

The Earth's Decked Out in Her New Mantle of White! Are You Ready With New Clothes for the Season of Frost and Snow? Missoula Mercantile Co. Gives Best Service, Best Quality, Best Assortments and Best Values in Winter Apparel for Everybody

Linen from the Piece

Here are the famous Liddells "Gold Medal" Irish linens, Stillier's Imperial German linens, the best linens of Scotch manufacture, etc. Every piece dependable and in some one of the scores of beautiful new patterns.

85c TABLE DAMASK 65c
A splendid quality of union linen damask, 64 inches wide, in four fine designs; regular price \$1.00 per yard. Sale price **65c**

\$1.00 TABLE DAMASK 85c
Seven choice patterns in an absolutely all-linen Table Damask, 72 inches wide; regular price \$1.50 per yard. Sale price **85c**

\$1.15 TABLE DAMASK 95c
An extra quality and good weight material, 79 inches wide; choice of three patterns; regular price \$1.15 a yard. Sale price **95c**
Napkins to match, dozen **\$2.75**
(Continued on other side.)



Thanksgiving Specials

IN YE LINEN STORE

It took no little effort to be able to present a Thanksgiving Linen sale this year; mighty few stores in the country will have one, having been compelled through the increased prices of these goods to forego the sale entirely; and in this respect are Missoula women again fortunate. Of course, other stores right here in town, may follow our lead, but women who know linens will not be led astray, for our Linen Sales are always held in anticipation by women everywhere

SALE STARTS MONDAY MORNING

Here are Linens the founders would be proud of. Linens worthy the day. Linens about whose purity there is no question. Linens at prices possible only by buying abroad and importing them ourselves—before the great advances in cost. Linens chosen as we would choose them for ourselves. A larger and finer showing than ever greeted Missoula linen buyers before, and we count it as something of an achievement that we can present them at the same prices that prevailed last year for equal qualities.



\$1.25 TABLE DAMASK \$1.05
Fine quality, all-linen, best Irish make, 72 inches wide; five choice new patterns to select from; extra value at \$1.25 per yard. Sale price **\$1.05**

EXTRA VALUE AT \$1.35
72-inch material, in six beautiful patterns, extra quality, pure linen. Sale price, per yard **\$1.35**
Napkins to match, per dozen, \$5.00

DOUBLE DAMASK, \$1.50 YD.
Four pieces of 72-inch extra quality pure linen Double Damask. Sale price, per yard **\$1.50**

DOUBLE DAMASK, \$2.25 YD.
Extra wide, 81 inches, and heavy Double Damask, in a very handsome design. Sale price, per yard **\$2.25**

DOUBLE DAMASK, \$2.75 YD.
Four pieces of finest quality all-linen Double Damask, 72 inches wide. Sale price, per yard **\$2.75**
Napkins to match, per dozen, \$7.00

Matched Sets of Table Linen Ready for Hemming

The tendency of the day is towards these matched sets so you will find them here in greater quantities and variety than ever. Tablecloths bordered on the four sides.

Sets with cloth 2 yards square and twelve 27-inch napkins, in fine design, with spot filling. Sale price **\$8.00**

Sets with cloth 2 1/2 yards and twelve 21-inch napkins, in scroll pattern. Sale price **\$10**

Sets with cloth 2x2 1/2 yards and twelve 27-inch napkins; in scroll and lily patterns. Sale price **\$12.50**

Sets with cloth 2 1/2 yards square and twelve 27-inch napkins; in patterns of large chrysanthemums. Sale price **\$13**

Sets with cloth 2 3/4 yards and twelve 27-inch napkins; ribbon stripe filling and tulip border. Sale price **\$15**

Sets with cloth 2x3 yards and twelve 24-inch napkins; in maid-unhair fern designs. Sale price **\$16**

Sets with cloth 2x3 yards and twelve 24-inch napkins; in carnation design, with double border. Price **\$16.50**

Sets with cloth 2x3 yards and twelve 27-inch napkins; plain center with thistle border. Sale price **\$18**

Beautiful Sets with cloth 2x2 1/2 yards, 81 inches square, 2 1/2 yards square and 3-yards square, and 27-inch napkins, in exquisite designs, on sale at **\$28, \$30, \$40**

Hemstitched Table Sets

These sets are complete with cloths 2x2 1/2 yards, 2x3 yards and 81 inches square, with napkins to match, all hemstitched by hand and ready for use, in a great variety of beautiful new designs; these are of German manufacture and the best we have ever shown at the prices **\$6.00 up to \$20**

100 Dozen Napkins on Sale at a 20 Per Cent Reduction

Here are Napkins in an almost endless array of patterns and in the most favored sizes; none of them match our piece linens, but they may match or go nicely with cloths you may have; regular prices \$2.75 to \$7 per dozen, **20 PER CENT** reduced

Fancy Linen to Beautify Thanksgiving Table

A veritable treasure box is open to housekeepers who delight in setting their tables attractively in the grand display of Fancy Linens gathered for this Sale. From Erin's shores, from sunny Madeira, from far Japan and our closest neighbor, Mexico, have we drawn the beautiful things, and we have priced them so as to make their buying a pleasure.

