

Missoula Mercantile Co. THE STORE THAT "MAKES GOOD" **Missoula Mercantile Co.**

Now Is the Time to Supply Your Winter's Needs in Blankets and Bedding

This Store, With Its Complete Assortments and Best Values, Is the Place to Buy

To the careful housekeeper who wants the most and best for her money our offerings of Blankets, Comforters and other items in the line of bedding will appeal most forcibly. The immense stock we offer affords the utmost advantages for supplying one's winter's needs in this direction most economically. No other store hereabouts handles nearly the quantities of bedding we do. With tremendous retail and wholesale outlets we are in a position to buy direct from the mills and to command the lowest possible prices, and with all inbetween profits cut out our customers get the benefit, either in lower prices, quality for quality, or better values, dollar for dollar.

All Lines of Bedding Will Be Higher. Our Stock Was Bought Before the Raise Caused by the New Tariff

A few days ago we received the final shipment of our purchases for this winter, all of which were made before the new tariff went into effect, meaning that our prices are lower now than they possibly can be again as long as the present law is in effect, and those who buy now, and here, get the benefit of our early buying, in addition to the other advantages mentioned above.



Extra Special for Monday Only TO CLOSE OUT

50 No. 260 Comforts, full 64x78-inch size, filled with fine, white cotton, covered with fine quality, floral and Oriental figured sateen and nicely quilted; regular price \$6.00 each; to close Monday, at only **\$3.95**

Extra Special for Monday Only TO CLOSE OUT

20 pair "Highland" white, all-wool Blankets, full 11-4 size, fine, soft quality, with pink or blue borders and nicely finished edges; regular price \$8.00 a pair; to close Monday at only **\$4.75**

Incomparable Blanket Values

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| Our No. 207 Cotton Sheet Blankets, 10-4 size, in tan and gray mixtures, with colored borders, per pair 50c | "Athens" and "Astoria" Cotton Blankets, 11-4 size, extra heavy, with fancy striped borders, per pair \$3.50 | "Riverside" Blankets, extra large and heavy; 12-4 size; wool filling and cotton warp; per pair \$4.50 |
| "Bluefield" Cotton Blankets, 10-4 size, in gray, with red, pink or blue border, per pair 75c | "Asbury" Blankets, cotton and wool mixed; 10-4 size; in gray; extra value \$1.25 | No. 8201 All-Wool Blankets, 11-4 size; heavy weight; in plaid patterns, in a large variety of colors; extra value; per pair \$4.75 |
| "Lakeside" Cotton Blankets, good weight, 11-4 size, in gray with fancy borders \$1.00 | "Lenox" Blankets, cotton and wool mixed; extra heavy; 10-4 size; per pair \$2.00 | "Sarnia" Blankets, all wool; 11-4 size; in gray or white, with fancy borders; per pair \$6.00 |
| Same, medium weight \$1.25 | "Bluepoint" Blankets, wool and cotton mixed; gray with fancy borders, per pair \$2.25 | "Pioneer" Blankets, all wool, very soft and warm; 11-4 size; in tan, color with fancy border; pair \$6.75 |
| Same, extra heavy weight \$1.50 | "Tremont" Blankets, wool and cotton mixed; 11-4 size; in gray with fancy borders; extra heavy; per pair \$2.50 | OTHER ALL-WOOL BLANKETS UP TO \$20.00. THESE INCLUDE OUR EXTRA FINE "MISMERCO" BLANKETS—THE FINEST MADE. |
| Twilled Blankets, in silver gray, tan and gray mixtures; heavy; 11-4 size; per pair \$2.00 | | |
| "Grenada" Cotton Blankets, good quality and heavy, in gray with fancy colored borders \$2.50 | | |

