



This Event Provides the Very Best White Wear Values

A bigger, better, broader lot of popular price white wear than we've ever had. Bigger in point of quantities, better in point of qualities, broader in point of money-saving opportunities. Here you will find heaps of white wear of every description, freshly, crisply new, perfect and without a flaw and priced as never before. Come to this once-in-a-year white goods opportunity and take full advantage of it and supply your needs for the coming season. **SALE STARTS MONDAY**



A Magnificent Display of Beautiful Undermuslins at Lowest Prices

Correctly designed, prettily trimmed and priced as good undermuslins never were before, this collection of corset covers, chemise, princess slips, long and short skirts, combinations, gowns and drawers, presents a rare opportunity to supply your muslinwear needs for months to come at substantial savings that may not be duplicated for years.

Corset Covers Extra good values made of fine quality cambric, nainsook and muslin, cut extra full, neatly trimmed with laces and embroideries; the more elaborate ones trimmed profusely with fine valenciennes laces and crochet medallions, beaded with pink and blue baby ribbon; prices up from... **35¢, 50¢, 65¢, 75¢, \$1.00**

Gowns Of distinction made of cambric, muslin, nainsook and crepe; long and short sleeves, high necks, pointed necks, circular and slip-over styles; also the new kimono sleeve gown; becomingly trimmed yokes with tucks, laces and embroideries; also three numbers embroidered in the French grey work; prices up from... **75¢, 85¢, \$1.00, \$1.25**

Drawers Made of fine cambric and nainsook, trimmed with tucks, laces and embroideries, in open and closed styles; we also have a good selection of the famous Isabella drawers; prices, per pair... **35¢ to \$2.50**

Skirts Made of muslin and fine cambric, trimmed with tucks, laces and deep flounces of embroidery; prices, each... **75¢ to \$9.00**

SHORT SKIRTS AT 75¢—made of muslin with cambric flounce, trimmed with tucks, edged with lace or embroidery.

A BEAUTY FOR \$1.50—made of sheer nainsook, flounce trimmed with embroidered dots and two rows of lace.

Extra Values in Children's Muslinwear

You can buy children's muslin wear here cheaper than you can buy the material and take the time to make.

- Children's Muslin Waists and Drawers 10¢** Children's muslin drawers, tucks and ruffles; taped waists and skirts.
- Children's Muslin Drawers & Skirts 15¢** Children's muslin drawers, hemstitched and tucked; also skirts.
- Children's Muslin Gowns and Drawers 25¢** Children's muslin gowns, tucked, trimmed yokes; muslin drawers, hemstitched and embroidered ruffle.

Beautiful New Embroideries Shown Here Monday

Do not fail to see the new embroideries; some new ideas that have not been shown in Missoula before. We cannot begin to tell you of their beauty in print; they will have to be seen.

- EMBROIDERED MARQUISSETTE SETS**—Hands and flouncings; simply beautiful; entirely new in Missoula; yard... **65¢ to \$2.75**
- MARQUISSETTE ROBES**—Consist of 2½ yards banding, 2½ yards flouncing, 45 inches wide; 1½ yards 54-inch plain Marquissette; embroidered in beautiful color work. Prices, each, **\$12.50 to \$20.00**
- NEW ALLOVERS**—In good variety of patterns for fine underwear, waists or trimming purposes; yard... **50¢ to \$1.25**
- MATCHED SETS**—In hands, edges and allovers; best values in Missoula; yard... **15¢ to \$2.75**
- 26-INCH FLOUNCING**—For underwear, dresses or children's wear; beautiful designs; yard... **65¢**
- TWO LOTS POPULAR-PRICED EMBROIDERY** at 8½¢ and 10¢ yard, consisting of matched sets in insertions and edges.

Echoes from the January Clearance Sale That Cannot Be Overlooked for Values

- LOT NO. 1 at 5¢ YARD**—Consists of cambric insertions, all good patterns and widths; values up to 10¢; clearance... **5¢**
- LOT NO. 2 at 8½¢ YARD**—Consists of cambric insertions, values up to 12½¢ yard; clearance, yard... **8½¢**
- LOT NO. 3 at 15¢ YARD**—Consists of cambric insertions and bands up to 5 inches wide; values in this lot up to 35¢ yard; clearance, yard... **15¢**
- LOT NO. 4 at 29¢ YARD**—Consists of wide banding, 18-inch flouncings and edgings, in all widths, in Swiss and cambrics; values up to 65¢ yard; clearance, yard... **29¢**
- LOT NO. 5 at 39¢ YARD**—Consists of 27-inch flouncings in a good range of patterns; clearance, yard... **39¢**
- LOT NO. 6 at 49¢ YARD**—Consists of 18-inch flouncings and colored edgings, 19 inches wide; values in this lot to 75¢; clearance, yard... **49¢**

All Combination Suits (Skirt or Drawer Styles) 1-3 Off

Your one great opportunity to secure some high-grade muslin wear at a great reduction; our entire stock of combination corset and drawers and skirts at a discount of one-third. They are made of fine nainsook and beautifully trimmed with fine laces and embroidery.

