



Missoula Mercantile Co.

THE STORE THAT
"MAKES GOOD"

Missoula Mercantile Co.



Missoula's Oldest, Best and Largest Store Extends a Welcome to Apple Show Visitors

This week Missoula extends the hospitable hand to visitors from all over the state and especially does the Missoula Mercantile Co., bid them welcome. Many who will come are already familiar with this store, but to those that are not a revelation in modern-day merchandising awaits them. Here is one of the greatest mercantile establishments in the entire country wherein are displayed goods and wares of every description, making in its entirety an exhibition well worthy of your inspection. Make this store your headquarters while in Missoula; make appointments to meet your friends here; come and go as you please. All our facilities are put at your command gratuitously and you need never spend a cent here unless so inclined.

FREE TELEPHONES
Throughout the Store

FREE REST ROOM FOR WOMEN
In the New House Furnishing Store

FREE WRITING ROOM AND MATERIALS
In the New House Furnishing Store

To Dress Stylishly, Yet Economically, Is Every Woman's Ambition

—and realized in its greatest fullness by the unusual opportunities presented by our

Alteration-Removal Sale

The alterations begun several weeks ago, preparatory to making a sumptuous new home for our Women's Apparel and Millinery departments, are rapidly nearing completion, and it is only a matter of a short time when this sale, with its attendant savings, will come to an end, and with it, will pass the greatest chance Missoula women have ever had to save a goodly portion of the cost of their new apparel for fall and winter.

20 Per Cent

Less for All Our Handsome Suits, Dresses, Coats and Suits

\$17.50 Suits for	\$14.00	\$15.00 Coats for	\$12.00
\$20.00 Suits for	\$16.00	\$16.50 Coats for	\$13.20
\$22.50 Suits for	\$18.00	\$20.00 Coats for	\$16.00
\$25.00 Suits for	\$20.00	\$22.50 Coats for	\$18.00
\$30.00 Suits for	\$24.00	\$25.00 Coats for	\$20.00
\$35.00 Suits for	\$28.00	\$30.00 Coats for	\$24.00
ETC., ETC.		ETC., ETC.	
\$5.00 Skirts for	\$4.00	\$5.00 Children's Coats	\$4.00
\$5.50 Skirts for	\$4.20	\$7.50 Children's Coats	\$6.00
\$8.00 Skirts for	\$6.40	\$10.00 Children's Coats	\$8.00
\$10.00 Skirts for	\$8.00	\$12.00 Children's Coats	\$9.60
\$12.00 Skirts for	\$9.60	\$15.00 Children's Coats	\$12.00
\$15.00 Skirts for	\$12.00	\$20.00 Children's Coats	\$16.00
ETC., ETC.		ETC., ETC.	

Silk Waists, from \$5.50 to \$12.50, Reduced 10%

As this sale nears its end, interest in it increases each day and the attendance grows larger. If you have not already bought your new outfit, you should not delay as to do so means a smaller variety from which to make selections.



You Can Pick from Hundreds of the Prettiest Hats Ever Shown in Missoula at

25% OFF

Think of buying your new hats at a clean saving of 25 per cent and getting your choice of hundreds of the prettiest, most stylish hats ever shown in Missoula! What woman can resist when opportunity like this calls? It means that you can have a hat about twice as good as you originally intended and spend no more money, or hold to your original intention, but pay one-fourth less.

Choose from Imported Models, New York Models, Gage Hats and Our Own Creations

The reduction is general and sweeping. Every approved style, shape, color and material is represented in the grand collection.

ENTIRELY NEW ASSORTMENTS AT
\$2.50, \$3.95, \$5.50, \$8.00

The \$2.50 table is loaded with hats worth up to \$6.50; the \$3.95 table with hats worth up to \$8.00; the \$5.50 table with hats worth up to \$12.00, and the \$8.00 table with hats worth up to \$15.00.

