



Tomorrow We Inaugurate Our Annual

# WHITE GOODS SALE

Clouds of beautiful underclothes at prices rarely equaled await the scrutiny of feminine Missoulians. The counters are piled high with snowiness, making our Dry Goods department the most splendid Underclothes Store Missoula has ever known. The sale comes a little later than usual, other stores have had their sales, but we have it that the majority of women have preferred to await this event—and they were wise to do so; their confidence in our White Goods Sale—in us—will be rewarded in characteristic Missoula Mercantile Co. manner:

## Better Assortments, Better Styles, Better Qualities, Better Values

*With Her Eyes Closed* a woman can quickly detect the difference in our White Goods Sale garments this year by merely feeling the materials and the embroideries.

*With her eyes open* she will see the whiteness and cleanliness of all the garments, showing that they are new, hence up-to-date patterns; she will delight in the quality of the needlework, the good taste of the laces, embroideries and trimmings, and she will really marvel at the lowness of the prices this year, for there has been a great leap forward in the Missoula Mercantile Co. White Goods Sale.

But two makers in the entire country have ever qualified to make garments for our White Goods Sale and they were made to feel the impulse to do better than ever for the event now at hand, with the net result: *Prettier Underclothes, lower prices* than in any previous sale.

MISSOULA MERCANTILE CO. MUSLIN GARMENTS are so beautiful in idea, so careful in construction, so strong and yet delicate in stitching, so dainty with embroidery, that one can not resist their fascination. Perhaps *perfection of fit* comes first this year in planning these underclothes; the need for slenderness and a snug fit is so imperative. But careful making and finishing, serviceable, high-class muslins, cambrics, embroideries and laces have not been overlooked—there is no skimping in cut, no hurried, unsanitary making. They are perfect—as nearly as the highest skilled makers can produce.

### IT IS ALL FOR YOU

*This White Goods Sale shows such a wonderful advance on anything we have heretofore presented to Missoula that we take the greatest pleasure in inviting you to see its many styles at the smallest prices we have ever known garments and materials of similar quality to be presented.*

## OVER A HUNDRED STYLES OF MUSLIN GARMENTS IN THIS WHITE GOODS SALE

### Corset Covers

Scores of styles of Corset Covers in cross-barred dimities, dotted Swiss, cambrics, nainsook and other soft white, sheer, beautiful materials; plain, tucked or trimmed with exquisite embroidery, lace, insertion and ribbon; some are imported and are made and embroidered entirely by hand. At 35¢, 50¢, 65¢, 75¢, 85¢, 90¢, \$1.00 etc., up to \$4.00.

### Nightgowns

Gowns, simple, and gowns elaborate; in silpover, V and square neck styles, with short, long and wing sleeves; in muslins, cambric, longcloth and nainsook; with plain, tucked or fancy lace and embroidery yokes; all cut extra wide; and especially well made; in all regular and extra sizes. At 75¢, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50, etc., up to \$15.

### Petticoats

Daintier, prettier garments than the Petticoats embraced in this White Goods Sale would be difficult to imagine; there are also styles of the more sturdy order—all good and all low priced. Plain muslin Petticoats with tucked India linen flounces or lace and embroidery trimmed; others in fine cambrics, nainsooks and muslins; with fitted yokes and deep lace and embroidery flounces, etc. At \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$2.75, \$3 etc., up to \$15.

### La Grecque Tailored Combinations

The most sensible and comfortable of all underclothes—cut so carefully that the shoulder straps will stay in place, and designed in accord with present-day ideas in dress, as carefully tailored and fitted as a tailor-made suit. "La Grecque" Princess Slips, lace and embroidery trimmed, \$3.50 to \$15.00. "La Grecque" Tailored Pants, of fine muslin, with tucked Indian linen ruffle, \$1.50. "La Grecque" Combinations; two-piece, corset cover and skirt or corset cover and pants; three-piece, corset cover with pants and extra pants; in nainsooks, cambrics and muslins; lace and embroidery trimmed, \$3.50 to \$6.00. "La Grecque" Tailored Nightgowns, nainsook, embroidery trimmed, \$7.00.

### Short Skirts

In style, materials and making these Short Skirts are entirely out of the ordinary. In fine muslins, with tucked, embroidery and lace ruffles. At 75¢, 85¢, 90¢, \$1, \$1.25, \$1.75, \$2 and \$2.25.

