



# Missoula Mercantile Co.

PHONE PRIVATE EXCHANGE 103

The year's greatest shopping period begins Today

Beginning this morning at 8 o'clock, we believe the values offered in this store are going to be interesting enough to make you feel the buying fever tingle in your veins and to make you eager to attend this sale daily, until you have exhausted its resources. This epoch of low-pricing is our semi-annual campaign against surplus stocks that have accumulated in every section of the store during the past 6 months. They comprise the largest aggregation of desirable lines known to this store, and the YEAR END SALE, with its long established reputation for GENUINE BONA FIDE BARGAINS, is the vehicle for their removal from shelves, counters and stockrooms.

Posted shoppers wait for this January Clearance to replenish their supplies for months to come, for the reductions are made without calculating cost or former prices. Everything is up to the standard of Missoula Mercantile Co. merchandise, excelling in style, quality and serviceability. Every kind of goods will share in this great semi-annual housecleaning, and the price inducements in every instance will be the greatest of the year.

Today's news tells of the offerings in the Dry Goods and Women's Apparel departments and the first few days of the sale will be devoted to these lines. Other departments—Clothing, Footwear, Carpets, Furniture, Crockery and others will swing into the bargain stream shortly and those who wait for their offerings will be well repaid in their savings.

## Come Today for These Clearance Bargains

A Sale That Has No Competitor---The One Great Sale to which all Missoula and Vicinity look forward as the Most Important Bargain Event of the Entire Year---Better Than Ever.

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|---|---|---|--|---|---|---|--|
| <b>25c Children's Hose</b><br><b>15c</b><br>10 dozen Children's Heavy Ribbed Wool Hose, sizes 5, 6, 7, and 8 1/2 only; regular 25c value, only <b>15c</b> pair. | <b>25c View Tablets</b><br><b>10c</b><br>1 case of Missoula View Tablets, good quality ruled paper, with views of Missoula in colors; regular 25c; sale, <b>10c</b> each. | <b>20c Kitchen Aprons</b><br><b>10c</b><br>100 Gingham Kitchen Aprons; green, brown and blue checks; good quality, well made; regular 20c; sale, <b>10c</b> each. | <b>Fancy Neckwear</b><br><b>1/2 Price</b><br>All Fancy Neckwear, hand made pieces excepted, in dozens of styles and every one new, in the Year-End Sale at <b>HALF PRICE</b> . | <b>9 Cent Outing Flannel</b><br><b>6 1/4c</b><br>30 pieces of good quality 27-inch Outing Flannel, in light colors and good patterns, to close in the Year-End Sale at, per yard, <b>6 1/4c</b> . | <b>Shawls and Fascinators</b><br><b>1/2 Price</b><br>All Knit Shawls and Fascinators, in wool and in silk, white and colored; regular prices 35c to \$3; on sale at <b>HALF PRICE</b> . | <b>15 Cent Seersucker</b><br><b>8c</b><br>1 lot of Bates' Seersucker Gingham, plain and striped, in all colors, 5 to 15-yard lengths; regular price 15c yard; sale price, <b>8c</b> . | <b>Pin Cushions and Pillow Tops</b><br><b>1/2 Price</b><br>All fancy printed, stamped and embroidered Pillow Tops, priced at from 35c to \$3, and all fancy Pin Cushions, on sale at <b>HALF PRICE</b> . |
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### Embroideries At Half Price

A hundred pieces of new, pretty and desirable Embroideries, in edgings, insertions, headings and bands, in all widths, thrown out for clearance at **HALF PRICE**.

**LOT NO. 1**  
60 pieces of medium fine Embroideries, all good patterns.  
6 1-2c quality only ..... **3 1-4c**  
10c quality only ..... **5c**  
12 1-2c quality only ..... **6 1-4c**  
15c quality only ..... **7 1-2c**

**LOT NO. 2**  
40 pieces of high-grade Embroideries, including the finest patterns and qualities regularly carried in stock, many of them in matched sets; sold regularly at from 25c to \$2.00 a yard, in the Year-End Sale at **Half Price**.

