

**Missoula Mercantile Co.**

**THE GREAT CHRISTMAS STORE**

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**Christmas Buying Has Started in Earnest; Everybody Happy**

The way to begin is to begin. The longer you delay your Christmas shopping the harder will you find the task before you, for two reasons. More people each season, profiting by former experiences, begin their buying as soon as the new things are shown, thus having first choice of everything; second, as the season advances the crowds get denser, and it is harder to get around, and in your hurry the best selections are impossible.

**Missoula's Greatest Christmas Store**

Because: Here is where you will find the biggest variety of sensible gifts sure to be welcome by any one or in any home.

Because: This is the safest store. Goods of dependable quality and honest value.

Because: That here prompt and courteous attention is given to all.

Because: Of a delivery service as nearly perfect as human endeavor can make it.

Because: Low prices are lower, when similar goods can be found for comparison.



Let this Star lead you to the store of Best Service.

**Telephone and Mail Order Service**

These services are at the disposal of all who can make use of them. The Mail Order Service is specially equipped to properly handle holiday orders from out-of-town customers, and the judgment and taste of our store shoppers can be relied upon to please you.

**Only 17 Days More Till Xmas**

Shopping days, we mean. They will be gone before we realize it. Don't lose the golden shopping hours in the forenoon.

**Formal Opening of Toyland Next Saturday**

**TOYLAND**, that children's paradise in holiday times, is open to the wholesale and early shopping trade, but the formal opening will take place next Saturday.

If there is one thing this store tries hardest to do it is to make a happy children's Christmas, and with this end in view our buyers search every place where any new, ingenious or playful toy and the prettiest dolls may be found, and we are more than ever proud of our accomplishments for this season.

**A Bigger, Better, Grander Toy Store Than Missoula Has Ever Known**

The eleven words above sum up in a single phrase just what you can expect here this season. Pages might be written about the wonders, the beauties, the attractions of this favorite holiday store, but be patient, you'll be more than repaid for waiting. But we must tell you now about the presents Toyland itself is going to give away:

**A Real Automobile and a Beautiful Life-Size Doll--FREE**

**Browniekar Contest--Open to All**

The "Browniekar" is a real automobile, built expressly for children. It is a two-passenger roadster, fully equipped, with a maximum speed of 10 miles an hour. Fitted with a one-cylinder engine and mechanism so simple that any boy or girl of eight years can understand and manipulate it.

This grand prize will be awarded in the same manner as was the Shetland Pony Outfit last year. One ticket with each 25c purchase.

This Contest Starts With Toyland's Formal Opening.

**Doll Contest--Open to Girls Under 15 Years**

This contest is of an entirely different nature, as the award is to be made to the girl under 15 years who collects and saves Toyland sales check duplicates aggregating the largest sum. The contest closes at 6 p. m. December 31st. All sales checks, whether cash or charge, may be used. This contest is open to all girls under 15 years, except members of families of employees of this store.

SAVE ALL THE TOYLAND DUPLICATE SALES CHECKS YOU CAN. GET YOUR FRIENDS TO SAVE THEIRS FOR YOU--WORK HARD. This Contest Begins Monday, December 6, 1909.

**Real Friendship's Own Gift--Furniture**

The popularity of furniture for Christmas gifts is notably increasing, for furniture is at once the gift of common sense and genuine friendship, provided the furniture is the right kind. Our great new furniture store offers you the pick and choice of the best factories in America, and the prices asked are the lowest for which you can buy furniture with the certainty that it was picked and chosen for conspicuous merit. There is a fine showing of Christmas pieces, from a Martha Washington sewing table to a couch in which age will forget its weight of years. A few suggestions:

| FOR FATHER      | FOR MOTHER         | FOR BROTHER       | FOR SISTER      | FOR BARY           |
|-----------------|--------------------|-------------------|-----------------|--------------------|
| Bookcase.       | Writing Desk       | Footcase          | Leather Pillows | High Chair         |
| Desk            | Parlor Lamp        | Den Motto         | Music Cabinets  | Nursery Chair      |
| Turkish Rocker  | Hall Seat          | Smoking Cabinet   | Cedar Chest     | Go-Chart           |
| Foot Stool      | Dressing Table     | Foot Rest         | Writing Desk    | Child's Rocker     |
| Reading Lamp    | Chair              | Shelf             | Shirtdraw Box   | Crib               |
| Bath Blanket    | Easy Chair         | Shaving Mirror    | Dressing Table  | Baby Walker        |
| Shaving Glass   | Kitchen Cabinet    | Bath Robe Blanket | Bedroom Chair   | Fur Carriage Robes |
| Smoking Cabinet | Asbestos Table Top | Morris Chair      | Large Mirror    |                    |
| Celeryette      | Leather Couch      |                   |                 |                    |
| Morris Chair    | Dinner Gong        |                   |                 |                    |
| Blanking Stand  | Sewing Basket      |                   |                 |                    |
| Card Table      |                    |                   |                 |                    |

Each item in these lists is suggestive of others and so the list could be multiplied indefinitely with good, useful gifts you can find on our four floors.