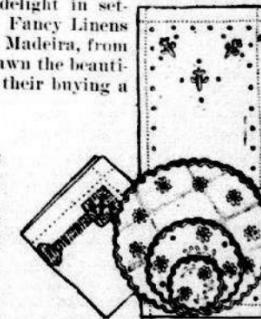
Lunch Cloths, Centerpieces, Doilies

Irish linen Lunch Cloths, Centerpieces and Doilies, from the charming hand-embroidered affairs 2 yards square down to the useful little goblet pieces 5 inches square or round. **25c**

Madiera hand-embroidered Centerpieces and Doilies, in all sizes from 18x54 inches down to 5 inches square or round; made on a linen of rare luster and embroidered in the daintiest designs. Prices, **25c** to **\$10**

Japanese and Mexican hand drawn Lunch Cloths, done on the finest of linen in the most intricate patterns; sizes 36, 45, 54 and 72 inches square. Prices, **25c** to **\$2.50**

Hemstitched and embroidered Lunch Cloths, 36 inches square, in scores of designs. **\$2.75 to \$10**



The Golden Opportunities Presented By Our Alteration-Removal Sale Are Swiftly Passing; Only Six Days More

This is the last week of our Alteration-Removal Sale, an event that will linger long in the memories of Missoula women for the wonderful savings it presented on the most stylish apparel and the most beautiful hats. Only six more days of this bargain feast and then—you will count yourself among the fortunate ones who took advantage of the opportunities presented or regret that you waited too long. Many people wait until the final summons before doing anything and they are the ones we want to impress with the urgency now of attending this Sale Monday, if possible. The rush of the last week is bound to be great so you are serving your own interests best by coming early, EARLY.

Hundreds of Suits, Coats, Skirts and Children's Coats All Reduced 20 Per Cent

Since this Sale started there has hardly been a day but new goods have been received, thus keeping the stock up to a remarkable completeness and variety, notwithstanding the steady outflow of garments day after day; so if you have waited and think now that only a picked-over stock is at your disposal, you have a surprise in store. Here are garments in every approved style, material and color and your size is surely in the vast assemblage. You'll find what you want, what becomes you and you'll save just ONE-FIFTH of its usual price.



WOMEN'S CLOTH AND FUR 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.

All \$15.00 Coats reduced to \$12.00	All \$22.50 Coats reduced to \$18.00
All \$16.50 Coats reduced to \$13.20	All \$25.00 Coats reduced to \$20.00
All \$20.00 Coats reduced to \$16.00	All \$36.00 Coats reduced to \$24.00

ALL OTHERS UP TO \$300.00 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 silk embroidered and braided; new plaited skirts; a style to suit every woman's fancy.

All \$17.50 Suits reduced to \$14.00	All \$25.00 Suits reduced to \$20.00
All \$20.00 Suits reduced to \$16.00	All \$30.00 Suits reduced to \$24.00
All \$22.50 Suits reduced to \$18.00	All \$35.00 Suits reduced to \$28.00

ALL OTHER SUITS UP TO \$75.00 REDUCED 20 PER CENT

WOMEN'S STREET AND DRESS SKIRTS

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

All \$5.00 Skirts reduced to \$4.00	All \$10.00 Skirts reduced to \$8.00
All \$6.50 Skirts reduced to \$5.20	All \$15.00 Skirts reduced to \$9.60
All \$8.00 Skirts reduced to \$6.40	All \$20.00 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.

All \$5.00 Children's Coats reduced to \$4.00	All \$15.00 Children's Coats reduced to \$12.00
All \$7.50 Children's Coats reduced to \$6.00	All \$20.00 Children's Coats reduced to \$16.00
All \$10.00 Children's Coats reduced to \$8.00	All \$30.00 Children's Coats reduced to \$24.00



Your Choice of All Our Trimmed Hats REGARDLESS OF PRICE AT A REDUCTION OF 25 PER CENT

Naturally, Being Missoula's Biggest Shoe Store, We Give the Biggest Values

If this store did not give the biggest values it could never have attained to being Missoula's biggest store; this, of course, applies in general as well as to the Shoe Store. We are going to tell you today of a few of the many moderate-priced good shoes you'll find here, and you'll find them the biggest money's worth in town.

