

MISSOULA
MERCANTILE
COMPANY

JANUARY CLEARING SALE

MISSOULA
MERCANTILE
COMPANY

Unequaled Bargains in Women's Apparel Millinery, Children's Coats, Etc.

This great Clearance Sale, with its wonderful buying opportunities, swings into its second week with a record of having surpassed any previous sale of its kind, both in attendance and in value-giving. This week many lines not heretofore reduced in price will be found at reductions so great that their speedy departure is assured—for that's the object of the sale, neither cost nor profit entering into consideration at this time.

Don't wait till all the good things are sold--come Monday, early!



Tailored Suits
Our entire stock of plain and fancy Tailored Suits, without reserve, in all misses' sizes, from 14 to 18 years, and in women's sizes from 34 to 40, are now going at reductions of FIFTY PER CENT—just half the former prices, which were less than suits equally stylish, as well tailored or made from such good materials could be bought for in any other store in town.

\$25.00 Suits reduced to	\$12.50	\$42.50 Suits reduced to	\$21.50
\$27.50 Suits reduced to	\$13.75	\$45.00 Suits reduced to	\$22.50
\$30.00 Suits reduced to	\$15.00	\$50.00 Suits reduced to	\$25.00
\$32.50 Suits reduced to	\$16.25	\$55.00 Suits reduced to	\$27.50
\$35.00 Suits reduced to	\$17.50	\$60.00 Suits reduced to	\$30.00
\$37.50 Suits reduced to	\$18.75	\$65.00 Suits reduced to	\$32.50
\$40.00 Suits reduced to	\$20.00	\$75.00 Suits reduced to	\$37.50

MILLINERY CLEARANCE

Every hat, women's misses' and children's, must go. A wide variety of the prettiest, most stylish hats shown this season are here to select from, all of which, including the high-class patterns, are now marked at

1/2 off

Street Dresses

A good selection awaits this week's customers; hardly a wanted color or size, from misses' 16 to women's 44, but will be found in the assortment.

\$18.75 dresses,	\$14.05	\$27.50 dresses,	\$20.62
\$20.00 dresses,	\$15.00	\$30.00 dresses,	\$22.50
\$22.50 dresses,	\$16.88	\$35.00 dresses,	\$26.25
\$25.00 dresses,	\$18.75	\$40.00 dresses,	\$30.00

Evening Gowns

Many handsome costumes for formal dress wear, in voiles, messalines, taffetates and fancy nets, plain and elaborate in conception, in all light shades and dark colors, at ONE-FOURTH LESS than regular.

\$30.00 gowns,	\$22.50	\$45.00 gowns,	\$33.75
\$35.00 gowns,	\$26.25	\$50.00 gowns,	\$37.50
\$40.00 gowns,	\$30.00	\$55.00 gowns,	\$41.25



Women's Fur Neckpieces, \$5

These are a lot of odd pieces in up-to-date styles, in marmot, Japanese mink, sable squirrel, French coney and hare, regularly priced up to \$15.00; your choice for only **\$5.00**

Women's and Misses' Street Coats and Evening Wraps

An aggregation of coat bargains, the best ever assembled in a clearance sale in this city. Every garment distinguished for the quality of material from which it is made, for perfection of style and superb fit and tailoring.

Coats Reduced 25 Per Cent

All women's and misses' coats, in fine all-wool mixtures, gray stripe effects and in plain tans, browns, greens and navy blue; lengths 52 to 54 inches; semi-fitted and box-back models, with convertible collars, plain rever collars and broad sailor collars, plain or trimmed with velvet, braid or fancy buttons. Sizes, misses' 14 to women's 40.

Coats regularly priced at \$22.50, now	\$16.88	Coats regularly priced at \$35.00, now	\$26.25
Coats regularly priced at \$25.00, now	\$18.75	Coats regularly priced at \$37.50, now	\$28.13
Coats regularly priced at \$27.50, now	\$20.62	Coats regularly priced at \$40.00, now	\$30.00
Coats regularly priced at \$29.00, now	\$21.75	Coats regularly priced at \$42.50, now	\$31.88

COATS WORTH TO \$25.00, ONLY \$5.00.

