

**MISSOULA  
MERCANTILE  
COMPANY**

# MID-WINTER CLEARANCE

**MISSOULA  
MERCANTILE  
COMPANY**

The heyday for money-saving shoppers. It's the time of final clearing sales to move once and for all large lots of desirable but surplus merchandise of the waning season. The economy advantages of this occasion are of exceptional importance, for aside from the extremely low prices that prevail, it must be borne in mind that the merchandise upon which they apply is of that high class in quality and style characteristic of this store—regular goods at irregular prices, ECONOMIES.

## Hundreds of Men Have Benefited From Our Clothing Clearance—Hundreds More Can Also



With such goods as we sell, a clearance sale means something to you; something worth while. It isn't simply that you have a chance at this season of the year to buy clothes for less money than is usually asked and paid for them; but you have a chance to buy the best clothes made at less than inferior clothes can be had for elsewhere—a paradox, the BEST FOR THE LEAST.

### Premier, Hart, Schaffner & Marx and WoolWorth Clothes

are always a good bargain; there's no special reason why we should ever sell these clothes at less than the regular prices; they're always worth the money. But we haven't the power of prophecy, we cannot gauge the exact number of suits and overcoats needed for a season and our policy is to over-buy rather than not have enough, and the surplus stock must be gotten rid of at a sacrifice.

**\$9.75** for your choice of all men's and young men's Suits and Overcoats, formerly \$15.00 and \$16.50.

**\$12.75** for your choice of all men's and young men's Suits and Overcoats, formerly \$18 and \$22.50.

**\$16.75** for your choice of all men's and young men's Suits and Overcoats, formerly \$25 and \$27.50.

**\$18.75** for your choice of all men's and young men's Suits and Overcoats, formerly \$30.00.

**\$21.75** for your choice of all men's and young men's Suits and Overcoats, formerly \$35.00.

**\$24.75** for your choice of all men's and young men's Suits, formerly \$40.00 and \$45.00.

**\$27.50** for your choice of all men's and young men's Suits, formerly \$40, \$45 and \$50.



**Shirt Clearance**  
MANHATTAN SHIRTS  
Wore \$2, \$2.50, \$3, \$3.50, \$4, \$4.50, \$5.  
Now **\$1.25, \$1.55, \$2.25, \$2.75, \$3.00, \$3.25.**  
WORK SHIRTS.  
75c Work shirts now **35c**  
\$1.00 and \$1.50 Black Sateen Shirts now **55c**  
\$1.25 Railroad Shirts **55c**  
\$1.50 Flannel Shirts **55c**  
\$2.00 Flannel Shirts **\$1.25**  
\$3.00 Flannel Shirts **\$1.50**  
**\$1.50 SHIRTS NOW 85c**

**Neckwear and Hosiery**  
Regular 25c Silk Four-in-Hands, 2 for **25c**  
Regular 50c Silk Four-in-Hands, 3 for **50c**  
One lot 75c Silk Four-in-Hands, 3 for **\$1.00**  
Regular 75c and \$1.00 Four-in-Hands, now **50c**  
Keiser's 50c Baratheia Silk Ties, only **35c**  
Keiser's \$1.00, \$1.25 and \$1.50 Four-in-Hands **75c**  
HOSIERY.  
Men's 15c black cotton hose, 3/4c, 3 pairs **25c**  
Men's 20c camel's hair Merino Hose, 2 pairs **25c**  
Men's 25c black cotton Hose, now 2 pairs **25c**  
Men's 25c Florence Silk Hose, now 3 pairs **50c**  
Men's 25c finest black cotton Hose, 3 pairs **50c**  
Men's 35c white and gray wool Socks, pair **20c**  
Men's 35c plain and fancy Cashmere Hose **30c**  
Men's 65c Imported Fancy Hosiery, pair **35c**

### The Trousers Clearance

More than a thousand pairs of separate trousers for men and young men in this Sale at great reductions. Included are all our famous Sweet-Orr and Paragon dress pants, as well as work pants and corduroys.  
One lot of men's fine light drab Corduroy Pants; all sizes, regular price \$3.50. Sale price **\$1.50**  
Men's extra quality, full weight, drab Corduroy Pants; regular price \$3.50. Sale price **\$2.00**  
Men's fine wool and worsted Dress Pants; values \$2.50 to \$6.50 a pair; on sale **\$2.00**  
Regular \$3.00 Trousers **\$2.25**  
Regular \$4.00 Trousers **\$3.00**  
Regular \$5.00 Trousers **\$3.75**  
Regular \$5.00 Trousers **\$4.00**  
Regular \$7.00 Trousers **\$5.25**  
Regular \$10.00 Trousers **\$7.50**