All Children's Hats Half Price

'Tis Now When a Man's Fancy Earnestly Turns to a New Overcoat

This is the time of the year when heavy weight overcoat thoughts are uppermost in men's minds. We've done considerable thinking on the same subject, too, but months ago, and as a result have for you when you are ready.

The Grandest Collection of Winter Overcoats We Have Ever Shown

—and, as usual, the cleverest styles, combined with good wearing quality, good tailoring and good values. Here are beautiful PREMIER overcoats, strictly hand-tailored; Hart, Schaffner & Marx overcoats and others that are popular priced, though dependable and serviceable.

There are many models, to please every taste, all cut along new and original lines, some with the popular military collars and others with the regular lapels and collar; velvet collars and collars of self material; linings of silk, fancy linings and double-faced linings; and as for fabrics, there seems to be no end to the variety—high class foreign and domestic novelties in every shade and coloring and dark mixtures and plain blacks. You can easily find what you want in this great array.

Premier and H. S. & M. Overcoats
\$22.50, \$25, \$27.50, \$30, \$35, \$40, \$45.

In our popular-priced lines we present this season values that cannot be equaled outside this store. All the new models are represented and the fabrics are especially selected for warmth and service. Novelty patterns, blacks and blues.

\$15, \$16.50, \$18, \$20.

For young men our FAD and SOCIETY overcoats alone express every modern and young fellowish style idea, and they bear the customary earmarks of the high-cost custom tailored garment as well. Prices, **\$15, \$16.50, \$20, \$25, \$30 and \$35.**



Beautiful BRASS BEDS

Regular Price \$25.00

For \$14.85

Monday, Tuesday and Wednesday



A really fine brass bed, in beautiful design and massive in construction at exactly \$10.15 less than regular price is something few people are going to overlook. The beds we offer special for Monday, Tuesday and Wednesday only correspond to the above description. Pillars are 2 inches in diameter, top and other tubing 3/4 inch; height of head, 59 inches; of foot, 39 inches. These beds come in polished and satin finishes, in 3, 3-6 and 4-6 widths. Never has an all-brass bed like them sold at less than \$25.00, so they'll go quickly **\$14.85** at

Rest Easy! This Bedding Store Is at Your Service

Not in our recollection have we seen such a bedding business so early in the season, and the reason is traceable directly to the incomparable values this store has to offer, and the fact also that here do buyers find the most desirable qualities and the largest assortments.

BLANKETS 50c to \$20.00
COMFORTERS 75c to \$20.00

ODD AND SAMPLE PAIRS OF LACE CURTAINS AT MILL PRICES

If new lace curtains are included in your program of fall house cleaning, you never had a better chance to buy them than this sale of odd and sample pairs affords. There are curtains suitable for every room in your house, all in new patterns and in the colors wanted. The very nature of the offering is such that early attention is required.

Pairs.	Description.	Size.	Regular Price.	Sale Price.
1	White Nottingham	50 in. x 2 yds	\$1.75	\$0.95
2	White Nottingham	48 in. x 3 yds	2.00	1.15
2	White Nottingham	30 in. x 3 1/2 yds	2.00	1.15
2	Eero Nottingham		2.00	1.15
2	Eero Novelty Lace		2.25	1.45
2 1/2	White Nottingham	50 in. x 3 1/2 yds	2.25	1.45
2	White Nottingham	45 in. x 3 yds	2.25	1.65
2	White Nottingham	48 in. x 3 yds	2.50	1.85
2	White Nottingham		2.75	1.95
2 1/2	Two Tone Arabian	50 in. x 3 yds	3.00	2.00
2 1/2	Arabian Nottingham	48 in. x 3 yds	3.00	2.00
2 1/2	Ivory Nottingham	50 in. x 3 yds	3.00	2.00
2	White Nottingham	50 in. x 3 1/2 yds	3.00	2.00
1 1/2	White Nottingham	45 in. x 3 1/2 yds	3.00	2.00
1 1/2	White Nottingham	50 in. x 3 1/2 yds	3.25	2.04
2 1/2	White Nottingham	50 in. x 3 1/2 yds	3.25	2.25
1	Arabian Nottingham	48 in. x 3 yds	3.25	2.25
1	Arabian Net	40 in. x 3 yds	3.50	2.50



