

Women's and Misses' Umbrellas
A wide range to choose from, in natural wood and bamboo handles, ornamented with gold, silver and inlaid pearl. Prices range **75c to \$15.00** from



THE Golden Rule

THE STORE THAT DOES NOT MISREPRESENT
COEN-FISHER CO.
MISSOULA'S MOST POPULAR TRADING CENTER

THE Golden Rule



French Madeira Corset Covers
They are elaborately hand embroidered in beautiful patterns and designs. You cannot buy a finer corset cover than this. Monday, **\$3.00 to \$3.50** each

"Much Ado About Something"

In which every man in Missoula, young or old, who would wear correct clothing, is vitally interested. And when we say vitally interested we mean it. **BECAUSE:** Here you will find the Style, the Fit and the Quality of Clothing so much delighted in by the well-dressed man. Here you have a range of four of America's foremost lines to choose from. Here you are absolutely certain of finding a style and cut to meet your requirements, and to please your every whim--and the price will be found convenient to your purse and to your self-respect. Just drop in and have a chat with our clothing man--always pleased to show our lines and tell you about the finest clothing for men outside the great eastern style centers.

Correct in every detail--The finest material.



Overcoats as low as **\$7.50.**

Kuppenheimer--
Style and fit, of course, are most essential to you, or to any man who appreciates the importance of a good appearance, but quality of fabric is important too; more important for fall and winter than ever before.
It is hardly necessary and not altogether in keeping with the policy of a business so favorably known, to dwell upon the fact that inferior qualities--imitations or substitutes--are not permitted in

For thirty-five years they have been eastern style leaders



Suit Values as low as **\$10**

Fechheimer-Fishel
When you select a suit or overcoat you'll be just as sure of satisfaction as you can ever be sure of anything, if you purchase "EFF-EFF" Clothing for men.
There's true distinction of style in every "EFF-EFF" garment. Liberal proportions and proper shaping secure accurate fit. Serviceable fabrics and high-class workmanship make certain long wear and lasting good looks.

The Only American-made clothes Sold in London



Suit Values as high as **\$45**

Stein-Bloch
A man whose clothes fit him well, and give him the distinction of carefully studied style, is well dressed in Chicago, in Paris or in London.
Clothes which fall short in these qualities are as bad in one country as another--useless in any country--and are quickly passed by.
Men of discriminating fashions are wearing today, in the streets and clubs of London, clothes made in America by Stein-

Young men can select nothing more stylish.



Overcoats at any price you wish up to **\$85.**

Stetson Hats

Kuppenheimer Clothes.
We're not going to dwell upon it now--simply assure you that the fabrics which enter into the making of Kuppenheimer Clothes are virgin wool; every one of them carefully selected, and best adaptable for the purpose intended.
You'll find clothes made by The House of Kuppenheimer for fall and winter of the same usual high standard without any increase in price to you.
You'd better see the garments on display here.

Handsome Neckwear

Sincerity
They are all that the name implies--made right of the right materials in the best and latest styles. The Sincerity label warrants good judgment as well as good making and good fabrics.
After the mill has stamped the cloth "fully shrunk," the makers re-shrink it by the London process--season the canvas as well as the cloth--seasoned wool never warps.
Sincerity garments, made from seasoned cloth, never lose their shape--

Finest Quality Underwear

Bloch and bearing the Stein-Bloch label.
Never before in her history has England witnessed such a sight.
It is a tribute worth while that Stein-Bloch are the only tailors in America who meet the Englishman's standards. It means that Englishmen, as well as Americans, have recognized in them the passport of the gentleman as indicated by the style and fit of his clothes.
The full fall and winter collection of suits and overcoats is at your disposal

THE B. S. DERBY--The finest hat for the money shown in Missoula; nifty in style and a very popular hat for men. They're a new shipment just in. See them **\$4.00**

UMBRELLAS -- A handsome showing of umbrellas for men in all best covering materials and with natural wood and metal ornamented handles **85c to \$6.50**

HANDSOME TIES -- Four-in-hands, bows, tecks and every style and fancy in all the new and nobby effects, colorings and shades. Priced **25c to \$1.50**

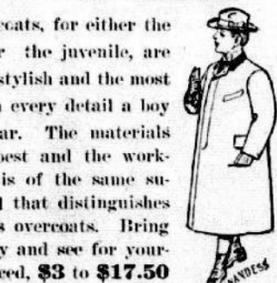
Suit Cases, Trunks and Bags

For that contemplated trip we have the finest line of trunks, suit cases and traveling bags imaginable. Genuine all-leather cases and bags, and trunks that represent only the highest workmanship and the best materials. Prices from **\$2.00 to \$20**
SAVOY DRESS SHIRTS--Beautiful new fall effects, in the handsomest patterns yet seen. No shirt made is superior to the Savoy. Priced **\$1.50 to \$3.50**

Satisfaction-Giving Suits and Overcoats FOR THE YOUTH AND THE JUVENILE

Our "Boy's Shop" is on a par with the larger stores of the east. Every suit sold here represents the best materials obtainable, made up in the latest styles, and the workmanship is the best. They are finely tailored and well finished, and satisfaction is guaranteed in every garment. Prices range from **\$3.00 to \$17.50**

Our overcoats, for either the youth or the juvenile, are the most stylish and the most correct in every detail a boy could wear. The materials are the best and the workmanship is of the same superb kind that distinguishes our men's overcoats. Bring in the boy and see for yourself. Priced, **\$3 to \$17.50**



Our Aim Is To Please You

In order to properly meet the demands of our clothing department and better serve the needs of patrons of this store, an expert tailor has been installed here. It's our uppermost aim to serve our friends and patrons, and in future your repairing, pressing and clothes cleaning needs will be carefully looked after here. We aim to give our patrons that service which has long distinguished this store as a popular trading place.