Comforts at Comfortable Prices

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| W-M-M-V Comforts, size 72x84 inches, extra heavy, 6 lbs., with good silkoline cover in oriental designs, nicely tufted; splendid value, each \$2.00 | 2X Comforts, 72x84, with fleeced cotton filling, making a good, puffy comfort; covered with best quality calico; each \$3.00 | 5X Comforts, same as above, except covered with extra quality silkoline in beautiful Dresden patterns and weighs 6 lbs.; each \$4.50 |
| M-N-I-V Comforts, size 69x84 inches, extra heavy, 9 lbs.; with good quality silkoline covers; extra value, each \$2.25 | 2XS Comforts, same as above, except covered with extra quality silkoline, in fancy patterns; each \$3.50 | 6X Comforts, same as above, except sateen covered; each \$5.00 |
| K-R-AR-X Comforts, size 72x84 inches, weight 9 lbs.; covered with good quality silkoline in good patterns and nicely quilted; now, each \$2.50 | 3X Comforts, size 72x84, filled with cotton downline, covered with fancy, extra quality silkoline; weight 4 lbs.; each \$3.50 | 7X Comforts, same as above, except better quality cover; each \$5.50 |
| No. 1820 Comforts, size 72x84, with old-fashioned cotton batting filling and pretty sateen covers; quilted, weight 7 lbs.; each \$2.75 | 4X Comforts, same as above except covered with plain colored silkoline, with pretty poppy borders and weighs 5 lbs.; each \$4.00 | Maish Laminated Comforts, extra fluffy and warm, though not heavy; size 72x 90 inches; covered with mercerized sateen in beautiful patterns; as elegant and luxurious as a genuine silk comfort; each \$8.75 |
| | | Silk Comforts, downline and genuine down filled, in a great variety of patterns. Prices up to \$20 |

Only Two Weeks More for These Bargains

The Alteration-Removal Sale Will Soon End

People who stop to look about them when upstairs here hardly know which to admire the most, the beauty of the new furniture for the new Women's Apparel and Millinery Salons or the rapid work and clock-like precision of the artisans engaged in putting them in position. If you would have a fore-taste of the finest equipment that has yet been installed in any store in the country just glance about you when on your way to take advantage of these greatly reduced prices which are so soon to be withdrawn.

All Our Beautiful Tailored Suits, Cloth, Fur Lined and Fur Coats, Skirts and Misses' and Children's Coats REDUCED 20 PER CENT



Women's Tailored Suits

Plain tailored styles and elaborate, dressy styles, in every material and coloring; no two alike; coats of various lengths, plain tailored or braided; new plaited skirts; a style to suit every woman's fancy.

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| \$17.50 Suits reduced to \$14.00 | \$25.00 Suits reduced to \$20.00 |
| \$29.00 Suits reduced to \$16.00 | \$39.00 Suits reduced to \$24.00 |
| \$22.50 Suits reduced to \$18.00 | \$35.00 Suits reduced to \$28.00 |

ALL OTHER SUITS UP TO \$75.00 REDUCED ONE-FIFTH.

Women's Street and Dress Coats

A vast collection of the most stylish coats shown this season; plain tailored and fancy styles, in all lengths, in broadcloths, worsteds and serges, in all colors.

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| \$15.00 Coats reduced to \$12.00 | \$22.50 Coats reduced to \$18.00 |
| \$18.50 Coats reduced to \$13.20 | \$25.00 Coats reduced to \$20.00 |
| \$29.00 Coats reduced to \$16.00 | \$39.00 Coats reduced to \$24.00 |

Women's Street and Dress Skirts

Several hundred garments, each one a new style this season, in every popular fabric and stylish coloring.

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| \$5.00 Skirts reduced to \$4.00 | \$10.00 Skirts reduced to \$8.00 |
| \$6.50 Skirts reduced to \$5.20 | \$15.00 Skirts reduced to \$9.60 |
| \$8.00 Skirts reduced to \$6.40 | \$29.00 Skirts reduced to \$16.00 |

Children's School and Dress Coats

Good, practical styles, made from good, serviceable materials for school wear, and the finer, more elaborate styles for dressy wear; sizes 6 to 14 years.

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| \$5.00 Children's Coats reduced to \$4.00 | \$15.00 Children's Coats reduced to \$12.00 |
| \$7.50 Children's Coats reduced to \$6.00 | \$29.00 Children's Coats reduced to \$16.00 |
| \$10.00 Children's Coats reduced to \$8.00 | \$39.00 Children's Coats reduced to \$24.00 |

Don't Miss This Great Chance to Save \$2.50

On Your Winter Suit or Overcoat

Dozens of men took advantage of this rare opportunity last Saturday, some played it both ways—bought both a suit and an overcoat and saved \$5.00. For the benefit of those who could not get here before, the Sale will be continued a few days this week, and every man in need of a winter suit or overcoat, or both, should not fail to participate in the best clothing offering made in Missoula this year.

Hart, Schaffner & Marx, Woolworth

and Other Good Makes of Suits and Overcoats

Regularly Priced at \$22.50 for

\$20

This is an offering of every \$22.50 suit and overcoat in the store—hundreds of garments—every one all-wool or pure worsted (guaranteed)—in this season's best styles—garments whose equal in quality of fabrics, tailoring, fit and service cannot be bought outside this store at the regular price.