**Men's Underwear**  
Regular 75c Shirts and Drawers now **25c**  
Regular \$1.00 and \$1.25 Shirts and Drawers **35c**  
Regular \$1.25 Wool Shirts and Drawers **75c**  
Regular \$2.00 Wool Shirts and Drawers **\$1.00**  
Wright's \$3.00 Wool Shirts and Drawers, suit **\$1.50**  
Fine \$3.00 Wool Shirts and Drawers, Suit **\$1.85**  
UNION SUITS.  
Regular \$2.50 Merino Union Suits, now **\$1.50**  
Regular \$2.50 Wool Union Suits now **\$1.65**  
Regular \$3.00 Wool Union Suits now **\$1.95**  
Regular \$4.00 Black Worsted Union Suits, **\$2.50**  
Regular \$4.00 Fine Wool Union Suits, now **\$2.65**  
Regular \$5.00 Silk and Wool Union Suits, **\$3.75**  
Regular \$7.50 Utah Wool Union Suits now **\$4.50**  
Regular \$6.50 Vassar Union Suits now **\$4.50**

### Dollar Hat Sale

The semi-annual cleanup of all broken lots, discontinued styles and styles to be discontinued in our regular \$3.00, \$3.50 and \$5.00 lines, including:  
MONTANA SOFT HATS  
MONTANA STIFF HATS  
WONDERFELT SOFT HATS  
STETSON AND KNOX HATS  
Hundreds to pick from and your choice of the entire lot for only **\$1.00**

### Pretty Hats Cry Out For New Homes

They simply can't stand it here any longer; they're so pretty and becoming that they want to fulfill their mission on earth, which is to make lovely women more lovely, so they've sent up a cry for help and the urgency of the appeal will bring many to their rescue today.

Participated in by all the hats bearing price tags of \$5.00, \$6.00 and \$8.00, saying: Your choice of all of us for **\$1.50**  
CRY NO. 2.  
In which all the hats priced at \$10.00, \$12.00 and \$15.00 join in, appealing for a new home for any of them at **\$5.00**  
CRY NO. 3.  
Who can resist it? All the \$18.00, \$20.00 and \$25.00 hats rise in their beauty and ask to be ransomed from a trifling **\$8.50**  
CRYLET NO. 4.  
A plaintive wail from the children's corner; the whole company of felt hats, makes a strike for release from bondage at **75c**

Now, if some kind women will only come along and heed their cry, there'll be rejoicing all around. We like to humor the hats, they'll humor you and you'll humor us. Let the good work begin early today.



### The Best News for Women Who Want Good Suits Cheap

But Only 37 Women Can Profit by It

SUITS THAT WERE \$25, \$35 AND \$37.50, NOW **\$11.75**  
SUITS THAT WERE \$45, \$50 AND \$60, NOW **\$13.75**  
They are splendid suits, the former selling price of their high quality, but they were carried over from last season, when long coats were in vogue. The materials are handsome and every suit of the thirty-seven is in a good style. The long coats might be easily re-modeled to conform to the new spring style and the materials and tailoring are absolutely new garments. Coats are silk or satin lined and the materials and tailoring are the very best. Sizes 32 to 44.  
Remember, there are but 37 of these Suits—Come Early.

### All Suits, Dresses and Coats Now Going at Half Price

And we might add that all the Lingerie Waists and Sweaters are going at a like reduction. In each line we still have a good assortment from which to choose and not a garment but is a bargain in the truest sense of the word. Every garment is a fall and winter 1910-11 style.  
\$22.50 TO \$75.00 SUITS NOW **\$11.25 TO \$37.50**  
\$20.00 TO \$50.00 DRESSES NOW **\$10.00 TO \$25.00**  
\$17.50 TO \$55.00 COATS NOW **\$8.75 TO \$27.50**  
\$2.00 TO \$4.00 WAISTS NOW **\$1.00 TO \$2.00**  
\$2.50 TO \$7.00 SWEATERS NOW **\$1.25 TO \$3.50**

Women who are anxious to see the new spring styles will find here a small but choice showing of new lines, which will be augmented by frequent arrivals by express as season advances.



