

A STORE FOR EVERYBODY

MISSOULA MERCANTILE COMPANY

A STORE FOR EVERYTHING

A Hat Full of Coal Lasts All Night in Cole's HOT BLAST



That is a tremendous fact for users of heaters. Your fire is never out! A hat full of coal in a Cole's Hot Blast burns all night, and in the morning instead of building the fire, shivering in a chilled room and waiting for the fire to heat up, you open a draft only. And there is fuel enough left to warm up nicely. We not only say this. We guarantee it, and our word is backed by the largest manufacturer of soft coal heaters in America. We guarantee a saving in fuel of a third. This is a conservative guarantee. You really save one-half to 60 per cent of your winter's fuel bill by using this stove. In fact, our guarantee on Cole's Hot Burns Any Fuel--Soft Coal, Hard Coal or Wood

Blast is the most sweeping statement ever put behind a heater, and it puts us in the lead of all stove dealers.

Let us show you this remarkable heater--this clean stove--this continuous fire holder--this expense cutter--this beauty. Take note that this heater burns soft coal, hard coal, wood, slack, lignite or coals--and we guarantee it against any heater, size for size, at twice or three times its price.

Ours is the Original Cole's Hot Blast, with the name Cole's on the feed door.



Shows top draft burning the GAS half of soft coal.

A Great Spread of Blanket Bargains

Now for the liveliest blanket selling of the season, to the tune of clearance prices. Beginning Monday morning and continuing throughout the week we offer our entire stock of bed blankets at tremendous savings and the opportunity is at hand to lay in a good supply for the cold weather just around the corner and for future needs.

Attend This Great Sale Without Fail Values Absolutely Without Parallel

EXTRA SPECIAL
Full 10-4 size Cotton Sheet Blankets, double; in tan and silver gray, with fancy borders, regular price 60c a pair, special **35c** pr
No Phone Orders. None Sold to Dealers.

Cozy Cotton Blankets
The following are full and extra size, in white, tan and gray, with fancy colored borders, and excellent values at regular prices:
Cotton Sheet Blankets, regularly priced at \$1.50, special only **\$1.20**
Cotton Sheet Blankets, regularly priced at \$1.75, special, only **\$1.40**
Cotton Sheet Blankets, regularly priced at \$2.00, special, only **\$1.60**

Heavy Oregon Blankets All Wool
Mottled gray and vicuna color, with stripe borders in fancy colors; 4 to 10 pounds each; 10-4, 11-4 and extra large sizes.
\$4.00 Blankets specially priced at **\$3.20**
\$4.50 Blankets specially priced at **\$3.60**
\$5.00 Blankets specially priced at **\$4.00**
\$6.00 Blankets specially priced at **\$4.80**
\$7.00 Blankets specially priced at **\$5.40**
\$8.00 Blankets specially priced at **\$6.40**
\$10.00 Blankets specially priced at **\$8.00**
\$12.00 Blankets specially priced at **\$9.60**

Mixed Wool Camp Blankets
Good, durable warm blankets, in good heavy weights, in gray, brown and mixed colors with fancy borders.
Mixed Wool Blankets, regularly priced at \$2.25, special, only **\$1.80**
Mixed Wool Blankets, regularly priced at \$2.50, special, only **\$2.00**
Mixed Wool Blankets, regularly priced at \$3.00, special, only **\$2.40**
Mixed Wool Blankets, regularly priced at \$3.50, special, only **\$2.80**

EXTRA SPECIAL
Our popular "Sarnia" Blankets, strictly all-wool, 11-4 size, in white with pink border and gray with blue border, regular **\$4.25** price \$6 a pair, special while they last....
No Phone Orders. None Sold to Dealers.

