

New! New! New!

These words seem to cry out from every nook and corner of this great store these days. Thousands upon thousands of dollars' worth of new, bright merchandise has been pouring into every department, and each is able to announce its readiness for the splendid fall and winter trade before us. It's a treat just to come and look around.

Dress Goods This Winter Will Appeal to Every Woman

This should be a beautiful season in clothes. A gown simply cannot be beautiful unless the material pleases the eye. This year dressmakers, tailors and the woman who makes her own clothes have wonderfully lovely things to pick from, and already our showings have captivated the hearts of Missoula's dress goods-buying public. If one's taste be grave, she has deep-toned, dignified fabrics such as the flat-ribbed Epingle, the Pollax Souple, the Salvia or any of the beautiful blacks. If her love be for the gay, she can choose broadcloths finer than ever, and in richer colors. Or there are Antoinette cloths or French Serges or Taffeta Cloths in out-of-the-ordinary weaves and colors.

If economy be sought after, there are pretty Plaids, Challis, Crepes and others in qualities that are dependable and styles and colors not everywhere found in moderate-priced materials. The list of new materials to be complete would be a long one—to get the full benefit of the new things, one must see them, and we shall enjoy showing them to you.

Striped Silk Messaline 95c Yard

\$1.50 QUALITY—SPECIAL THIS WEEK
It will make as beautiful shopping frocks, dresses for all sorts of informal occasions and waists as though you paid full price. It is surprising how dignified the stripe makes them; strong and serviceable, too, and a needlewoman likes to get them in her hand to drape; 27 inches wide. Regular \$1.50 quality, on sale Monday at 95c yard.

Another Silk Surprise

A Regular \$1.50 Chiffon Taffeta at 95c Yard

Probably a little better grade than you ever saw for \$1.50. It is woven from the finest silk fiber, dyed with fast color, perfect black dye and finished so as to drape in the most delightful manner. Too many uses for this material to mention them. Yard wide. One price only. Regular \$1.50 quality, on sale Monday at, yard 95c

Saxony Flannel Waisting Imported Fancy Stripe
50c Yard Waisting 85c

For fall and winter blouses it would be difficult to find a material to compare with these in quality, style or colorings, and at the price, 50c per yard, which is special for this week only. It is a value that will readily be taken advantage of. Imported from across the seas, these beautiful French fancy striped waistings have a charm in pattern, coloring and texture distinctly their own. The variety of designs and colorings is ample to meet every demand and we look for many pretty waists to be made from them.

SPLENDID FLANNELETTES 12 1-2c YARD

A hundred pieces of these goods for selling at this special price this week, though they would sell as readily at \$1.00. They are of very good quality, with good, heavy nap, and can be had in almost as many patterns as there are pieces. Full 27 inches wide! Special, per yard 12 1-2c

Points of Interest Regarding the New Fall Apparel



NEW AUTUMN SUITS

MATERIALS—The prominence of rough finished materials is a distinctive feature this season; for that reason diagonals, homespuns and other rough surface fabrics are in especial request. Because the tone of many of the new suits is due to the effective use of these goods they will, no doubt, be very popular. On the other hand, broadcloths and similar materials will retain a conspicuous place. Those who prefer them will find an ample range for choice.

COLORINGS—Fruit shades are conspicuous in the new color ideas, such as orchid shadings in raisin, prune, apricot, etc. Heliotrope, purple, the various tints of green, olive, pistache, artichoke, mustard yellow and many other shades will be worn.

MODELS—Various adaptations of plain tailored and semi-fitting designs will be found among the new arrivals. We mention several smart models in broadcloth, strictly man-tailored, with the pleated skirt, some handsomely braided and fastened with large buttons, ranging in price from \$17.50 to \$75

NEW AUTUMN COATS

In covert, serge and broadcloth—full length models in both strictly tailored and semi-fitting designs.

COVERT COATS AT \$17.50, \$25 and \$35
Fitted and semi-fitted effects, some self-trimmed, others with straps, buttons or satin piping; excellent values at \$17.50, \$25 and \$35

Smart Styles in Women's Tailored Wash Suits

Few women will miss the opportunity now presented for laying in a supply of these new tailored waists to last until spring styles make their appearance, because the waists are pretty, practical, can be worn right through the winter, and are moderately priced now. They come in plain linen and fancy Madras, made in the latest straight and side-buttoned effects, trimmed with large pearl buttons and hand-embroidered designs, also in plain linen with hairline stripes in blue, tan, black and lavender. Prices, \$2.50 to \$4.

