MARSHALL & ILSLEY CORP/WI/ Form 424B2 November 17, 2004 Rule 424(b)(2) File No. 333-33814 Pricing Supplement #110 dated November 18th, 2004 to the Prospectus Dated April 12, 2000 and Prospectus Supplement Dated October 21, 2003 Marshall & Ilsley Corporation MiNotes SM Due from 9 Months to 30 Years Trade Date: November 15, 2004 Issue Price: 100% Original Issue Date: November 18, 2004 Principal Amount: \$66,000 Maturity Date: November 15, 2013 Interest Rate: 4.40% Interest Payment Dates: 12/15/04 & Monthly thereafter Purchasing Agent acting as Principal: Merrill Lynch & Co. Purchasing Agent Commission: 1.40% Proceeds Before expenses: 98.60% (\$65,076.00) Survivor's Option: Yes Redemption or Repayment: At Maturity Redemption/Repayment Terms: Not Applicable Minimum Denomination: \$1,000 minimum investment with increments of \$1,000 CUSIP No.: 57183MEV8 Original Issue Discount: No Notes: All trades settle without accrued interest and clear SDFS: DTC Book-Entry only Merrill Lynch DTC Participant Number: 161