Pairs.	Description.	Size.	Regular Price.	Sale Price.
1 1/2	White Nottingham	48 in. x 3 1/2 yds	\$3.50	\$2.50
2	White Nottingham	50 in. x 3 1/2 yds	3.50	2.60
1	Arabian Net, Eatonburg Edging	40 in. x 2 1/2 yds	4.00	2.75
1	Eero Serim, Cluny Edging	45 in. x 2 1/2 yds	4.00	2.75
2	White Net	45 in. x 3 yds	4.00	2.75
2 1/2	Two Tone Nottingham	48 in. x 3 yds	4.50	3.00
2	Irish Point	48 in. x 3 yds	5.00	3.75
1	Arabian Net	48 in. x 3 yds	5.50	4.00
1	White Nottingham	48 in. x 3 1/2 yds	5.50	4.15
2 1/2	Brussels Net	54 in. x 3 yds	5.50	4.15
2	Irish Point	54 in. x 3 yds	7.00	4.25
2	White Nottingham	50 in. x 3 1/2 yds	6.00	4.50
2	White Nottingham	50 in. x 3 1/2 yds	6.50	4.65
2	Ivory Nottingham	50 in. x 3 1/2 yds	6.50	4.65
1	White Nottingham	54 in. x 3 1/2 yds	10.50	6.75
2	Brussels Net	54 in. x 3 1/2 yds	12.50	7.75

740 Pairs of Women's Brand New Shoes to Walk the Bargain Plank

Our great purchasing power never worked to better advantage of women who have shoes to buy than it did in the case which enables us to offer about seven hundred and fifty pairs of new, stylish and altogether desirable shoes at from 55c to \$1.05 per pair less than they would ordinarily be sold for. Of course, news like this travels fast and far, and we should not be surprised to see the last pair go within a couple of days' selling.

500 Pairs of \$2.50 and \$3.00 Shoes at \$1.95

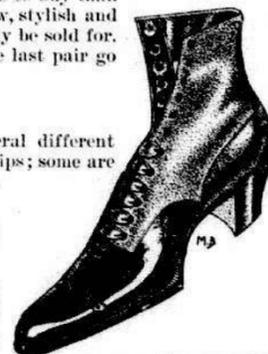
In fact these are exceptional values at \$2.50 and \$3.00 a pair. In this lot are several different styles, all new, in plain vici kid and velour calf; some have self tips, others have patent tips; some are in Blucher lace cut others straight lace; some have military heels and, again, others have medium and school heels; all are well made, neat and substantial and in each style there is a full range of sizes, in widths, C, D, E, and EE. Your choice of this lot, per pair **\$1.95**

144 PAIRS OF \$2.00 AND \$2.50 SHOES, \$1.45

Women's Shoes, made from good, durable box calf stock, with good, solid soles; well made; in wide widths and all sizes; worth regularly \$2.00 and \$2.50 a pair. Sale **\$1.45** price

96 PAIRS OF FINE \$3.50 SHOES, \$2.45.

Women's Shoes, made from fine glazed kid stock, in a good full toe style, with medium heels; in wide widths and all sizes; worth regularly \$3.50 a pair. Sale **\$2.45** price



Electric Portable and Oil Lamps Reduced 33 1-3%

Special Sale For This Week Only.



This special lightening of prices will make a busy week of it in the Lamp section of the Crockery department. The reduction applies to all our Electric Portables and Fancy Oil Lamps, almost all of which are entirely new, hence of the newest design and latest improved.

ELECTRIC PORTABLES.

