

MISSOULA MEAGANTILE CO.

THE GREAT CHRISTMAS STORE

Just Like a Great Big Christmas Tree With Gifts for Everybody

This is the Store of the Christmas Spirit—Missoula's Brightest and Best Christmas Store! All in readiness now to make your Christmas shopping enjoyable, and economical as to time, energy and expense. Wondrous displays conveniently and attractively arrayed in every department. Gifts for everybody—from the youngest member of the family to the oldest; gifts sure to please for their practicability and usefulness, their beauty, their power to please, with the absolute assurance of quality in every instance. In the matter of store service, we've done everything possible for the convenience of our customers; and remember this, if your appropriation for gifts be trivial or great, you'll find that it will go farthest here. Bear in mind, too,

Only 21 Shopping Days Left—My, How We'll Have to Hurry!

Every year the cry goes out, "DO YOUR CHRISTMAS SHOPPING EARLY!" Fortunately for themselves and for the armies of salespeople and store employes, more people each season heed the cry, which, in a measure, is a cry to humanity for humanity. More can be accomplished in ONE hour spent NOW than in several hours in the busy rush days. Early shopping affords advantages that gift buyers cannot expect to enjoy later on when the throngs crowd and jostle, when it is impossible to fill in assortments and when all branches and all persons connected with a great business are strained to their capacity. There can be no advantage in waiting—hurried selections are never as good as those made leisurely and with care. IF YOU HAVE A CHARGE ACCOUNT HERE, YOU SHOULD BY ALL MEANS GET YOUR CHRISTMAS SHOPPING DONE AT ONCE, PAYING IN JANUARY FOR THE GOODS BOUGHT NOW.

Room Needed for Holiday Goods, So Out Go the Heavy Winter Cloakings

The fact that these goods are so heavy and bulky and take up room that we can ill afford to spare with so many holiday goods crying for space, prompts us now to offer them at reductions so great that their clearance will be but a matter of a day or so. These cloakings, as you know, are the most stylish and desirable materials of the sort shown in Missoula this season, now that we've reduced the prices of them your winter coat, made in your own choice of style and material, will cost you less by nearly half:

\$2.25 to \$2.75 Goods for \$1.50 Yard

Seven pieces of very heavy, all-wool suiting, suitable for either coats, suits or skirts; in stripes and checks in grays, tans and browns; 54 inches wide.

\$3.25 Curly Cloaking, \$2.25 Yard

A splendid material in imitation Astrachan fur, 54 inches wide, in colors of brown, black and navy blue.

\$3.50 Chinchilla Cloaking, \$2.25 Yard.

Three short pieces only of these very desirable goods, 54 inches wide; gray, brown and green mixture.

\$5.00 Cloakings at \$3.00 Yard

Four 3-yard patterns of that beautiful heavy brocade cloaking, in two-toned effects such as black-and-white, brown-and-blue, brown-and-tan and black-and-white plaid; one of the most stylish and best things shown this season; 54 inches wide; \$9.00 instead of \$15.00 per pattern.

Also three 3-yard patterns of heavy ratine cloaking, one each red, blue and brown; 54 inches wide; \$9.00 instead of \$15.00 per pattern.

\$4.25 Astrachan Cloth, \$3.75 Yard.

Extra heavy and as near like the real thing as a cloth can be made to resemble fur; 54 inches wide; in mode, black, navy blue, red and brown.

Women Have Been Asking for These

NEW LANIA FLANNELS—An excellent material in new effects, for shirts, waists, dresses, etc.; non-shrinkable and fadeless; 32 inches wide—Yard, 75c.

NEW RATINE PLAIDS—Decidedly new and chic; separate skirts, and even whole dresses made up of it having a rare charm and distinctiveness; colors are royal blue and green; 54 inches wide—Yard, \$2.50.

NEW MACKINAW CLOTH—Extra heavy, all-wool material, made by the Oregon Woolen Mills; in gray, brown and red plaid patterns; 54 inches wide—Yard, \$3.50.

Christmas Ribbons and Silks

With so many suggestions for pretty gifts that can be made at home as one sees nowadays, it is little wonder that so many women are busy with their needles. Here, you'll find the prettiest ribbons, the daintiest silks and all accessories for making these most prized of gifts—gifts into which the donor weaves a bit of personality.

A "Tango" Gossard Corset at \$7.50

Extreme indeed is the latest Gossard Corset. Women who ride, dance, golf, motor—who insist on absolute freedom above the waist—can have it in this model.

For lounging, afternoon or evening wear it is simply ideal. Such freedom and lithe, sinuous lines will captivate you, as it has the women of Chicago and New York.

Model 320

Made in sizes 20 to 34. Extends just above the waist line, and the skirt is medium in length. Three elastic sections permit the utmost freedom of movement. The abdomen curves just the slightest bit and the waist is natural.