### Chemises

Long and short styles, with fitted or lace backs; in plain muslin or beautiful sheer materials, beautifully trimmed. At 75¢, \$1.00, \$1.25, \$1.50, \$2.00 etc., up to \$3.50.

### Drawers

Women's Drawers, made in the new fitted-band style, without fullness at the hips, and in umbrella styles, modified to meet the requirements of today's fashions; in muslins, cambric and nainsook, either plain or trimmed with embroidery, lace and ribbon. Made either open or closed. Many styles in regular sizes and a good variety in extra large sizes. At 50¢, 75¢, 85¢, \$1.00, \$1.25, \$1.50, \$1.75 etc., up to \$4.50.

### For Children

Children's Gowns—In round, square and high neck styles; lace, embroidery and ribbon trimmed; all sizes, from 2 to 16 years. At 75¢, \$1.00, \$1.25, up to \$2.50. Children's Drawers—Made of fine muslin, either plain or with lace or embroidery edges; in all sizes. At 20¢, 25¢, 35¢, 50¢ to \$1.25. Children's Skirts—With plain or tucked, lace or embroidery flounces. At 75¢, \$1.00, \$1.25 up to \$2.75.

### The Spring White Fabrics

The White Goods Sale is resplendent in its showings of new white goods for spring. A showing so much larger and better than at any previous white sale there is no precedent. Plain materials are here aplenty, some of them familiar, some of them entirely new, many to match the beautiful new embroideries. The, there are novelties, as pleasing as they are new.

### White Goods Sale Specials

- 50 pieces of Indian Linon, our No. 110, 30 inches wide, a fine quality, very sheer and perfectly bleached; 12 1/2¢ a yard would be a reasonable price to ask; on sale at, per yard 10¢
- 50 pieces of India Linon, our No. 125, 30 inches wide, a quality never sold for less than 15¢ per yard; in the White Goods Sale at, per yard 12 1/2¢
- 50 pieces of Longcloth, our No. D, yard wide and 12 yards to the piece; even weave and smooth, fine finished goods; worth \$2.25 the piece; in the White Goods Sale, at, the piece \$1.69
- 50 pieces of Longcloth, our No. E, a better quality than that described above; 12 yards of yard-wide goods in each piece; regular price \$2.50; special for the White Goods Sale \$1.98
- New India Linons, our own importation, 30 and 36 inches wide, at per yard, 20¢, 25¢, 30¢, 35¢ and 40¢.
- New White Dimities, in cross-barred, small, medium and large fancy checks and plain, 27 inches wide, at, per yard, 15¢ to 35¢.
- Imperial Suiting, an exact counterpart of the finest linen material, 32 inches wide, per yard, 20¢.
- New White Batiste, in quantities to match embroideries, per yard, 20¢ to 35¢.
- New Linen Finished Thread Cambric, soft and filmy, a yard wide, at, per yard, 30¢, 35¢ and 40¢.
- New imported Dotted Swisses, plain white, 27 to 36 inches wide, with large or small, round or square dots, at from 35¢ to \$1.25 a yard; also Fancy Figured, Barred and Checked Swisses, at, per yard, 30¢, 35¢ and 40¢.
- Piquette Repp, a material that will be very stylish this season for the soft, clinging suits; it comes 27 inches wide, at, per yard, 25¢ and 35¢.
- White Linen Suiting and Waistings, 35, 45, 54, 72 and 90 inches wide, at, per yard, 40¢ to \$1.50.

### LOVELY NEW EMBROIDERIES AND LACES FOR SPRING

Right from the busy town of St. Gall, in the Swiss Alps, and the City of Ideas, Paris, come these lovely new embroideries to complete your own fancies. New designs, that can not be described; new effects in color; embroideries that can be matched with plain materials—nothing missing, and all priced most reasonably. The embroidery sensation for 1909 is the

#### "Merrie Widow" Lingerie Assortment

Consisting of matched corset cover embroidery, insertions and flouncings, in exquisite designs, worked on the finest cross-barred Swiss; marked especially low for the White Goods Sale. Insertions, bands and beadings, yd. 15¢. Corset Cover Embroidery, yd. 75¢. Skirt and Drawer Flouncing, yd. \$1.00.