White Home Blankets All Wool
Soft, downy white blankets in all grades and sizes. The better ones are our extra high grade MISMERCO blankets, the finest made.
\$3.50 White Blankets specially priced **\$2.80**
\$4.00 White Blankets specially priced **\$3.20**
\$4.50 White Blankets specially priced **\$3.60**
\$5.00 White Blankets specially priced **\$4.00**
\$6.00 White Blankets specially priced **\$4.80**
\$7.00 White Blankets specially priced **\$5.40**
\$8.00 White Blankets specially priced **\$6.40**
\$10.00 White Blankets specially priced **\$8.00**
\$12.00 White Blankets specially priced **\$9.60**



Fancy Bed Blankets All Wool

Beautiful blankets in handsome checked and plaid patterns; some in light shades, others in bright colors.
\$6.50 Fancy Blankets specially priced **\$5.20**
\$7.00 Fancy Blankets specially priced **\$5.60**
\$8.00 Fancy Blankets specially priced **\$6.40**
\$9.00 Fancy Blankets specially priced **\$7.20**
\$10.00 Fancy Blankets specially priced **\$8.00**
\$12.00 Fancy Blankets specially priced **\$9.60**
\$14.00 Fancy Blankets specially priced **\$11.20**
\$15.00 Fancy Blankets specially priced **\$12.00**

My, What Fun the Young Folks Are Having



Heaps of sport and loads of good healthy exercise for the boys and girls now since the sleighing is good, so buy them sleds and let them enjoy it. Ours are made of carefully selected materials and are strong, speedy and substantial.

Flexible Flyers
These are the fastest, safest, and in the saving of shoe leather, are the cheapest to buy. Can be steered either with hands or feet. Prices **\$2.50, \$3.00, \$3.75, \$4.50 and \$6.00.**
Wood Coasters for boys, small and large, plain and fancy, at **50c, 75c, 90c, \$1.50, \$2.15, \$2.25 and \$3.50.**
Star steel Coasters, all steel except tops **\$1, \$1.50, \$2, \$2.65**
Star steel Sleds, for girls **\$1.35, \$1.60, \$1.85 and \$2.85**
Wood Sleds, for girls **45c, 55c, 65c, \$1.15, \$1.25, \$1.40, \$2.00 up to \$3.25**
Push Sleds, for babies **\$3.75, \$5.00, \$6.00, \$8.00**
Ice Skates, for children, men and women, per pair **50c to \$4.00**
Ice Creepers makes it safe to walk on slippery places **.25c to 60c**

The Season's Greatest Coat Sale---Stylish Garments at Lowest Prices

Three Days Only---Monday, Tuesday and Wednesday

Now, madam, is your chance to buy a stylish, serviceable winter coat at a price that rewards you well for waiting, but you must act promptly if you would secure for yourself the benefit that the sale affords, for these special prices will not apply after Wednesday, and if you really want the best choice of these remarkable offerings you'll be on hand early Monday morning.

\$25 and \$27.50 Coats Only \$12.50
Handsomely made, in three-quarter lengths and full lengths in stylish loose-back models, from fine all-wool broadcloth and kerseys in dark red, wine, dark green, dark browns and cream color; highest class tailoring throughout, satin lined and ornamented with braids and fancy buttons; coats regularly sold at \$25 and \$27.50, specially priced for this sale at **\$12.50** only

Half Price for These Beautiful Coats
And they are beautiful coats! Made of heavy weight mannish patterned cloaks, in brown, tan, dark gray, dark green and fancy mixtures, in very stylish full loose back and semi-fitted models; they are lined with the finest satin and are trimmed with fancy buttons and silk velvets in contrasting colors.
Coats regularly priced at \$27.50, only **\$13.75** Coats regularly priced at \$35, only **\$17.50**

Coats for Misses and Young Ladies
These are garments received just in advance of the holidays and are the latest expressions of winter styles. They come in broadcloths and light weight kerseys, in the most popular colors and are made in semi-fitted and loose-back styles, trimmed with braids, buttons and silk velvets and satin lined.
Regular \$18.50 Coats specially priced at **\$10** Regular \$20.00 Coats specially priced at **\$12.50** Regular \$25.00 Coats specially priced at **\$16.50**



Children's and Misses' Coats

Mothers of girls will welcome this opportunity to buy good, warm, durable coats for their daughters at prices averaging half those ordinarily asked. Such bargains as are noted below are really remarkable, possible only because it is our time for clearance in this line.