### Cotton Goods Remnants 1/2 Price

500 Remnants of Cotton Goods, including French, Scotch and Domestic Gingham, Prints, Outings, Silklines, Art Denims, Bleached and Unbleached Cottons, Cotton Flannels, etc.; all marked with the yardage and ordinary remnant price, to close out at **Half Price**.

### Laces and Dress Trimmings

30 pieces of fine quality French Valenciennes Laces and Insertions, to close at **1/2 Price**  
10 pieces of Black Applique Trimming, assorted patterns, values from 50c to \$1.50 a yard, to close at **10c**  
1 lot of Plaited Chiffon, white and colors, regular prices \$1.00 to \$2.00 per yard, to close at **25c**  
1 lot Persian Bands, in new patterns, assorted designs; regular prices 15c to 30c yard, to close at **1/2 Price**

### Imported Dress Patterns at 1/2 Price

Every high class imported dress pattern is marked for clearance at just half its regular price. Here are the most stylish and exclusive materials shown in Missoula this season, including the swell diagonal serges, herringbone weaves, broadcloths, etc., in all the popular colors and combinations, at less than you ever dared hope.

**\$25 Patterns for only .... \$12.50**  
**\$22 Patterns for only .... \$11.00**  
**\$20 Patterns for only .... \$10.00**  
**\$18 Patterns for only .... \$9.00**  
**\$15 Patterns for only .... \$7.50**

### Dress Goods Remnants 1/2 Price

200 Remnants of Domestic and Imported Dress Goods, both plain and novelty weaves, many of them in dress pattern lengths; to close at **HALF PRICE**.

### Silk and Satin Remnants 1/2 Price

100 Remnants of Silks and Satins, plain and fancy, in all lengths up to dress patterns; nothing in short lengths reserved in this clearance at **HALF PRICE**.

### Women's Winter Underwear 1/2 Price

10 dozen Women's Fleece-Lined Vests and Pants, all regular sizes; regular 25c quality; to close at, each **15c**  
1 lot Women's Vests and Pants, odds and ends of regular 75c lines, to close at, each **37 1/2c**  
A few size 3 Munsing Union Suits, in medium weight balbrigan; regular \$1.00 quality, sale price **50c**

### Some Fine Glove Bargains

1 lot Misses' and Women's Black Wool Mittens; regular 15c and 25c qualities, to close at **10c**  
1 lot of fine worsted Golf Gloves, in all colors; our great 50c special; to close out at **35c**  
1 lot of Kiser's Cashmere-lined Silk Gloves; regular price 55c a pair, to close at **42 1/2c**  
1 lot of Kiser's silk-lined Silk Gloves; regular price \$1.25 pair; to close at **62 1/2c**

### Petticoats All Kinds at Half Price

A price earthquake jarred off half the price of these handsome silk garments. This part of the sale will be over in short order, so make a bee line for these bargains if you want to be one of those to be benefited.

7 only "Anna Held" glove-fitting Silk Petticoats, regular \$10 values, to close at, each **\$5.00**  
2 \$5.00 Silk Petticoats at **\$2.50**  
1 \$7.00 Silk Petticoat at **\$3.50**  
1 \$8.00 Silk Petticoat at **\$4.00**  
2 \$9.00 Silk Petticoats at **\$4.50**  
2 \$10.00 Silk Petticoats at **\$5.00**  
1 \$11.00 Silk Petticoats at **\$5.50**  
1 \$12.00 Silk Petticoat at **\$6.00**  
2 \$14.00 Silk Petticoats at **\$7.00**

### Knit and Flannel Half Price

One lot made up of eleven Knitted Undershirts, worth from 75c up; and fourteen Outing Flannel Undershirts, worth from 60c up, to close at **Half Price**

### Bearcloth \$1.50

One lot of Bearcloth Cloakings, 60-inch material, in all popular colors; regular \$3.00 quality, to close at **\$1.50**