A fitting today in this model will tell you the entire story better than we possibly can. It will also prove again our just claim of being "The Corset Style Center of Missoula."

Model 320 in a dainty figured Ba-tiste. Correctly fitted at **\$7.50**



A Regular Joyland IS TOYLAND

Boys and girls experience a thrill of delight when visiting TOYLAND, which by popular consent has been proclaimed Missoula's best toy shop. Thousands of toys in seemingly endless variety—the new dolls dressed up in their best clothes for a visit from the little girls. New games for winter amusement, and instructive games that will turn the boy's mind towards accomplishing greater things, are here in profusion. New mechanical and electrical toys, the famous Ives toys, Mucane, Richter's "Anchor" blocks and scores of other things you've seen advertised, but need not send away for, because they're here already.

Parents, too, enjoy a sojourn in TOYLAND, for what is more delightful than to see the smiling, beaming faces of childhood and to learn at first hand just what will please the little ones most.

The High Cost of Living Does Not Exist in Toyland

Last year when we made TOYLAND a dependency of our Hardware Department, we told you that the economies thus effected would be manifested in lower prices than toys were ever sold for in Missoula. How well this statement was borne out thousands of customers will testify. This year we go even a step further and prices generally are lower than last year, making TOYLAND not only the best, but the most economical place to buy. A few suggestions:

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| Dolls, all sizes and kinds, 10c to \$10 | Toy and Story Books, 5c to \$1.25. | Play Stores, 40c to \$3.50. |
| Doll Trunks, \$1.25 to \$3.00. | Linen and Rag Books, 5c to 50c. | Mechanical Trains, 40c to \$7.50. |
| Dishes, in sets, 25c to \$7.00. | Mecano sets, \$1.00 to \$18.00. | Electric Trains, \$2.00 to \$12.00. |
| Stoves and ranges, \$1.50 to \$6.00. | Tool Chests, 35c to \$5.00. | Mechanical Toys, 10c to \$6.00. |
| Tin Kitchens, 40c to \$4.00. | Scroll Saw Outfits, 75c to \$1.50. | Boats, land and water, 75c to \$2.00. |
| Games and Blocks, 5c to \$3.00. | Friction Toys, 40c to \$2.50. | Toy Wagons, 10c to \$1.50. |
| Music Boxes, 30c to \$2.00. | Airships, etc., 25c to \$1.50. | Automobiles, 25c to \$1.00. |
| Doll Houses, 40c to \$3.00. | Tin and Lead Soldiers, 5c to \$7.50. | Steam Engines, 75c to \$10.00. |
| Noah's Arks, 50c to \$1.00. | Magic Lanterns, Movies, \$1 to \$5. | Electrical Toys, 75c to \$2.00. |
| Woolly Animals, etc., 15c up. | Tops of all kinds, 5c to 50c. | Engine Toys, 25c to \$12.50. |
| Dogs and Cats, with moving eyes, \$1.00 to \$3.50. | Shooting Galleries, 25c to \$1.25. | Musical Instruments, 5c to \$12.00. |
| | Woolly Animals, etc., 15c up. | Drums, 40c to \$3.50. |
| | J. D. Circus Sets, \$1.50 to \$15.00. | Iron Pull Toys, 15c to \$1.50. |
| | Banks, 15c to \$1.75. | |
| | Richter's "Anchor" Block, 75c to \$3. | |

Crockery Department Is an Ideal Gift Store

Many people concentrate all their gift-buying in this single department because here they find appropriate gifts for all, the most beautiful and artistic things and things that combine in rare degree the useful as well as the ornamental. Cut crystal, hand-painted china, silverware, art pottery, metal novelties, kodaks—a thousand suggestions could be presented by this department alone.



Toilet Sets at Half

To encourage early Christmas buying, we offer this week an assortment of quadruple silver-plated toilet sets at HALF regular price.

These sets are composed of two and three pieces, are very attractive in design and are neatly boxed.

Regular prices, \$2.75 to \$8.50
This week, **\$1.40 to \$4.25**

\$2.50 White-and-Gold China Sugar and Cream Sets \$1.50

This another example of the advantage of buying early. Sugar and cream sets are so popular with givers and receivers that our limited supply of these specially-priced sets cannot hold out long. They are of very fine, pure white china, in the new low squat shapes, decorated by hand with a coin gold band.

Come in and look around. Selections made now will be laid away for delivery at any time you say.

Electric Portables

Nothing better for a Christmas gift than an electric portable lamp. These are shown here in the newest designs and in a variety of clever forms particularly adapted for reading and desk and piano illumination. Almost any pocketbook can be suited.