#### Grand Prix Embroideries

2500 yards, worth 35¢ and 40¢ 23¢ a yard, at

Without question, the greatest embroidery sale Missoula has ever known; there are all-overs, skirt flouncings, medium and wide bands, beadings, insertions and edgings, in dozens of designs, all of which go on sale at the one price, yd 23¢



Color plays an important part in embroideries this season and the new effects beggar description, they are so beautiful. Bands, galloons, all-overs and flouncings, at, per yard, 50¢ to \$2.75. Shirtwast front, plain white and pink and blue on white, yard \$1.50 to \$3

#### Convent Hand-Made Embroideries

They come in narrow and medium insertions and medium and wide edgings, worked on heavy linen—sure to add character to any frock. Priced at, per yard, 20¢ to 75¢. Corset Cover Embroidery is a most important item this season and we are pleased to present a line of these that knows no superior, either in daintiness of patterns, qualities or values; yard 35¢ to \$1.25

#### White Sale Laces

5,336 yards of fine Torchon laces, per yard 5¢. Not the coarse, common sort usually found on sale, but one of the finest grades imported and as pretty as laces costing double and triple the price.

### Women's New Lawn Waists A White Goods Sale Feature

When we started out to get these waists we had in mind something that would set a new standard in value giving at the price, \$1.50. It was no easy matter to find a maker who would produce for us a waist as good as we wanted and still keep inside the price limit; finally, one who makes many of our high-grade waists consented. It was a large quantity we had to contract for but we were able to divide it among a number of styles. The waists are here, and they're better than we really expected.

#### 25 Different Styles

They are made of a splendid quality white lawn, sheer and fine; all have long sleeves; some are plain, tucked, back and front, others are trimmed with embroidery or good quality wash lace; sizes 32 to 44; wonderful values at \$1.50



### Sheets and Pillow Cases

Extraordinary offerings for the White Goods Sale. Housekeepers will do well to lay in a year's supply at these prices, and Monday morning is the time to do it. You know how quickly such offerings are snapped up.

#### SHEETS

- 20 dozen "Special" Sheets, size 54x90 inches; good quality, regularly sold at 50¢ each; sale price 35¢
- 24 dozen "Sterling" Sheets, 72x90 inches; fine quality soft muslin, well seamed; with 2-inch hem; regular 65¢ sheets, in the White Goods Sale at 45¢
- 25 dozen "Priscilla" Sheets, 72x90 inches; made with wide hem; regular 65¢ quality, special for the White Goods Sale, at each 50¢
- 40 dozen "Whirlwind" Sheets, our great leader at 75¢; made of good heavy muslin, with a fine welt seam and wide hems; special for this sale 55¢
- 20 dozen "Ivory" Sheets, fine quality muslin, hand torn and finished with wide hems; regular price 30¢, special for this sale 62 1/2¢
- 20 dozen "Ivory" Sheets, size 81x90, otherwise same as above; regular price 90¢; sale price 75¢
- 15 dozen "Cloud" Sheets, 81x90 inches; fine quality linen finished muslin, hand torn and finished with a 3-inch hem; regular price 90¢, sale price 70¢
- 10 dozen "New York Mills" Sheets, 72x90 inches; hand torn and finished with 3-inch hemstitched hem; regular price \$1.15, sale price 75¢

#### PILLOW CASES

- "Sterling" quality Slips, size 42x36, each 12 1/2¢
- "Sterling" quality Slips, size 45x36, each 15¢
- "Cloud" quality Slips, size 42x38, each 20¢
- "Cloud" quality Slips, size 45x38, each 20¢

#### A Fine Towel Special

- 100 dozen Plain Huck, Fancy Huck and Damask Towels, plain hemmed, hemstitched and fringed; sizes 17x34, 18x36 and 20x45 inches; regular 40¢ values, sale price 25¢

#### White Bedspreads

- "Hanover" Honeycomb Bedspreads, full double bed size, plain hemmed; regular price \$1.50; White Goods Sale price \$1.25
- "No. 50" Marselles Bedspreads, full size for double beds; fringed; regular price \$2.50; White Goods Sale \$2.00

## LOVERS OF FANCY CHINA and CUT GLASS—Here Is Your Opportunity

Last week's sale of Pickard Hand Painted China and Libby Cut Glass is augmented now by the addition of our entire line of French and German Decorated China—open stock dinnerware patterns alone excepted—making for this week an occasion of the utmost importance to housekeepers and all who admire beautiful things for their table and for decorative purposes.



20% OFF

the regular marked prices of all our exquisite Pickard Hand Painted China.

25% OFF

the regular marked prices of all our beautiful, sparkling Cut Glass.

33 1/3% OFF

the regular marked prices of all our fine imported Fancy Decorated China.



# MISSOULA MERCANTILE CO.