MEN'S WOOL SOCKS--Fine quality half-hose, in medium and heavy all wool. Each pair represents the highest value at the price. A pair **25c to \$1.00**

COAT SWEATERS -- These handsome garments for men and boys are unsurpassed for fall and winter wear. Here you will find an excellent line **75c to \$7.50**

TWO-PIECE UNDERWEAR--Better quality and higher value cannot be found than are shown here in shirts and drawers, and the price. **50c to \$3.00**

Belts Specially Priced---Three Lots
If you are wanting a belt, tomorrow is the day and this store is the place to supply your want. Our entire stock of elastic, combination silk and elastic, patent leather, tinsel and many other styles, with handsome ornamented buckles, have been divided into three lots.
LOT 1--BELTS **23c** Worth to 58c at **23c**
LOT 2--BELTS **49c** Worth to 89c at **49c**
LOT 3--BELTS **69c** Worth to 150c at **69c**

HANDSOME DOILIES, SCARFS AND CENTERPIECES
TABLE OR BED MATS--SPECIAL MONDAY, **\$2.50** EACH
A good time to purchase one of these 54x76-inch serviceable mats. They save your table; they add to the comfort of a bed.
85c CLUNY LACE DOILIES--SPECIAL MONDAY, **65c** EACH
Handsome 12-inch Cluny dolly, hand made in beautiful designs. We have sold a great lot of these at 85c; hence the reduction.
11-18 SPACHTEL SCARFS--SPECIAL MONDAY, **75c** EACH
Beautiful in design and pattern, they are truly a bargain at this special price. Come in Monday and make your selections.
12-25 CLUNY CENTERPIECES--SPECIAL MONDAY, **\$1.50** EACH
29-inch Cluny lace centerpieces, handsome in design and finish, and a bargain worthy of the name.

Little Things Lowly Priced
5c Cube Pins **4c**
5c Hairpins, box **4c**
5c Bone Hairpins, in bulk, each **1c**
5c De Long's Hairpins, cube **3c**
2c Flushing Braid **4c**
3c Cotton Tape **2c**

NO COLD FEET HERE--EXCELLENT VALUES
FELT SLIPPERS--Fine and warm, for women and misses; regularly worth \$1.25 and \$1.50. **85c** Pair
FELT SLIPPERS--New showing, in all colors, for women and misses, with plain or fur-trimmed tops. A pair, **\$2.50 to \$1.00**
TERRY CLOTH BATH SLIPPERS--A shipment of these much-wanted slippers just received: **40c** for men and women. A pair

Four Attractive Dress Goods Specials
20-INCH SATIN OTTOMAN--SPECIAL NOW, PER **\$1.35** YARD
Cadet, navy, catarba, myrtle, green, brown, gray and black, 29 inches wide, for waists and costumes. An excellent value.
21-INCH COSTUME VELVETEEN--SPECIAL NOW, PER **50c** YARD
All colors are here to choose from in this fine costume material. Worth much more than this special price.
75c WOOL CHALLIS--SPECIALY PRICED NOW AT, **39c** YARD
Check, stripe and plain colors, worth to 75c a yard; excellent material for shirt waists, kimonos and children's dresses.
\$1.18 FINE FRENCH FLANNELS--SPECIAL NOW, PER **39c** YARD
Imported French flannels, absolutely worth to \$1.18 a yard, in colors, stripe and polka-dot effects. A bargain for you Monday.

Women's and Misses' Suits, Coats, Dresses
If you have not seen our SUITS, COATS and DRESSES for women, Monday will be a good time to do so. We have just recently received another shipment of the very latest models direct from the manufacturers, and they comprise the most up-to-date fabrics and colors for fall and winter. Handsomely tailored Panamas, serges, broadcloths and fancy stripe and mixed materials, in a great range of colors and novelty effects. We are leaders in women's tailored Suits, Coats and Dresses and we are always pleased to show them--they will bear inspection and compare most favorably with any shown elsewhere at prices very much higher than are asked here. **\$12.50 to \$37.50**

Nadia Corsets all the Latest Styles 98c to \$5.00

Hair! Hair! Hair!
The most complete stock of hair goods carried in Missoula--anything your heart desires will be found here and a most competent woman will explain to you how they should be worn. It's a worthy showing, and you are particularly invited to see it.
Real Human Hair Transformations **\$2 to \$2.75**
Chignon Puffs **\$1.25**
Cluster Puffs **\$1.25**
Cluster Puffs **\$1.75**
Billie Burke Puffs, **\$2.75, \$2.50, \$1.75**
Beautiful Line of Human Hair Switches, **\$2.50 to \$12.50**
Hair Rolls **15c to \$1.25**
Hair Nets **15c to 25c**
Hair Brushes **35c to \$3.50**
Ideal Hair Brushes **\$1 to \$2.25**
Dressing Combs **15c to \$1**

Fetching Hat Styles
In richest profusion you will find in our millinery section replicas of the modest and also the most elaborate models of New York and Paris designers. The handsomely trimmed models, along with plainer effects, make this unrivaled display the envy of all competitors, and particular women, with an eye to exclusiveness, will find here just the hat they want. **\$7.50 to \$14.98**