**Billiken Is It**

**Billiken Says:**

My name is Billiken, Good Luck I bring to you, If you but read and act Upon my counsel true.

So read and make your choice.

Whatever you may choose I am the lucky Billiken Therefore you cannot lose.

- Billiken Leather Purses 35c
- Billiken Brass Ash Trays 35c
- Billiken Pen Wipers 35c
- Billiken Note Books 35c
- Billiken Trinket Boxes 35c
- Billiken Tape Measures 35c
- Billiken Calendars 35c
- Billiken on His Throne 75c
- Billiken Brass Card Clips 75c
- Billiken Brass Pin Cushions 75c
- Billiken Toothpick and Match Holders 75c
- Billiken Hat Pin Holders 75c
- Billiken Menu Holders 75c
- Billiken Napkin Rings 75c
- Billiken Combination Shaving Pads 75c
- Billiken Handkerchief Boxes 75c
- Billiken Hat Pin Boxes 75c
- Billiken Collar Boxes 75c

And scores of other clever novelties not seen before. Billiken is infectious and you'll be lucky to pick your gifts from the line at once.

—Dry Goods Department.

**Silk Underwear For Christmas**

The luxury, the perfect fit, the comfort of this silk underwear would delight Diana herself. The very best we could find on the market.

Women's Silk Union Suits, heavy weight, high neck, long sleeves, ankle length, \$12.

Little, medium weight, \$11.

Women's Silk Union Suits, high neck, knee length, \$8.00 and \$13.50.

**Package Ornaments**

Dennison's Christmas Seals and Tags, many new styles. Get them early and get enough. 10c and 25c a package.

**Christmas Ribbon**

A quality made expressly for package tying, and very pretty. 10c a piece.

**Gifts in Silver Plate**

Nowadays quadruple-plated ware is not merely an imitation of sterling silver, but it has an entity of its own, and as such is recognized by people whose wealth goes into millions and whose safes are crowded with sterling.

- The best makes, the choicest patterns in the latest finishes are here: Napkin Rings, from 50c to \$1.50.
- Salts and Peppers, \$1.75 to \$3.00 a set.
- Shaving Mugs with Brushes, \$1.75 to \$4.00.
- Bread Trays, from \$2.00 to \$5.50.
- Syrup Pitchers, from \$2.25 to \$3.75.
- Drinking Mugs, from \$2.50 to \$3.50.
- Crumb Trays and Brushes, \$2.50 to \$3.50.
- Spoon Trays, from \$2.50 up.
- Candlesticks, per dozen, \$5.00.
- Sugar and Cream Sets, \$3.75 to \$9.50.
- Three-piece Tea Sets, \$3.75 to \$12.50.
- Comb and Brush Sets, \$5.00 to \$12.50.
- World's Brand Knives, Forks and Spoons, in the pretty Vintage or Grape pattern: Dessert Spoons, per dozen, \$4.50 to \$15.00 set.
- Table Spoons, per dozen, \$10 to \$20.00.
- Forks, per dozen, \$10 to \$20.00.
- Knives, per dozen, \$17.50

**Rich Sterling Silver**

Don't wait until you have decided what to give. You can decide easily when you are here, inspired by the sight of the grand showing of acceptable gifts.

- Souvenir Spoons, from 65c to \$2.50.
- Baby Spoons, from \$1.50 to \$3.00.
- Sugar Tongs, from \$1.50 to \$5.50.
- Olive Spoons, from \$1.85 to \$4.25.
- Bon Bon Spoons, from \$1.85 to \$3.50.
- Lemonade Spoons, \$2.00.
- Napkin Rings, from \$2.00 to \$6.00.
- Tea Strainers, \$2.25 to \$3.00.
- Salad Forks, from \$3.00 to \$10.00.
- Cream Ladies, from \$3.25 to \$8.00.
- Match Boxes, \$3.50 up.
- Child's Mugs, from \$4.00 to \$9.00.
- Salts and Peppers, \$5.00 a set.
- Sardine Forks, \$5.00.
- Cake and Pie Servers, \$5.75 to \$12.
- Child's Table Sets, \$5.00.
- Brandy Spoons, \$6.50.
- Bon Bon Dishes, from \$7.00 to \$18.00.
- Salt and Pepper Casters, \$7.50 to \$8.50.
- Berry Spoons, from \$7.50 to \$13.50.
- Chocolate Spoon Sets, 7 pieces, \$9.00 to \$12.50.
- After Dinner Coffee Spoons, \$12.00 to \$15.00 set.
- Sugar and Cream Sets, \$12.00 to \$20.00.
- Carving Sets, from \$12 to \$20.
- Fruit Knives, \$12.00 a set.
- Tea Spoons, per dozen, \$13.00 to \$20.00.
- Berry Bowls, from \$14.00 to \$35.00.
- Sandwich Plates, from \$17.50 to \$23.00.
- Oyster Forks, per dozen, \$18.00 to \$26.00.
- Bouillon Spoons, per dozen, \$18.50 to \$20.
- Toilet Sets, from \$20.00 to \$75.00.
- Almond Sets, \$22.50 to \$28.50.
- Dessert Forks, per dozen, \$24 to \$34.
- Butter Spreaders, per dozen, \$25 to \$30.
- Salad Forks, per dozen, \$27 to \$27.50 set.
- Dessert Spoons, per dozen, \$27.50 to \$34.
- Soup Spoons, per dozen, \$30 to \$40.
- Table Spoons, per dozen, \$35 to \$42.50.
- Ramekin Forks, per dozen, \$28.

