

20 BUYING DAYS FROM NOW UNTIL CHRISTMAS 20

Christmas Is Coming!

(Maud Nathan, in THE OUTLOOK)
 "This is the season of the year when the Consumers' League makes its annual plea for EARLY CHRISTMAS SHOPPING. In the hurly-burly of strenuous metropolitan life there are so many daily duties crowding upon each other and so many pleasant distractions that we are apt to procrastinate in selecting Christmas gifts unless the warning note of the Consumers' League reaches us above the noise and strife."
 "Do Christmas shoppers appreciate the real hardship and distress that is often incurred
 (Continued on Opposite Side.)"



(Continued From Opposite Side.)
 when saleswomen are working under an undue strain during the last few weeks before Christmas? It is not only saleswomen who suffer from the dilatoriness of shoppers, but the whole army of packers, bundlers, delivery clerks, and worn boys. Moreover, if the selection of gifts is left until late in the season, merchants are delayed in sending duplicate orders to manufacturers for the articles that have proven most popular. As a result 'hands' are kept speeding up and working overtime in factories and work-rooms, until nerves are racked, muscles ache, and spirits droop. The natural result of this overfatigue means for many a young girl serious injury to her health."

This whole store is now a CHRISTMAS STORE! Missoula's Brightest and Best Christmas Store! Easiest to find what you are looking for; easiest to gather suggestions if you are in doubt as to what you want; surest to be right when you have made your selection. Remember, too, that the name Missoula Mercantile Company on a gift parcel is an assurance of QUALITY. Better begin your Christmas shopping right away--Monday. There can be no advantage in waiting--hurried selections are never as good as those made leisurely and with care, besides, if you wait you cannot hope to find as good assortments as you can now.

Only 20 Shopping Days Left, So Let's All Be Up and Doing!

The Christmas Spirit pervades to the most remote nook and cranny of this great institution. It is revealed in the wondrous displays conveniently and attractively arranged in every department. Gifts for everybody--from the youngest member of the family to the oldest; gifts sure to please for their practicability, or their beauty or their power to delight; and here is the assurance on top of all the other advantages this Store offers for satisfactory Christmas shopping that advantage is NOT taken of the holiday season to inflate values or ask higher prices.



Open Now and Booming Bring the Children

Our regular Toy Kingdom, where the Kings and Queens of Toyland, the little children, can come and find real pleasure walking through the fairy-like realms. If a vote of the throngs that attended TOYLAND'S opening yesterday could be taken, the result would be unanimous that TOYLAND is Missoula's BEST, MOST ATTRACTIVE AND PLEASANT TOY STORE

When you consider that there remain but twenty shopping days until Christmas, that a short time only is left for you in which to lay plans for the children's happiness and to buy ever so many things that are to carry their Christmas messages in such a beautiful way, you will see that there is no time to lose. Come to our TOYLAND now, before the hurrying holiday throngs--the maddening rush--comes.

A Souvenir for Everyone Who Visits Toyland Tomorrow

If you have children of your own or can borrow some, bring them in; if you have not, come a nyhow--you'll find plenty of other grown-ups. Let the little folks choose what Santa Claus is to bring them--they may choose toys that simply amuse, or those that are instructive; but whatever their choice, you can depend upon it that nothing, however more costly, will bring them quite so much pleasure on Christmas morning.

THE NEW TOYLAND

When Toyland closed its gates after the holiday season last year it was with some doubts on our part that another TOYLAND would again hold dominion within this Store. The new Crockery department took the room formerly given over to toys, etc., and it really looked serious for TOYLAND. We thought what a disappointment it would be to the children and said, "No, we owe it to them, there shall be a TOYLAND." Accordingly we sent a special buyer to market to find the newest, prettiest, most fascinating toys and loveliest dolls and when they came and were unpacked TOYLAND simply annexed a big slice of the HARDWARE department, and there it is, ready now--not bigger, but better than ever, with greater assortments and much lower prices than we've ever offered.



TOYLAND'S COLONY

In keeping with the modern idea of empire building, TOYLAND has established a colony. It's across the street in the Furniture Annex and here it has established some of its staunchest supporters because TOYLAND proper needed more room. So when you're looking for--

- Doll Carriages
- Hobby Horses
- Doll Furniture
- Game Boards
- Black Boards
- Children's Furniture
- Pictures, etc.