\$6.50 Reefers Only \$2.50
Children's Reefers, made of dark mixed materials in the most popular colors, lined with heavy sateen or red flannel; no two alike and each one is well made, warm and serviceable; values up to \$6.50, specially priced **\$2.50** at

\$10.50 Coats Only \$5
Coats for girls and misses, sizes 4 to 12 years, made of heavy kerseys and broadcloths and plain and two-toned mixtures, in all colors; well made garments, with good durable linings and neatly trimmed; regularly priced at from \$8.50 to \$10.50, only **\$5.00**
Another assortment of Coats of the same general description but made of better materials; regularly priced at from \$12 to \$13.50, only **\$6.50**



Dresses and Walking Skirts Worth Up to \$9.95 Only \$5 Each

A large assortment to choose from, in Panama, serge, voile, fancy mixtures and taffetas, made in the best models and all man-tailored garments.

New Lawn Waists
An advance shipment of lawn waists, made in the new spring styles, with tucked front and back, long sleeves and tailored or fancy embroidered front; in all sizes; special values at **\$1, \$1.25 and \$1.50**



YOU KNOW THE IMPORTANCE of correct fit in clothes; no matter how good the cloth or how well-made the garments, if they don't fit, you don't want them.

We understand this as well as you do; and we offer you



because there is no trouble in giving you a correct fit in these goods.

You'll find these clothes stylish, perfectly made, of all-wool fabrics; such clothes as any gentleman may be proud to have and wear.

We'd like to fit you in one of our fancy suits, and one of our dress blue or black suits for changing off.

Clothes to suit you here.
Premiere \$25 to \$50 Suit and worth the money

FUR AND FUR LINED COATS ARE AN important feature here. We have a range of styles adapted to every need and a price adapted to every pocket-book; values you'll go a long way before finding their equal.

Here's a line of teamsters' coats, made of heavy brown mode duck; some with body lined with all-wool plaid blanketing, others sheep lined; the same for the skirts; lambskin and wombat collars; loop fasteners; 46 to 52 inches long; **\$10 to \$20.** At **\$20** a drab English moleskin coat, full lamb lined and with lamb storm collar; made very full and long, 52 inches; loop fasteners.
Another line of lamb-lined English moleskin coats has genuine wombat storm collars and wrist protectors; **\$25.**
Our Russian and Siberian Calf Coats are made from fine, choice dark brown skins—the best for looks and service; lined throughout with genuine Italian serge, nicely quilted; with wrist protectors and loop fasteners; some sans trimming, others with blended rat and beaver collars and cuffs; made for comfort, 52 inches long and cut good and full; all sizes; **\$25 to \$45.**
For a real warm coat for street wear or driving, and for practical purposes as good as a fur-lined coat, the "Prince Henry" Overcoat; made of dark blue kersey, silk plush lined throughout, with blended rat storm collars and front facings, and loop and button fasteners; **\$20, \$25 and \$35.**
Fur-lined or "shell" coats afford the extreme of elegance and luxury. Here's a line made of fine dark blue kersey, lined with natural and blended rat, some with fur collars to match, some with genuine otter collars, and still others with genuine beaver collars; **\$60 to \$90.** Another line, made of XXX quality dark blue kersey, one mink-lined and with otter collar, another with beaver lining and collar; **\$100**
"Coon" coats made from selected raccoon skins, with finest quality quilted Cashmere lining, with shoulders reinforced with fine Circassian; **\$60 to \$85.**
Blended rat coats, extra quality fur, lined with extra fine quilted lining; **\$65.** Australian opossum "auto" coats, made extra long, 54 inches, and with wide sweep to skirts, with deep cuffs with wrist protectors and natural opossum collars; lined with fine Cashmere and reinforced across the shoulders with heavy satin; loop fasteners with buttons to match; **\$65.**
Genuine Astrakhan coats, made with collars to match; lined throughout with best quality black silk of heavy weight; **\$135.**