**Hand-Painted China**

The choicest productions of the celebrated Pickard and Ward Studios. The supply of these goods is never equal to the demand so it is important to make selections early. A work of fine arts selected from this showing will surely please.

- Plates, from \$1.50 each to \$50 a dozen.
- Pin Trays, from \$2.75 to \$3.50.
- Bon-Bon Dishes, from \$3.50 to \$5.50.
- Olive Dishes, from \$3.75 to \$5.00.
- Tea Cups and Saucers, from \$4.00 to \$7.50.
- Spoon Trays, from \$4.50 to \$6.50.
- After Dinner Cups and Saucers, \$3.75 to \$8.50.
- Drinking Mugs, \$3.00.
- Sugar Servers, \$3.75.
- Salts and Peppers, \$1.25 to \$3.00 a set.
- Cream Pitchers, from \$4.50 to \$7.00.
- Whipped Cream Bowls, \$5.00 to \$7.50.
- Vases, from \$5.00 to \$12.00.
- Sugar and Cream Sets, \$3.00 to \$18.00.
- Majonaise Bowls, \$6.50 to \$8.50.
- Salad Bowls, from \$7.50 to \$8.50.
- Tea and Coffee Pots, \$12.50.
- Lemonade Pitchers, \$5.00 to \$16.
- Chop Plates, from \$12 to \$15.
- Coffee Sets, \$20.
- Tea Sets, \$25.
- Chocolate Sets, \$35.



Table after table full to the edge with fancy German, French and Austrian decorated China. Plates, Cups and Saucers, Sugar and Cream Sets, Chop Dishes, Spoon Trays, Bon Bon, Salad Dishes, Cake Plates, Berry Dishes, Etc., at all prices.

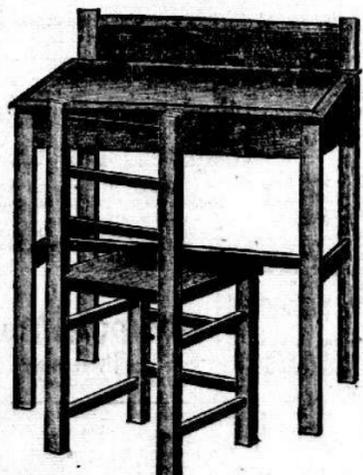
**S-t-e-i-n-s**

Steins are always welcome gifts to young men. The variety here is large and includes a line decorated in U. of M. colors, with fraternity seals.

**Something New**

A gift that will please the housewife is one of those pretty metal frame Casseroles or Baking Dishes. Frames of silver or nickel plate, bowls of pretty brown pottery. \$1.50 to \$11.00

**EXTRA SPECIAL MONDAY, TUESDAY and WEDNESDAY**



Child's Writing Desk and Chair to match, in Mission, Early English or golden finish. Desk stands 29 inches high and has a writing surface 22x18 inches. Top of desk opens up disclosing space for paper, pencils, ink, etc. The chair has back 24 inches high and seat 12 1/2 inches high. Not a toy, but a strong, serviceable piece of furniture. On sale Monday, Tuesday and Wednesday or as long as they last, at only **\$2.95**

**A Great Yellow Tag Sale of Christmas Writing Desks and Music Cabinets**

Look for the yellow tags you will see on every ladies' writing desk and music cabinet in the house, and the bargain story each one will tell you will rouse your saving instinct. No need to tell you that these articles are among the most popular items of gift furniture. Here are pieces in all the popular oak finishes, in craftsman styles; beautiful pieces in mahogany and birdseye maple, and still others in walnut, and every one priced at a

**Discount of from 10 to 50 Per Ct.**

**B-R-R-R! Winter's Here And So Are Warm Blankets**

Notice yesterday how the nor'east gale sent the smoke tumbling and tossing and set shutters slamming and door and window chinks whistling the shrill marching tune of winter? The very thought of blankets makes one feel warm on such a day, and here are blankets especially worth thinking about and owning:

Double-Ped Blankets, all wool, \$4.75, \$5.00, \$5.00, \$5.75, \$5.00, \$10, \$12, \$12.50, \$15, \$16.50, \$18.00 and \$20.00.

Warm heaps of other blankets and comfortables, all at prices that anticipated the advance in cotton, wool and cloth and so escaped it.