Plain and Fancy Sweaters for Women

For walking, driving, automobilizing or other outdoor sport nothing can take the place of the sweater. The most desirable colors are white, red and gray and this season they are made both with V necks and high collars, some of them have the turned-up cuffs and you can choose between single and double-breasted effects. \$2.25 to \$7.50



First Aid to the Woman of Fashion

YOU ARE CORDIALLY INVITED TO AN Exhibition and Demonstration of LA GRECQUE CORSETS

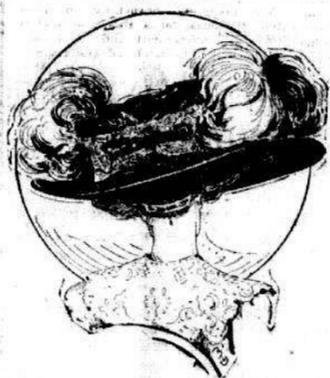
Beginning Monday and Continuing Through the Week



Beginning tomorrow our regular corsetieres will be assisted this week by Madame La Burt of New York city, one of the Van Orden Co.'s experts in corset fitting. She brings with her all the latest models of both La Grecque Belt and Lattice Ribbon Corsets and La Grecque Tailored Underwear.

A corset-fitting at her hands entails no obligation; she simply wishes to spread more thoroughly the knowledge of La Grecque superiority to show Missoula women how much the female figure may be improved by wearing these stylish, shapely and thoroughly practical garments.

Come and let her show you how to add to your shapeliness and bodily comfort.



A Charming Difference in the M. M. Co. Millinery at \$5, \$6.75 and \$8.50, Shown on Monday.

The day of the peach basket hat is over, so is that of the merry widow and the heavy hat that is a burden to wear. In their place we present several hundred new styles and shapes of a more distinguished conservatism.

Sailor hats still have considerable daring, but nothing is more chic than the new three-cornered hats of Napoleon's time, and the bicorne—rather larger, turned up both sides, or the tailored hats with double wings, uncut ostrich quills, a bit of peacock or a combination of ribbon. Even the touch of fur which Paris so loves this season is represented by fluffy marabou on a deep, old rose velvet hat. Moire hats are as attractive as they are original. Nearly every hat shown is delightfully light weight and this is true of the velvet ones, too. No two hats are alike. Many of the styles are copied from Paris models. And while they have a style not often found even here in \$5, \$6.75 and \$8.50 hats, yet the shapes are so graceful and colors so well chosen and carefully blended that, we think, any woman can find what will best suit her individuality. WILL YOU COME AND SEE?

Midseason Hats Worth Up to \$5.00 for \$1.98

They are charming styles, large, medium and small shapes, made with satin, Ottoman silk and velvet facings, in black and colors, trimmed with bows, buckles, breasts, wings, etc.; regularly priced at from \$2.50 to \$5; this week \$1.98

Plumes and Trimmings

We invite particular notice of our new line of ostrich plumes, fancy feathers and millinery trimmings, and welcome a comparison of our prices with any others.

By Express and Str. La Lorraine These Trimmings Came

—right from Paris.
Tinsel is the keynote of box after box of the fascinating French trimmings just opened up. Dull gold with a heavy, richer quality, which will add restrained elegance to a dinner gown. Delicately gay trimmings of new gold or silver for some debutante's frock. Curiously somber jet affairs combined with laces and braids. Jeweled trimmings, of which only a touch is needed. The Trimmings section has a greater fascination than ever, and, listen, very often the quantities are very limited, giving them the added charm of exclusiveness—which means early choosing to get the best.

Then we have the new trimming braids—shades without number, including black and white, to match the new broadcloths, chevilles, serges, worsteds and evening fabrics. Satin cord braid, heavy tubular braid, gold and silver braids, satin and soutache combinations, narrow and wide. The variety seems to take in every braid need of the dressmaker. Per yard 15c to \$12

Wanted Gauntlet Gloves

A Good Supply Here Monday

If you are one of the many who have been looking for these gloves, you'll find them here now. A splendid quality, made in the newest style from heavy Cape kid and buckskin—every pair warranted. \$2 and \$2.50 a pair.

That Ounce of Prevention--Warmer Underwear

That treacherous between-seasons is here. The airy raiment of summer is too light—for many, winter underwear too heavy.

Our Underwear section is now showing complete assortments of medium-weight and winter-weight garments, in the famous "Musing" line, which has been handled here so long, with such general satisfaction to our customers.