Women's Shoes at \$2.50

Women's winter shoes, made from gunmetal calf stock in either lace or button styles; made on the new foot-fitting last and as stylish as most \$3.00 and \$3.50 shoes. Per pair **\$2.50**

Women's patent coil button shoes, a new arrival which for looks style and finish is not excelled in many higher-priced lines. Per pair **\$2.50**

Women's bright kid shoes, made both in button and Blucher lace styles, on a new, dressy last, with either medium or narrow toes and Cuban heels. Per pair **\$2.50**

Women's Storm Boots at \$4

Women's storm boots, made from "storm calf" stock, with heavy soles and medium heels; made especially for rough winter wear, but neat in appearance and finely finished. Per pair **\$4.00**

Women's storm boots, made from kangaroo calf, with 10-inch tops; splendid for stormy weather and unexcelled for school wear. Per pair **\$4.00**

Women's Warm Felt Slippers

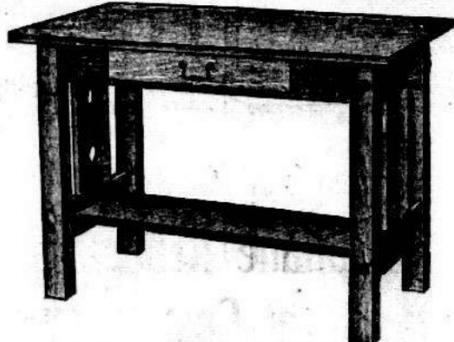
If these winter comforts we are showing a very large and extensive stock of slippers. Plain and fur-trimmed styles, in all shapes and colors, made extra soft and flexible. Per pair **\$2.50 to \$1.00**

Rubbers Are Cheap Insurance

This store is distributor for the American Rubber Co., and you are assured of always getting first quality and absolutely fresh goods here. We carry Rubbers and Overshoes to fit all shapes of shoes and we fit them to your satisfaction.

THE NEW HOUSEFURNISHINGS STORE HAS A MISSION --- TO TURN A HOUSE INTO A HOME

ALL GOODS SELECTED NOW FOR CHRISTMAS GIVING WILL BE STORED FREE OF CHARGE AND DELIVERED CHRISTMAS EVE IF DESIRED



SPECIAL FOR MONDAY ONLY

Den or Library Table, exactly like cut except the filling in the end panels, which is slatted instead of fret sawed; a fine Mission style, solid oak, early English finish; top 35x24 inches with under shelf 28x9 inches; large drawer; legs 2 inches square. These tables are very well made, nicely finished and are ready sellers at **\$6.50**. Monday only **\$4.35**

MISSION LAMPS IN QUAIN STYLES.

We can show you a large assortment of Mission Lamps, both hanging and wall lamps or table reading lamps, with wood frames and outlines of wood in shade of ornamental stained glass, all wired and ready for use; especially adapted for use in den or library. Prices **\$4.00 to \$13.50**

Missoula Mercantile Co.



If you have a home of your own you can have one of the small rooms turned into a den. It is a good deal better than club rooms and billiard halls, and a dandy place to do your reading and writing. Such a place is very attractive to hubby in the evening and alluring to wifey in the afternoon. It isn't hard to get one, and you can fix it up as nice as you wish with this store to draw on for all necessary furniture, draperies, decorations and whatnot. See the fine line of Period Rockers, Chairs and Tables suitable for den or library, such as the Tudor, Flanders, Old English and Mission styles, in all the popular finishes—fumed early English, Flemish and waxed golden. Prices range from **\$5 to \$35**

We are exclusive agents for the celebrated Royal Push Button Morris Chairs; the ideal of a chair that keeps a man comfortable for the whole evening long, as he can change his position for rest to suit by simply pressing the button, and not have any rods to adjust or fall out. We have these in Golden Oak, Early English, Fumed or Weathered finish, with changeable, loose cushions in velours, tapestry, imitation leather or the genuine plain or Spanish leather; Chairs or Rockers, with or without foot rests, complete. Priced at **\$12 to \$35** from

CHAIR COMFORT



SMOKING STANDS

Most useful; highly ornamental; made of solid oak and finished in the Early English style. This smoker makes a valuable addition to any home. It has places for pipes, ash tray, matches and cigar holders, all in solid brass; one of the season's cleverest novelties; 27 inches high. Price **\$3.00**



HOUSE MOTTOES

We are showing something new in home decorations in the character of mottoes and toasts. These are prettily colored on Flemish oak planks and suspended by a leather thong, in addition to any living room or dining room. The style is good and they are quite the thing for house decoration. See the different mottoes. Priced **75c** at

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