 - Embroidered Bed Sets, \$4.00. One sheet 81x90 inches and two pillow cases 45x36 inches; fine Irish cambric, hemstitched and embroidered with any initials; each set boxed.