



Open Evenings

Missoula Mercantile Co.

THE GREAT CHRISTMAS STORE

Open Evenings



Now Comes the Supreme Test Of This Store's Ability to Serve You Best

One, two, three days, then it is all over with Christmas shopping. The busiest three days of the entire year—everybody busy. This Store is trained, like an athlete, for the final spurt. All reserve stocks brought forward, augmented selling and delivery forces—everything possible has been done to make our service to you perfect. On every side thousands of beautiful, acceptable gifts are displayed and the systematic arrangement of them helps wonderfully when making selections. We're prepared for the rush!

A Few Suggestions Helpful to the Busy Shopper

It is a good idea and makes quicker work to begin at one end of the store and shop to the other. Do your shopping in the forenoon, starting at 8 o'clock if possible. Be careful that your name and address is correctly written down when goods are to be charged or delivered. It is in keeping with the Christmas spirit to carry small parcels, but we deliver them if you wish. Bring the children for a trip through TOYLAND.

Merchandise Bonds

Our Merchandise Bonds expedite and simplify your Christmas shopping. You simply buy a Bond, give it and the recipient does his or her own choosing. Issued for any amount, in our Dry Goods and Clothing departments.

"SOMETHING FOR A MAN" NOT SUCH A HARD PROPOSITION IF YOU COME HERE

Neckwear

The greatest collection of holiday neckwear we have ever shown. All neckties for gifts put up in fancy Christmas boxes. French folded four-in-hands, folded squares, string ties and shield tecks and bows, in fine quality silks, in beautiful patterns and rich colorings, 25¢ to \$2.50

Dress ties; large and complete assortment for full dress and Tuxedo wear; either made up or to tie. 50¢ to \$1

Gloves

Street and dress gloves in Fownes', Dent's and Derby makes; all the new shades, in kid and cape, \$1.50 to \$2.50. White kids for evening wear, \$2 to \$3.50. Mocha gloves, silk, wool, fleece, fur and Persian lamb lined, \$1.50 to \$6.50. Fur gloves in gauntlet style, fine gifts for motorists or those who drive \$4.50 to \$15

Hosiery

You cannot get anything out of style or out of tone here. The breadth in variety and color effect is boundless. "Noverdarn" cashmere hose, 25¢, 35¢, 50¢; "Florenza" silk mererized hose, 25¢; silk lisle hose, 50¢ and 65¢; Phoenix silk hose in all colors, 50¢; pure thread silk hose, \$1.50, \$2 and \$2.50

Shirts

A quarter dozen or more or less of Manhattan shirts makes a practical and highly esteemed gift. A splendid showing of these peerless shirts, in the newest patterns; prices \$2.00 to \$3.50

Handkerchiefs

If in doubt, give handkerchiefs. No man ever had too many, it makes no difference how many such gifts he gets.

Pure linen handkerchiefs, hemstitched, each 25¢ to \$1.50

Initialed linen handkerchiefs, plain and in bar effects, each 35¢ to 75¢

Fancy pure linen handkerchiefs, imported novelties; each 35¢ to \$1

Silk handkerchiefs, plain hemstitched, initialed with fancy borders, each, 35¢ to \$1.50

EXTRA SPECIAL

100 dozen Men's Initialed Handkerchiefs, in fine sheer cambric with narrow hemstitched hem and finely embroidered script initial; put up six in a fancy box. On account of late arrival these Handkerchiefs, bought to sell at \$1.25 per box, will be sold at 75¢ per box

Umbrellas

Any selection from our holiday showing of umbrellas would make an acceptable and useful present. In piece or yarn dyed taffeta, also pure silk taffeta in oil-boiled, rib or Spitalfields silk, with handles of eape or buckhorn, ivory and natural wood, sterling silver and gold trimmed, the latest shapes; prices, \$1.00 to \$15.00

Sweater Coats

Useful and practical gifts for men and boys, here in all wool, all weights, all colors, either plain or combinations, with and without collars. Boys' sweater coats up from \$2; men's sweater coats, \$12.50 to \$7.00

Robes

Bath robes and lounging robes in great variety. Genuine imported Terrycloth robes, in plain white and in a fine selection of beautiful tints, colors and combinations, with wide borders down front and on sleeves, in oriental designs, wrought in wonderful soft pastel tints; made with hoods and finished with girdles and neck cords with tassels; prices, \$12.50 and \$15

Blanket robes, the height of luxury, in jacquard and two-tone cloths, in large plaids, stripes and figures, in beautiful colors, perfectly blended; made with close-fitting, deep-fold collars, fancy cuffs and heavy girdles; all sizes; prices, \$5 to \$15

Bags and Suit Cases

Traveling bags in plain tan and russet leather, also in seal, alligator and walrus; linen and leather lined; in all the new shapes and in all sizes; prices, \$1.50 to \$25.00

Suit Cases, for men and women, in all plain and fancy leathers; linen, silk and leather lined; some with complete sets of toilet fittings, in celluloid or ebony; prices, \$12 to \$30