--you'll find them in the Furniture Annex.

A Veritable Beauty Show Is the Great Doll Congress

A Congress of Nations, so to speak, every kind and size of doll brought from Germany and France is on dress parade along with dolls of all other nations including wonderful American dolls--Schoenhut wooden unbreakable dolls and others equally indestructible. The most delightful doll display ever opened in Missoula. Undressed dolls, 25c to \$12.00; dressed dolls, 25c to \$25

Extraordinary Values on the 5c, 10c and 15c Tables

Extraordinary, is the word, the only word that can adequately describe the values we offer this year at 5c, 10c and 15c. The assortments on these tables are as varied as one could imagine. Special mention is made of these tables because they are typical of the values that prevail throughout TOYLAND this year, and right here we will let you in on a store "secret": TOYLAND'S prices are lower than ever before, because 1--Being made a subsidiary of the Hardware department it has no special rent to pay, and 2--The expenses of a special organization to run it are saved. The economies thus effected are reflected in every article by its low price. A few suggestions:

- In Toyland Proper**
- Mechanical Trains, 60c to \$7.50.
 - Electric Trains, \$2.00 to \$5.00
 - Play Stores, Doll Houses, Etc., 40c to \$3.00
 - Musical Instruments, 5c to \$12.00.
 - Music Boxes, 30c to \$2.00.
 - Mechanical Toys, 15c to \$6.00.
 - Play Horses, 15c to \$3.50.
 - Automobiles, 15c to \$1.00.
 - Toy Wagons, 10c to \$1.50.
 - Toy Pianos, \$4.00 to \$12.00.
 - Drums, \$1.00 to \$3.50.
 - Steam Engines, 75c to \$10.00.
 - Engine Toys, 25c to \$12.50.
 - Dynamobiles, 75c to \$1.50.

- In Toyland Proper**
- Mechano, sets, \$1.25 to \$12.50.
 - Tool Chests, 35c to \$10.00.
 - Scroll Saw Outfits, 75c to \$1.50.
 - Friction Toys, 50c to \$1.50.
 - Airships and Aerials, 25c to \$1.50.
 - Tin and Lead Soldiers, 5c to \$7.00
 - Magic Lanterns and "Movies", \$1.00 to \$5.00.
 - Topps, jumping and musical, 5c to \$1.50.
 - Shooting Galleries, 15c to \$1.25.
 - Bings' Walking Bears and Dogs, \$1.50.
 - Woolly Animals, etc., 15c up.
 - Games and Blocks, 5c to \$3.00.
 - Humpty Dumpty Circus, sets \$1.50 to \$15.00.
 - Toy and Story Books, 5c to \$1.25.
 - Linen and Soft Muslin Books, 5c to 50c

- In Toyland Proper**
- Noah's Arks, \$1.00.
 - Dolls, dressed and undressed, 25c to \$25.00.
 - Doll Trunks, \$1.25 to \$3.00.
 - Doll Beds, 30c to \$4.00.
 - Dishes, sets 25c to \$7.00.
 - Toy Stoves and Ranges, \$1.50 to \$6.00.
 - Tin Kitchens, 40c to \$4.00.
- In the Furniture Annex**
- Shoo-fly Rocking Horses, \$1.50 to \$8.00.
 - Doll Furniture, sets, \$1.00 to \$8.75.
 - Blackboards, \$1.00 to \$5.00.
 - Child's Desk, with covers, \$4.00.
 - Child's Chairs and Rockers, 75c to \$10.00.
 - Bronchos, something new, \$10.00 to \$20.00.

- In the Furniture Annex**
- Doll Carriages, \$2.00 to \$10.00.
 - Combination Pool and Billard Tables, \$75.00.
 - Carom Archarena Boards, \$1.00 to \$10.00.
- In the Hardware Department**
- Iron body Express Wagons, \$1.10 to \$2.50.
 - Star Coaster Wagons, \$4.50 to \$7.50.
 - Glideroles, the latest, \$5.00.
 - Hand Cars, \$5.00 to \$7.50.
 - Wheelbarrows, 75c to \$1.25.
 - Sleds, boys' and girls', 45c to \$3.50.
 - Flexible Flyer Coasters, \$2.00 to \$6.00.
 - King Air Rifles, 90c to \$1.50.
 - Ice Skates, 65c to \$4.00.
 - Roller Skates, 50c to \$4.00.