The "Portolite"

Is a handy little adjustable lamp for use on table, desk or piano. Puts the light just where it is needed, in any direction, at any angle; comes in nickel and brushed brass finishes—\$5.00.

The "Badger" Portable

Shown herewith, a gift of beauty and distinction, one that will daily—and nightly—remind one of the giver. As a reading lamp with but a single light it is worth six in a chandelier. Comes in brushed brass finish, is adjustable from 2½ to 5 feet high, and is so made that the light can be directed right on the book or where needed—\$6.50.

"Bungalow" Lamps

These are decidedly new and irresistibly beautiful. Made on the principle of the inverted bowl that has made indirect lighting so popular. The bulb is not seen, being covered completely by the shade, resulting in a soft glow of light, very easy on the eyes, and casting absolutely no shadow—\$4.00 and \$16.00.

Electric Candle Sticks

These are made of clear crystal glass in two designs, and are very effective as mantle or dresser decorations—Each \$4.00. Many other styles in Portable Electric Lamps are shown here; all latest shapes and various finishes and at all prices.

Scores of Fine Christmas Suggestions in Our Furniture Gift Room

One of the most interesting spots of this Great Christmas Store is the Gift Room which has been specially fitted up on the second floor of our Furniture Annex, with all manner of things that make the very best kind of Christmas gifts. Run over this list and see if it does not offer many a goodly suggestion. Make your selections early and we can arrange to deliver just when you wish.

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| Writing Desks | Book Blocks | Waste Baskets |
| Tea Wagons | Music Cabinets | Cigarettes |
| Work Tables | Record Cabinets | Serving Trays |
| Smoking Stands | Hall Glasses | Cheval Glasses |
| Candlesticks | Breakfast Tables | Bookcases |
| Muffin Stands | Writing Tables | Dressing Tables |
| Jardiniere Stands | Dinner Gongs | Easy Chairs |
| Telephone Tables | Magazine Stands | Desk Chairs |
| Tea Tables | Nested Tables | Auto-valets |
| Tabourettes | Parlor Tables | Card Tables |
| Pedestals | Hall Stands | Foot Rests |
| Console Tables | Fancy Chairs | Umbrella Stands |
| Book Racks | Rockers | Billiard-Pool Tables |

In the Juvenile Section

This is a miniature toy shop in itself, apart and distinct from Toyland, in which you'll find reproductions of the really and truly things regularly found in the Furniture Annex, for instance:

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| Doll Beds | Shoe Flies | Toy Carpet Sweepers |
| Doll Cradles | Rocking Horses | Child's Chairs |
| Doll Furniture Sets | Blackboards | Baby Jumpers |
| Doll Carts | Game Boards | Baby Walkers, etc. |

Our New Candy Shop

JUST as pure and wholesome as can be—that's the sort of candy we've stocked the newly established Candy Shop in the Grocery department with. We've aimed to have everything as clean and attractive as can be, for instance:

Bulk candies, that in most candy stores are displayed in open trays and picked into by everyone, are here displayed in individual cases of crystal glass—always clean, dust and fly proof.

Silver tongs are used for handling chocolates, etc. Of original package goods, we believe we have the cream of the market. Quality and value have been the deciding factors in making our selections, it being our idea to sell candy rather than fancy boxes, which in themselves are worthless, though, let it be understood, where quality and value combined with attractive packing we have, of course, not omitted the fancy box, and there are here some of the most beautiful presentation packages—filled with candies that are even more exquisite.

Principal among our brands are the famous

- QUEEN VICTORIA CHOCOLATES
- MORSE'S MILK CHOCOLATE CREAMS
- BUNTE'S HARD CANDIES
- CASEY'S FINE CANDIES

Particular attention is directed to the fine of dainty table and party bouquets to be had here—a splendid assortment in all colors, shapes and flavors.

"The Best 75c Box of Candy in Town"

\$1.75 Children's Bearcloth Leggings \$1

Get them before cold weather sets in, for if you wait you'll probably not find them, because this offering has to do only with a few pairs brought over from last season; various colors; sizes 5 to 10½.

Children's "Pla-Mates"

No shoes made for growing feet can compare with "Pla-Mates" on the score of hygienic, for style or wearing qualities. They are designed to fit as nature demands a shoe should fit, and are almost as easy and comfortable as going barefoot, yet affording the necessary protection. In gum-metal calf, smoked horsehide, patent colt with matt tops and in tan; button and lace styles, with strong welt soles, remarkable for their flexibility and durability—Prices, \$2.00, \$2.25 and \$2.50.

Put Little Footsies in These

High top boots, for infants and little children, in baby designs with patent leather vamp, in various colors; for infants, sizes 6 to 12; for children, sizes 12 to 16—\$1.75 and \$2.00.