Suspenders

A gift box of suspenders always is welcome. "President" suspenders, for men and boys 50¢
Fine silk lisle suspenders, 50¢ and 75¢
"Knothe" silk web suspenders, plain gift and gold trimmed, \$1.50 to \$5.00

Mufflers and Scarfs

The "Phoenix," for men, women and children, in holiday boxes and in mercerized silk, in all colors and in high school and university combinations. 50¢

Reefer mufflers, pure silk, made in all the new shades, prices, \$1 to \$5

Fur dress mufflers or scarfs, knitted from pure silk, in fancy stitches, in white, pearl and gray; prices, \$5 to \$10

Smoking Jackets

Ideal for Christmas giving. The greatest variety ever offered in these goods and the latest models; vicunas and velvet finished velours, in two-toned effects, stripes, shadow stripes and rich plain colors; made with loop fastenings and shawl collars; all sizes; prices, \$7.50 to \$15

Combination Sets

Silk tie and hose to match, in fancy colors, nicely boxed; the set, \$2.50

Boys' Sweater Coats

A gift selected from our great line of Boys' Sweater Coats will surely please. Boys' Johnny Jones Sweaters—knit from fine worsted yarns, made with and without high collars; in navy, silver, tan, crimson, green and Havana and many combinations. Splendid value at \$2.00

Children's Sweaters—made from finest Saxony worsted yarn, with high collars; trimmed with pearl buttons; in white and cardinal. Price, only \$3.00

SPECIAL

Boys' high-grade worsted jackets, in all colors and sizes; regular \$2.50; special, only \$2.00

Waistcoats

The very choicest of designs and fabrics are here and each garment embodies accuracy in fit and style. Prices, \$1.50 to \$10

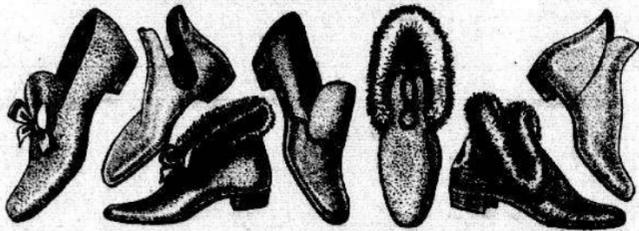
Boys' Clothing Now Greatly Reduced

Our pre-holiday sale of Boys' and Children's Clothing presents an opportunity to save fully ONE-FOURTH the regular price on all boys' and children's apparel bought between now and Christmas.

Take advantage of it to buy your boys or someone else's boys the most practical, useful and serviceable present one could give.

A Gift That Always Pleases--Slippers

Young and old alike delight in a pair of cozy slippers and they are time-honored gifts. Here you find the most comprehensive assortments—a line that in variety and values at the several prices has no equal hereabouts—a fact that a few comparisons will prove. Not a wanted style but you'll find it here.



Special Showing of Men's and Women's Cavaliers

The most luxurious of all slippers; made with high, rolled tops and military heels; in ooze calfskin in black, tan and fancy colors. Per pair \$5.00

Christmas Special Men's \$2.50 Slippers \$1.25

100 pairs of Men's Slippers, in chrome tan kid, black with patent facings and in dull gunmetal calf; in Opera and Everett styles, all made with hand-turned soles; regular prices \$1.75 to \$2.50. Choice, \$1.25

Fur Trimmed Juliets For Women, Misses and Children

Staple and novelty styles in great variety; made from the finest felt, in all colors, with light turned soles and fur trimmings; in all women's, misses' and children's sizes. Prices, \$1.00 to \$2.50

Slippers for Men

- Men's Velvet House Slippers, per pair 45¢
- Men's Opera Slippers, in black and tan; per pair, \$1.00
- Men's All-Felt Slippers, Everett styles; per pair, \$1.00
- Men's Kid "Comfort" Slippers, in black and tan; per pair \$1.50
- Men's Tan Opera Slippers, with hand-turned soles; light, soft and durable; per pair \$1.75
- Men's Kid and Tan Nullifiers, with turned soles; per pair \$1.75
- Men's Kid Slippers; cushioned, soft and flexible; per pair \$2.00
- Men's Black Kid and Tan Everett Slippers, the soft, durable kind; new toe styles; kid lined; per pair \$2.50
- Men's Alligator Opera Slippers, calf lined, of exceptional good quality and beautiful pattern; per pair \$3.50
- Men's Fine Opera Slippers, in gray ooze calf, bench made; flexible and durable; pair \$3.50

Slippers for Women

- Women's Velvet Mule Bath Slippers, per pair 45¢
- Women's Red Knitted Bath Slippers, with soft soles; per pair \$1.00
- Women's Kid Bondoir Slippers, in black, tan and red, with heels or heelless; per pair \$1.25

Women's Beaver Felt Everetts, with soft hand-turned soles, in colors; per pair \$1.25