### Furs Fretting for a Frisk Out of Doors

The colder the weather the better the furs like it; no wonder they are fretting, spending the time in a glass case in a steam-heated store. Here's opportunity:

**WOMEN'S FUR SETS HALF-PRICE.**  
A good selection, too, in Isabella fox, black fox, silver-tipped fox, Japanese mink and natural wolf; made up in elegant styles, with shoulder or neck pieces and large muff; regular prices \$22.00 to \$37.50; now reduced to **\$11 TO \$37.50**  
**SEPARATE NECK PIECES**  
Small neck pieces in black and brown cone, Arctic hare and Japanese mink; regular prices \$3.50 to \$12.00; now **\$5.00**  
Another assortment, in black and brown cone, Russian lynx and hare; regularly priced at \$5.00 to \$8.50; on sale at **\$2.50**  
**CHILDREN'S FUR SETS**  
All Children's Fur Sets, in appropriate styles and furs, now reduced **1/2**

**SPECIAL PETTICOATS**  
One lot of black "Heather-bloom" Petticoats; new garments, made with very full ruffles; regular \$1.25 kind **95c**  
**SPECIAL KIMONOS**  
An assortment of light-weight flannelette Long Kimonos, in all colors, plain and fancy patterned; \$1.50 values **95c**

### A Galaxy of Star Attractions in the Dry Goods Department



Dry Goods buyers enjoyed to the utmost the series of remarkable bargain entertainments this Store has offered throughout these clearance times, and just as the climax of a good play comes in the last act, so does the climax of bargain-giving come in these final offerings.  
**\$2.00 BROADCLOTH \$1.49**  
Six pieces of the famous "Botany" pure worsted Broadcloth, 54-inch material, in tan, brown, green, old rose, dark old rose and gray; regular \$2.00 a yard; this week, a **\$1.49** yard.  
**\$3.00 BEARCLOTH \$1.00**  
50-inch Bearcloth and Astrachan Cloaking, in gray, red, brown and blue; good heavy weight and all wool; only a limited quantity of these \$3.00 goods left to close out at, a **\$1.00** yard.  
**\$1.25 ALL-WOOL SCOTCH PLAIDS 97c**  
Four pieces only, 42-inch material, in large plaid patterns, in red, green, black and white combinations; splendid for children's dresses; regular price **97c**  
**\$1.25 CREPE DE CHENES 95c**  
Pure silk and 26 inches wide; two pieces only, one gray, one black; regular price \$1.25 per yard; now **95c**  
**\$1.25 DRESS GOODS AT 72c**  
A grouping of ten pieces, composed of voiles, batistes, cashmeres, serges, mohairs, etc., in black and odd shades, such as pink, green, blue and tan; \$1.25 goods; now **72c**  
**EXTRA SPECIALS**  
Standard Prints, per yard **7c** 12 1/2c Dunbar Flannelette **\$ 1-2c**  
Amoskeag Ginghams, yard **\$ 1-3c** 20c Duckling Flannels **12 1-2c**  
25c Serpentine Crepes, for kimonos, etc **16c**

### A Comfort to Buy Good Warm Blankets at These Prices

A surplus stock of Blankets in our Bedding department of the Furniture Annex is responsible for this opportunity to buy good, warm, durable Blankets at one-third and one-half less than regular prices. Housekeepers will find it to their great advantage to anticipate their wants even for next winter.  
16 pairs silver-gray wool-finish blankets, blue or brown stripe borders; 64x80 inches; regular \$2.50, now **\$1.25**  
9 pairs "Wool Spun" blankets, gray or tan, with pink or blue borders; 60x76 inches; regular \$3.75, now **\$2.48**  
8 pairs No. 7045 wool-finish blankets, assorted plaids; 64x80 inches; regular \$4.00, now **\$2.65**  
15 pairs "Alaska" wool blankets, black and white plaid; regular \$5.50, now **\$2.75**  
7 pairs "Wool Spun" blankets, gray or tan, with pink or blue borders; 66x86 inches; regular \$4.25, now **\$2.95**  
21 pairs "Frost-Foe" gray wool blankets, pink or blue borders; 70x80 inches; regular \$4.50, now **\$2.98**  
3 pairs "Kersey" 6-lb. all-wool blue blankets; 66x80 inches; regular \$6.50, now **\$3.25**  
20 pairs "Beverly" gray wool-finish blankets, pink or blue borders; 72x84 inches; regular \$5.25, now **\$3.35**  
11 pairs dark, natural fleece wool, 6-lb. blankets, 66x80 inches; regular \$7.50, now **\$3.75**  
6 pairs "Newport" white wool blankets, pink or blue borders; 72x84 inches; regular \$7.50, now **\$3.75**  
10 pairs "Weaver" heavy wool-finish blankets, assorted plaids; 66x80 inches; regular \$8.25, now **\$3.95**  
17 pairs "Minerva" white wool-finish blankets, extra heavy, pink or blue borders; 72x80 inches; regular \$6.00, now **\$3.95**  
18 pairs "Sumatra" all-wool blankets, gray, with pink or blue borders; 70x80 inches; regular \$5.50, now **\$3.95**  
16 pairs "Robin Hood" wool blankets, assorted plaids; size 60x80 inches; regular \$7.00, now **\$4.67**