A few odd coats carried over from last season but in good styles for everyday wear; all full length; in black broadcloth and rough mixtures; sizes 34 to 40; original values up to \$25.00, your choice **\$5.00**

Evening Coats and Capes, 1-4 Less

A Few Examples of the Bargains That Await:

Plain rose, wisteria and blue broadcloth capes, full length, unlined, with black velvet collars; were \$15.00	\$11.25
A white serge cape with large shawl collar in light blue messaline and large pearl buttons; was \$22.50, now	\$16.87
Blue broadcloth Minko coat, piped in black and fancy braided; blue messaline lining; regular price \$47.50, now	\$35.62

\$18.75 Garments	\$15.00	Three only, 3-4 length capes, rose, green and tan; regular	\$5.00	\$27.50 Garments	\$20.62
\$22.50 Garments	\$16.87			\$35.00 Garments	\$26.25
\$25.00 Garments	\$18.75			\$45.00 Garments	\$33.75



Children's Coats, 1/2 Price

Half-price for any child's coat in the house—an opportunity mothers will not be slow to grasp. Here are coats for all, from the little tot of 2 years to the young lady of 14, and every one is a good, warm, dressy, serviceable garment, stylish and pretty.

Regular \$3.00	\$1.50
Coats now	\$1.50
Regular \$6.25	\$3.13
Coats now	\$3.13
Regular \$7.50	\$3.75
Coats now	\$3.75
Regular \$8.00	\$4.00
Coats now	\$4.00
Regular \$10.00	\$5.00
Coats now	\$5.00
Regular \$11.00	\$5.50
Coats now	\$5.50
Regular \$12.00	\$6.00
Coats now	\$6.00
Regular \$13.50	\$6.75
Coats now	\$6.75



Especially good bargains will be found in a line of coats made from heavy, rough materials, in Alice blue, brown, tan and rose, with plaited skirts; belts, collars and cuffs piped in velvet in contrasting colors; size 14 years; regular price \$7.50 to \$18.00, reduced

A black plush coat, size 10 years; regular price \$12.00, going at	\$6.00
A black caracul coat, size 10 years; regular price \$11.00, going at	\$5.50
Three handsome broadcloth coats, red, tan and brown, with velvet or braided collars; size 10 years; regular price \$13.50, now	\$6.75

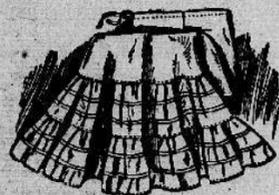
Women's and Misses' Sweaters

Half Price

The entire stock, without reserve, is now priced for clearance. All are coat style and the latest cuts, with box or fitted backs and high double collars. V-necks or roll collars with revers; plain and fancy weaves, in gray, red, white, navy and tan colors and white with colored borders. The assortment also includes the popular misses' "Co-Ed" and "Middy" sweaters, the former in white with fancy borders, the latter in colors with blue sailor collars.

\$2.50 Sweaters now	\$1.25	\$5.00 Sweaters now	\$2.50
\$3.00 Sweaters now	\$1.50	\$5.75 Sweaters now	\$2.88
\$3.75 Sweaters now	\$1.88	\$6.00 Sweaters now	\$3.00
\$4.25 Sweaters now	\$2.13	\$6.50 Sweaters now	\$3.25

\$5 Silk Petticoats, \$2.98



Only a few of these garments left so the remnant lot goes at near half regular price. They come in black only and are made from very good quality soft taffeta silk, nicely tailored and finished with full, tucked flounce; regular price \$5.00; Sale **\$2.98**

\$1.50 Wrappers, 75c

They come in blue, black-and-white, and red flannelette and fast-colored percales; full cut; good serviceable garments; size 32 only; regular price \$1.50; to close out at **75c**



Clearance of Fine Lingerie Waists Regular Prices Reduced One-Half

Scores of women will accept this opportunity to stock up for future use, as well as to buy for immediate needs. There are hundreds of garments to choose from, all fine styles and made from fine materials, trimmed with dainty laces and embroidery; all have long sleeves; all sizes.

All regular	\$2.00	All regular	\$3.00	All regular	\$4.00
Waists now	\$1.00	Waists now	\$1.50	Waists now	\$2.00
All regular	\$2.75	All regular	\$3.75	All regular	\$5.00
Waists now	\$1.38	Waists now	\$1.88	Waists now	\$2.50

Children's Furs at 1/2

Only a few sets left after last week's heavy selling, and to make the clearance complete we offer the remaining sets at HALF

White coney set; regular \$4.50, at	\$2.25
Gray and White squirrel sets; regular price \$5.00, at	\$2.50
Chinchilla sets; regular price \$6.50, at	\$3.25
Brown coney sets; regular \$6.50, at	\$3.25



White lamb sets, in styles first seen this season; regular \$12.00, now **\$6.00**
All other Children's Fur Sets, regardless of cost, now going at less **1/2**

MISSOULA MERCANTILE COMPANY