### Astrakhan \$1.50

One lot of Astrakhan Cloakings, in all the desirable colors, 60 inches wide; regular \$3 quality, to close at, per yard **\$1.50**

### Table Linen

\$2.00 quality, 2 to 3 1/2 yd. lengths, **\$1.25**  
\$1.50 quality, 2 to 3 1/2 yd. lengths, **\$1.00**  
\$1.35 quality, 2 to 3 1/2 yd. lengths, **95c**  
\$1.25 quality, 2 to 3 1/2 yd. lengths, **75c**  
65c quality, 2 to 3 1/2 yd. lengths, **40c**

### Fine White Goods Half Price

Short lengths of French Lawns, Nainsook, Persian Lawn, and other fine white goods.

### Turkish Towels 12 1/2c

50 doz. Turkish Towels, bleached and unbleached, full regular size, in the Year-End Sale at, each **12 1/2c**

### Huck Toweling 8 1/2c

6 pieces of White Cotton Huck Toweling, 18 inches wide; regular 13 1/2c quality, in the Year-End Sale at, yard **8 1/2c**

### Crash Toweling 7 1/2c

10 pieces Brown Linen Crash Toweling, 16 inches wide; regular 10c quality, in the Year-End Sale, at yard **7 1/2c**

## Year-End Clearance of Women's Apparel, Millinery, Etc.

### Your Great Suit Opportunity

Women's and Misses' Suits, in all styles, light and dark colors, light and heavy weight materials; a collection of all odd garments regularly sold up to \$20.00, to close at, each **\$10.00**  
A second assortment of Women's and Misses' Suits, values ranging up to \$27.50, on sale at only **\$13.50**  
Handsome Suits in the most fashionable models, some of them received especially for holiday trade, all styles, all colors and all sizes, from \$2 to \$4, regularly priced at from \$37.50 to \$45.00, in the Year-End Sale at only **\$25.00**

### Those "Little Dresses" Now Half

Neat little Dresses, suitable for all occasions, made of light woolen materials, with long sleeves and high neck, and lace yokes, fancy button trimmings.  
Little Dresses, worth from **\$7.95** to **\$15.00**, only **\$7.95** to **\$9.75**  
Little Dresses, worth from **\$19.50** to **\$22.50**, only **\$9.75** to **\$11.25**

### Fancy Dresses Also at Half Price

Fancy two-piece and Princess Dresses, also Jumper Suits, made of fine quality, soft, light weight woolen materials and trimmed with best quality trimmings.  
\$25.00 Dresses for only **\$12.50**    \$32.50 Dresses for only **\$16.25**    \$37.00 Dresses for only **\$18.50**

### \$10 Skirts For \$3.95

A large assortment embracing all the odd garments from our stock of Skirts, in fancy mixtures, plain Panama, voile and silk taffeta; all well made and every one an up-to-date style; values ranging up to \$10.00, in the Year-End Sale at only **\$3.95**

### Kimono Clearance \$1.00

Women's Short Kimonos, made of dark colored flannelettes; regular \$1.00 quality, to close at **50c**  
Kimonos in fast colored cotton crepes, in red, blue, cream and pink; values from \$1.50 to \$2.00, only **\$1.00**  
Long Kimonos, in assorted materials, colors and patterns, values up to \$3.50, to close at, only **\$1.50**

### Clearance Women's Winter Coats

Every garment offered is of good style, high class and the price is less than what the common grades can be bought for.