Some Extra Good Underwear Specials at Less

- Corset Covers 29¢** Made of good quality soft muslin, cut extra full, trimmed with two rows Torchon wash lace insertion and heading and one row lace beaded with pink and blue ribbon.
- Drawers 23¢** Made of good quality muslin, trimmed with 5 rows tucks, with hemstitched cambric ruffle, tucked.
- Gowns 49¢** Made of muslin, full size and length; tucked yoke trimmed with embroidery insertion; long sleeves, high and pointed necks, trimmed with hemstitched ruffle.

SOME VALUES STILL LOW IN PRICE

- Full-size Marseilles pattern bedspread, hemmed ends; \$2.00 and \$2.50 values, at, each... **\$1.00**
- Full-size Marseilles pattern bedspreads, hemmed ends; \$1.25 values, at, each... **95¢**
- SHEETS**—68x90 good quality sheet at... **49¢**
- CASE**—45x56 good quality hemstitched case, 6 for... **\$1.00**
- CASING**—5-4 Piquet casing at, yard... **15¢**
- CASING**—46-inch pepperal casing at, yard... **12½¢**
- LONGCLOTH**—Imperial longcloth, 12½¢ quality, yard... **7½¢**
- No. 60 Berkley cambric and Lonsdale cambric at, yd... **12½¢**
- Fine, soft quality muslin made by Lonsdale mills, yard... **9¢**
- 36-inch heavy-weight white outing at, yard... **12½¢**
- 100 India Linons at, yard... **8½¢**
- 46-inch Victoria baron, very fine quality; sells regularly at 35¢; special at, yard... **10¢**

Princess Slips

AT **\$1.75**—Made of fine quality sheer nainsook, trimmed top of linen lace and insertion, embroidered in French gray work; bottom of fine tucks and lace edge.

AT **\$2.25**—Made of fine nainsook yoke, trimmed with linen lace and wide embroidery heading, laced with No. 3 pink and blue satin ribbon, tucked and lace trimmed flounces.

Children's Gowns Made of good quality muslin, high neck, long sleeves, hemstitched and tucked yoke; price, each... **50¢**

AT **75¢ EACH**—Made of fine nainsook, circular neck, short sleeves, trimmed neck and sleeves with linen lace.

Our January Clearance of Men's Suits and Overcoats

Is a Mighty Big Success as Far as the Sale Has Progressed

\$12.50, \$15.00, \$17.50 SUITS AND OVERCOATS, NOW SELLING AT **\$9.95**

\$20.00, \$22.50, \$25.00 SUITS AND OVER COATS, NOW SELLING AT **\$14.95**

\$27.50, \$30.00, \$32.50 SUITS AND OVERCOATS, NOW SELLING AT **\$18.95**

\$35.00, \$37.50, \$40.00 SUITS AND OVERCOATS, NOW SELLING AT **\$24.95**

CLEARANCE MEN'S PANTS
 LOT NO. 1—Consists of pants from suits and broken lines; values up to \$6.99; for quick clearance at... **\$2.05**
 LOT NO. 2—Any pants in department, values up to \$10; clearance... **\$1.05**
 Men's Mackinaws, corduroys and felt-lined coats, clearance, ONE-FOURTH to ONE-HALF OFF.

BOYS' KNICKERBOCKER SUITS AND OVERCOATS
 Fit the boy out in a suit or coat and buy them here and save money. Suits and coats, ages from 2½ to 17 years.
 LOT 1—Consists of \$4.00, \$4.50, \$5.00, \$6.00 values; clearance... **\$3.95**
 LOT 2—Consists of \$6.50, \$7.50, \$8.50 and \$10 values; clearance... **\$5.95**

MEN'S CAPS, GLOVES, UNDERWEAR, ETC.
 Men's caps 50¢, 75¢, \$1.00 values; clearance... **45¢**
 Men's lined mitts and gloves, 65¢, 75¢, \$1.00 values; clearance... **45¢**
 Men's plain wrist cotton gloves, 10¢ values; clearance... **5¢**
 Men's knit wrist cotton gloves, 15¢ values; clearance... **2 for 15¢**
 Men's cotton hose, best 10¢ hose in city; clearance... **5¢**
 Men's sweaters, \$1.50 value; clearance... **95¢**
 Men's wool underwear, \$1.25 value, broken lines; clearance, garment... **95¢**
 Men's cotton fleeced undershirts; clearance, garment... **37½¢**

MEN'S SHIRTS
 Men's dress shirts in all the new fall patterns, taken from our regular stock; values up to \$3.50; clearance... **95¢**

Broken Lot of Nadia & Justrite Corsets

At One-Fourth Off

Nadia and Justrite corsets, all in good models, made of coutil and batiste, trimmed with lace and embroidery; four and six hose supporters; corsets from \$1 to \$5 at **ONE-FOURTH OFF**.

Outing Gowns
 The famous Brighton make; come in white and colors; made extra full and long.

One-Third Off
 On a lot of handied muslin wear, a trip to the laundry makes it just as good as new; the difference in the price pays you to invest in this lot.

MISSOULA MONTANA
COEN-FISHER CO.
 The Store That Keeps the Prices Down

Look to our Ladies' Ready-to-Wear Department for some of the best values to be had in Suits, Coats, Dresses, Millinery, Skirts, Children's Coats, Kimonos, etc.

THE GOLDEN RULE STORE
COEN-FISHER CO.
 Missoula's Most Popular Trading Center