\$22.50 Suits for \$20

\$22.50 Overcoats for \$20

The models are the season's latest and the materials and tailoring are the best; the fabrics are worsteds, serges, cassimeres and tweeds, in the most fashionable patterns and colors, including plain blues and blacks. Your size? Certainly!

The overcoats are the pick of the season's models—some with the swell military collars, others with collars of self material; box coats, semi-box coats, form-fitting coats, in a wide range of patterns and lengths, from 46 to 52 inches. All sizes.



No Matter What Your Style Your Hat Is Here

There is always something quaint, something entirely out of the ordinary in Missoula Mercantile Co. millinery, yet prices are extremely moderate, notwithstanding the

25 per cent Reduction

which applies on each and every hat prior to removal in the new and beautiful department. The hat that becomes you, that fits and rests



on your head comfortably is surely among the hundreds that await your inspection this week.

THIS WEEK NEW ASSORTMENT AT

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| \$2.50 HATS WORTH From \$3.50 to \$5 |
| \$3.95 HATS WORTH From \$5 to \$7.50 |
| \$5.50 HATS WORTH From \$7.50 to \$10 |
| \$8.00 HATS WORTH From \$12 to \$15 |

No woman likes to meet herself coming around a corner; hence every hat here is an individual and exclusive creation, and this applies to even the cheapest.

Another Silk Petticoat Sale For Monday Only



50 Only Regular \$6.00 Garments

ONLY \$3.98 EACH

Yes, only fifty, all we could secure at the old price. These petticoats are the same as we sold one hundred of in a day a little over a month ago, and women who bought them will tell you what splendid garments they are.

They are really elegant garments, the silk used in them being actually as good as that used in regular \$15 skirts. There is nothing skimpy or slipshod in their make-up, and the style is strictly up to date. Included in this offering are plain black garments and garments in fancy colors, including changeable effects. All sizes.

No need of emphasizing the importance of coming early for one of these bargains.

This Store Meets Every Knit Goods Demand

Years of satisfactory service in the way of supplying the right kinds of knitted goods at reasonable prices has brought many women to consider this the best source of supply in town. The growth of this section devoted to these goods and the fact that the same customers return year after year and always bring their friends is proof that it is, and now we record with pleasure, when articles of this kind are again in demand, the ap-



pearance of the familiar faces at these counters and with them scores of new ones.

A FEW OF THE MANY ITEMS FOR WOMEN

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| Wool Shawls.....\$1.50 to \$4.50 |
| Ice Wool Shawls.....\$1.25 to \$3.00 |
| Silk Shawls.....\$2.50 to \$7.00 |
| Practical Shawls.....\$1.00 to \$2.50 |
| Accessories.....35c to \$1.50 |
| Wool Scarfs.....\$1.25 to \$2.00 |
| Wool Shawls.....75c to \$2.50 |
| Wool Leggings.....75c to \$1.50 |

COMFORTS FOR BABIES

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| Knitted Booties.....15c to \$1.00 |
| Knitted Sacques.....75c to \$1.50 |
| Knitted Mittens.....15c to 50c |
| Wool Vests.....35c to 50c |
| Sweaters.....75c to \$1.50 |
| Leggings.....75c to \$1.25 |
| Vests and Bands.....35c to \$2.00 |

New Batistes & Plummets

With artistic eyes to guide them, simple fingers will transform these dainty fabrics into the most exquisite and useful of Christmas gifts—bags of various sorts, handkerchief cases, neckwear holders, kimonos, etc. Just fifty-five pieces and as many patterns, mostly floral effects on a white ground. Per yard 25c and 25c.

News of New White Goods

The White Goods section is particularly proud just now because of having nearly a hundred new pieces of goods to show—the very latest things for waists, dresses and children's garments, in jacquards, stripes, checks and satin finished brocade patterns, besides the ever popular dimities. Per yard, 15c, 20c up to 35c.

Here Is Missoula's Best Women's Glove Store

So far have our sales of Kid Gloves this season outrun those of any before that we found it necessary to order in our pre-holiday shipments almost a month earlier than usual. These have arrived—one shipment of 800 pairs of our famous "Monarch" Gloves, which, despite advances in cost, we continue to sell at \$2.25 a pair; one shipment of our popular "Eskay" Gloves, the price of which remains the same, \$2.99; one shipment of those splendid "Mascot" Gloves, \$1.50 a pair; one shipment of Buckskin and Cape Kid Automobile Gauntlets, at \$2.99, \$2.50 and \$2.50 a pair, and last, but not least, a shipment of Townes' heavy street gloves, making the most complete and largest glove stock ever shown in town.