### \$12.50 Covert Jackets Only \$4.95

These are the jaunty short coats, made of fine quality covert, lined throughout with silk or satin; values up to \$12.50, in the Clearance Sale at only, each **\$4.95**

### Coats Worth Up to \$16.50 Only \$5

Thirty-five garments all told, in loose and half-fitted back styles, in plain colors or fancy mixtures, dark and light, partly lined; values from \$10.00 to \$16.50, on sale at **\$5.00**

### Elegant \$21.50 Coats Only \$10

Twenty-five elegant Winter Coats, in black broadcloth or kersey, in loose-back styles, lined throughout and in Empire styles, partly lined; strictly high-grade garments; worth up to \$21.50, in the Year-End Sale at, only **\$10.00**

### Our Finest Coats Worth to \$35 Only \$12.50

Very stylish Coats, made of finest quality novelty mixtures, in the most fashionable colors, in loose and half-fitted styles; trimmed with velvets, braids and buttons; twenty Coats in all, values up to \$35, to close out at **\$12.50**

### Coats and Capes for Evening Wear \$5.00

Evening Capes, made three-quarter length, in cream, light blue and pink broadcloth; none worth less than \$12.50, only **\$5.00**  
Fancy Evening Coats, only a few to close out, in cream, blonde, red and light blue broadcloth, satin lined throughout.  
Regular \$20.00 values, to close out at, only **\$10**    Regular \$25.00 values, to close out at, only **\$15**

### Children's Reefers \$2.50

Three-quarter Reefer Coats, for children 6 to 12 years, flannel lined; good school coats; worth up to \$8.50, to close at, only **\$2.50**

### Children's Coats \$2.50

Children's Coats, three-quarter length, sizes 6 to 14, and Bearcloth Coats, in all colors; sizes 2 to 6; worth \$4.50 and \$4.95, to close at **\$2.50**

**PLEASE NOTE**—During this sale no exchanges or returns will be allowed and there will be no free alterations. Alterations when necessary will be charged at exact cost. The very low prices asked make these rules imperative.

### A Great Millinery Clearance

Women's Trimmed Hats, in all shapes, styles and colors; regularly priced up to \$6.50, to close at only **\$2.50**  
A second assortment of Women's Trimmed Hats, in all the latest styles, regularly priced up to \$9.50, to close at, only **\$3.95**  
Pretty, stylish and becoming Hats, trimmed with best quality materials, regularly priced up to \$13.50, to close at, only **\$5.00**  
A splendid assortment of fine dress Hats, in styles to please every taste, regularly priced up to \$13.50, to close out, only **\$7.50**

### Bargains In Children's Headwear

Children's Hoods, a collection made up of odds and ends and of all styles, values up to \$1.50, to close at, only **25c**  
Children's White Bearcloth Tams, made with ear laps; broken sizes; regular \$1.50 values, to close at, only **50c**  
Children's Stocking Caps, all wool, in all colors, all sizes to the largest, extra long, in the clearance at, only **50c**

### Waist Wonders \$2.50

Elegant Lawn Waists, in long and short sleeve styles; regular \$1.50 values, but slightly mussed and so reduced to only **50c**  
Broken assortment of Women's Madras and Lawn Waists, both white and colored; values from \$1.00 to \$1.95, to close out at only **50c**  
Fancy French Flannel Waists, made of pre-shrunk materials, with silk embroidered fronts and long sleeves; reg. \$3.50 \$3.95 and \$4.50 Waists **\$2.50**  
China Silk Waists, worth to \$5, only **\$2.50**  
Fine Hand-Tailored French Flannel Waists, regularly priced from \$5.95 to \$8.50, to close at **\$3.50**  
Fancy Evening and Dress Waists, in silk, lace and net, to close at about half price; \$8.50 and **\$5.00**

### Fur Bargains \$4.50

A broken assortment of Women's Stylish Fur Neckpieces, in all shapes and styles, in brook mink, mink marmot and fox; values ranging up to \$10, to close now at only **\$4.50**

### Children's Fur Sets Half Price

Collars and Muffs to match, in all the desired furs, made up in the best styles, now at **Half Price**  
\$5.00 sets, only **\$2.50**  
\$6.50 sets, only **\$3.25**  
\$7.50 sets, only **\$3.75**  
\$8.50 sets, only **\$4.25**  
\$10.00 sets, only **\$5.00**