\$6.50 Lamps	\$4.35	\$20.00 Lamps	\$13.35
\$10.00 Lamps	\$6.65	\$25.00 Lamps	\$16.65
\$12.00 Lamps	\$8.00	\$27.50 Lamps	\$18.85
\$15.00 Lamps	\$10.00	\$30.00 Lamps	\$20.00
\$17.00 Lamps	\$12.65	\$37.50 Lamps	\$25.00

FANCY OIL LAMPS.

\$1.50 Lamps	\$1.00	\$5.00 Lamps	\$3.35
\$2.00 Lamps	\$1.35	\$6.00 Lamps	\$4.00
\$2.50 Lamps	\$1.50	\$8.00 Lamps	\$5.35
\$3.00 Lamps	\$2.00	\$10.00 Lamps	\$6.65

Here Are the Novelties and Favors for Your Hallow'e'en Party

Just unpacked and on display in the Crockery department are scores of comical novelties, pretty favors, etc., for Hallow'e'en festivities, and they are priced to make buying a pleasure.

Two Very Attractive Hand Bag Offerings

The Leather Goods section of the Dry Goods Department is the recipient of endless compliments these days on account of its splendid new stock and its moderate prices.

\$1.50 Bags for \$1.00
Monday morning we offer your choice of twenty-five black and brown leather Hand Bags, made up in good shapes; worth \$1.50 each, for only **\$1**

\$2.50 Bags for \$1.50
One gross of extra size, new style Hand Bags, made from a good quality of seal leather and leather lined; choice of three shapes; our regular price of these bags is \$2.50, and customers tell us that others ask \$3.50 on sale Monday at **\$1.50**



With Its Fall Importations the Linen Store Is Now at Its Best

Erin's Isle and the Fatherland never turned out prettier or finer linens for table use than those just added to our assortments and not the least of their charms lies in the part that they cleared the New York Customs House just before the new and higher tariff went into effect, making them about 20 per cent cheaper than later arrivals of the same goods can be priced.

Table Damask by the yard, 66 to 90 inches wide, at, per yard	85c to \$3.00
Napkins to match damasks, 22 to 27 inches square, at, per dozen	\$2.50 to \$7.00
Irish Linen Table Sets, cloth and napkins to match, at, each	\$8.00 to \$17.00
German Linen Table Sets, cloth and napkins to match, at, each	\$7.00 to \$25.00
Leather and Centerpieces, round and square, all sizes, at, from	\$2.00 to \$15.00
Fancy Huck Toweling, all pure linen, 22 and 24 inches wide, per yard	40c to 75c

Women's Mocha Gloves at \$2--Special Value

This week we offer another glove attraction in a new line of silk-lined and unlined Mocha gloves, at \$2.00 a pair. These gloves are strictly high grade and are warranted in every way. The silk-lined gloves come in tan, brown, castor and black; the unlined in green, blue and red. The line of sizes in each style is complete.

Owners of Hotels and Rooming Houses Take Notice

Monday morning we place on sale these specially priced Sheets and Pillow Cases: 75 dozen Bed Sheets, size 72x90 inches; good quality and worth at present prices 60c each; while they last, each **39c**
Pillow Cases, 42x36 inches, to match, each **10c**
Pillow Cases, 42x36 inches, to match, each **12c**

25c to 50c a Garment Less for Outing Gowns

A comparison of prices charged for outing gowns by others with our own proves conclusively that our garments are priced from 25c to 50c less for identical qualities. This accounts for our sales in this line being double that of any previous season. Prices range from 75c to \$2.50 and others are asking \$3.00 for our \$2.50 garments.

Closing Out Two Numbers of Bon Ton Corsets at Half Price

The Corset section is too small to hold all the corsets we have to put into it so women are to have this chance to buy two popular styles of the famous Bon Ton corset at just half the regular price.

No. 858—A popular, stylish straight front, Princess hip Corset, adapted for average full figures; made from batiste, with 12-inch front clasp; regular price \$4.50, to **\$2.25** close at.

No. 857—A model adapted for the average long waist figure; a very stylish garment, made from silk figured batiste; regular price \$4; to close at **\$2.00**