All styles for women and children. Separate garments and union suits, in fleeced-lined cotton, part wool, all wool and silk and wool. "Musing" Underwear is reputed for its perfect fit and long-wearing qualities, and there is a garment to suit everyone. 50c to \$4

Inning for Outing Flannel Children Cannot Catch Cold

Only the best makers with sanitary workshouses can make these Downy for us and we see to it that the materials are the best and that they are used liberally in each garment. The styles of making and patterns of materials are unusually pretty. Women's and Misses' Gowns, 75c to \$2.50

—If you put them to bed with Dr. Denton's Improved Sleeping Garments on. These garments cover the body from head to foot and no amount of rolling and tossing can displace them. Made in all sizes, for infants up to 16 years, lengths 24 to 44 inches. Prices begin at 50c

A Foretaste of Cold Weather Starts the Stove Trade Booming

And we are ready for it. Starting the season with a bigger stock than ever before and a complete line of styles and sizes, Don't wait for actual winter to set in before buying a heater—too many will do that—you can get a great deal of comfort out of the stove from now on and, besides, our stove men have more time than they will have later on to set the stove up right.

COLE'S ORIGINAL HOT BLAST

Saves the dollars and makes a ton of common soft coal or lignite do the work of hard coal costing three times as much. Your old stove, if imitation Hot Blast, is not air-tight, does not save the escaping gases and does not give you a warm house at night. You cannot afford to say to yourself, "My old stove will have to do this winter." The old stove is eating up the price of a new stove every year. Not only that, but on top of the cost is the unsatisfactory result it gives. It is always out the coldest morning.



EVEN HEAT DAY AND NIGHT; FIRE NEVER OUT
Cole's Hot Blast is so perfect in construction that fire keeps all night, and when the draft is opened in the morning will burn two or three hours with the fuel put in the night before. No other stove does this. Fire, therefore, never goes out, and the rooms are kept at an EVEN TEMPERATURE ALL THE TIME.

OUR GUARANTEE

- 1—We guarantee a saving of one-third in fuel over any lower draft stove of the same size, with soft coal or slack.
 - 2—We guarantee Cole's Hot Blast to use less hard coal for heating a given space than any burner made with the same heating surface.
 - 3—We guarantee that the rooms can be heated from one to two hours each morning with the soft coal or hard coal put in the stove the evening before.
 - 4—We guarantee that the stove will hold fire with soft coal 24 hours without attention.
 - 5—We guarantee a uniform heat day or night, with soft coal, hard coal or lignite.
 - 6—We guarantee every stove to remain absolutely air tight as long as used.
 - 7—We guarantee the feed door to be smoke and dust proof.
- The above guarantee is made with the understanding that the stove be operated according to directions and set up with a good flue.

FOR HARD COAL SAVES HALF

The perfect control over the drafts, the slow, economical combustion and the large positive radiating surface make Cole's Original Hot Blast the most economical and the best hard coal stove made.

Cole's Hot Blast is the modern heater and will save its cost in fuel every winter. Buy one for your home now. **WOULD YOU LOSE \$50 IN FUEL TO SAVE \$1 ON THE COST OF YOUR STOVE?** That is what you do when you buy a cheaply-constructed, putty-jointed, showy-made imitation stove. Like all successful inventions, Cole's Original Hot Blast has many inferior imitations. **AVOID THEM.**

HOT BLAST

Stoves With Velvet-Blue Polished Iron Bodies	PLANISHED IRON STOVES
No. 12 D—Diameter 12 inches; to heat one small room \$10.50	Sizes 12 to 18-inch, at \$14.00, \$16.75 and \$21.00, respectively.
No. 15 D—Diameter 15 inches; to heat one large room \$13.25	
No. 18 D—Diameter 18 inches; to heat one or two rooms \$16.75	
	EXTRA HEAVY STOVES Made in sizes from 18 to 24 inches, at \$23.75, \$28.00 and \$35.00.

AIR TIGHT HEATERS

For Wood or Any Fuel	Except Coal—All Cole's
CLIPPER STOVES Russian Iron	At \$5.25, \$6.50, \$8.25, \$9.25
CAST TOP STOVES Plain Iron	At \$3.50, \$4.50, \$5.75, \$7.50
SHEET DRAFT STOVES Velvet-Blue Iron	At \$4.75, \$6.00, \$7.75, \$9.50
SHEET TOP STOVES Russian Iron	At \$7.85, \$10.50, \$13.25, \$15
Plain Iron	At \$3.50, \$4.50, \$5.50 and \$6.25