### The Shoe Sale Is Saving Hundreds of Dollars for Those Who Take Advantage of It

We have reassorted the shoes and regrouped them. In some cases we have taken higher-priced shoes that did not necessarily belong to the Sale to fill up size-assortments in the groups, and in most, but not all, of the groups there is full selections of sizes. It should be remembered that, while the Sale comprises thousands of pairs of shoes, size ranges where they are intact cannot long be kept so. We recommend early purchases to those who wish to be sure of widest selection.

**Real Bargains for Men**  
Men's House Slippers, in the open or Everett styles; regular \$1.00 to \$1.50 quantities, now **75c**  
Men's Shoes, in satin calf, lace or congress styles; regular \$2.50 and \$3.00 values, now **\$1.65**  
Our original offerings at \$1.35 are about closed out, but new lines of box calf, gunmetal calf and kid shoes from regular \$2.50 and \$4.00 these have been thrown out and are the best values ever offered at **\$1.95**  
50 pairs of men's bellows tongue, heavy single sole Bluchers, in gunmetal calf; Goodyear welt sewed soles; splendid values at **\$2.45**  
45 pairs of men's fine Dress Shoes, in patent calf, with hand-welted soles; stylish and durable; regular \$5.00 shoes, now **\$2.95**  
A broken line of men's unlined kangaroo calf shoes, Blucher lace style, with "freak" toe; regular \$3.45 shoes, now **\$3.45**  
**HANAN SHOES**  
Everybody knows Hanan Shoes and any offering of them at less than regular prices, \$4.00 and \$7.00 a pair, is quickly snapped up. Only a few pairs left for clearance at these prices **\$2.45, \$3.95, \$4.45**

**Great Shoe Savings for Women**  
Women's bulk house slip, per pair **35c**  
Women's kid and box calf Shoes, in good, wide widths, per pair **95c**  
Women's House Slippers, fur-trimmed felt and kid Juliets and "Kozy" slippers; all reduced to, per pair **95c**  
Women's Shoes, in gunmetal calf and kid, with patent tips; formerly \$3 and \$3.50, at **\$1.45** pair, now closing at **\$1.45**  
Exceptional values at \$1.95; all styles and leathers are included and there's a shoe to fit every foot; hardly a pair but is worth twice **\$1.95**  
Women's evening dress Shoes, in fine kid, with hand-turned soles; regularly sold at \$3.50, **\$1.95** now  
Women's fine Shoes, made by Val Duttonhofer, all with hand-turned soles; regular \$4.00 shoes, now **\$2.45**

**Infants', Children's and Misses' Shoes**  
Children's Jersey Leggings; regular price \$1.00, now **65c**  
Misses' Jersey Leggings; regular price \$1.25, now **75c**  
Children's Alaskan Bearskin Leggings, to button; in all colors; were \$1.75, now **\$1.00**  
Infants' Soft sole Shoes formerly 60c and 75c, now **20c**  
Great bargains in Infants' Hard-sole Shoes at **45c**  
Infants' and children's box calf and kid lace Shoes; made by a 95c reputable maker; pair **95c**  
Misses' kid and box calf Shoes, all sizes, formerly sold at \$2 to \$3.00 a pair, now **\$1.25**  
Misses' lace and button Shoes, in kid and gunmetal calf; all new and stylish; regular \$2.50 values, now **\$1.65**  
Misses' High-top Shoes, in kid and gunmetal calf; regularly sold at \$2.00 a pair, in the Clearance at **\$1.95**