Women's Undressed Kid Bondoir Slippers, in colors, with medium Cuban heels and turned soles; per pair, \$2.00

Women's Slippers in many varieties and styles, in red, black and tan, made with new toe styles; per pair, \$2

Women's "Cozy" Slippers in red, black and tan, some thing new for women's wear and very rich; per pair, only \$2.00

For Misses and Children

Infants' Cute Felt Booties, in colors, richly fur bound, fastened with ribbons; per pair 50¢, 75¢

Infants' and Children's Fur Trimmed Red Felt Slippers, with turn soles; per pair \$1.00

Infants' and Children's Bearcloth Leggings, made to button; per pair \$1.25

White Jersey All-Button Leggings, for infants' and children; per pair \$1.50

Infants' and Children's Foxed warm wool-lined shoes, with patent tips; per pair \$1.00, \$1.25

Infants' white and pink Button Boots, with high tops; per pair \$1.25

Infants' and Children's red and tan Beaded Moccasins; per pair \$1.25 and \$1.50

TOYLAND



This is the biggest, brightest, busiest Toy Store in town, where you will find everything one can think of to give a child pleasure on Christmas. It is the best arranged and the store of best values.

This morning is the very best time left in which to make your purchases—you know what the little ones want by this time, and there's nothing to be gained by waiting—on the contrary, you run chances of having to disappoint some child by being unable to get the thing wanted.

Don't Forget

A free ticket for the "Brownie" drawing with each purchase of 25¢ in TOYLAND.

Save your Duplicate Sales Checks for some little girl who is working to get the big doll.

The Crockery Store--Mecca for Fine Gift Buyers

Gifts that please the eye, are practical, serviceable and durable, that carry with them the evidence of the giver's good taste and please in a measure that few other gifts will—that's what one finds in this great Christmas Store of Cut Glass, Silverware, Bric-a-Brac and whatnot provides. The assortments here excite one with wonder—so broad in variety and price that it yields either the modest, inexpensive token or the most magnificent gift and everything in between.

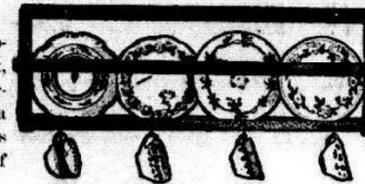
Special Sale of Decorated Plates, Cups and Saucers

The buying of these favorite gifts will be a double pleasure today—1st, because of the very desirability of the patterns to select from; 2d, because of the greatly reduced prices.

Plates

A table full of fancy decorated Plates, in sets of six, in high-grade French, German and Austrian china and in a great many styles of decorations, many of them entirely new.

- Sets of six, regularly priced at \$2.50, only \$2.60
- Sets of six, regularly priced at \$6.00, only \$4.00
- Sets of six, regularly priced at \$7.50, only \$4.75
- Sets of six, regularly priced at \$9.25, only \$6.15
- Sets of six, regularly priced at \$12.00, only \$6.00



Cups and Saucers

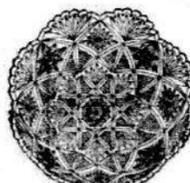
A splendid assortment of fancy Tea Cups and Saucers, in all shapes and styles; many of them are priced regularly at \$1 and \$1.25 each; your choice of the lot, only 45¢

Odd Plates to \$2.00, Only 75¢

Excellent choosing in this lot of fine china Plates, hand-somely decorated, many of them that sell regularly at \$2, for only 75¢

Handsome Gifts in Cut Glass Specially Priced

The finest Cut Glass in the world is that bearing the mark, "Libby," and it is sold only at this store, where you will find in this single line a display and assortment outshining any other in town. Besides "Libby" cut glass, the best of other makes are represented, and incomparable prices prevail throughout.



Christmas Specials

Large size cut glass Berry Bowls, in handsome designs and brilliant effects; good, heavy quality; specially priced, only \$3.75

A large assortment of cut glass Bon Bon Dishes, Spoon Trays and Olive Dishes, in all the latest shapes and styles of cuttings; regular prices, \$2.25 to \$3; special, only \$1.65

Cut Glass Salt and Peppers 85¢

Cut glass Salt and Pepper Shakers, in many designs and all deeply cut and highly polished, with extra heavy sterling silver tops; regular prices \$1.25 and \$1.50 a pair; special this week only 85¢

\$2 CRUMB TRAY SETS, \$1.35

Nickel plated Crumb Trays and Brushes with handles to match, in a variety of patterns; regular price \$2; special, only \$1.35

Vinegar and Oil Bottles \$1.65

One or a pair of these handsome, richly cut Vinegar or Oil Cruets will make a fine gift, sure to be appreciated by the housewife. A splendid assortment, all regular \$2.50 and \$3 pieces; special, each \$1.65

CHILD'S TABLE SETS, 23¢

Child's Three-piece Sets—knife, fork and spoon, good quality silver plated ware, each set put up in a neat box; special 23¢