

The One Great Sale to Which All Missoula and Vicinity Look Forward as the Most Important

Missoula Mercantile Co.

JANUARY CLEARANCE

OPENS THIS MORNING

FOLLOWING our usual custom immediately after inventory, every garment or piece of merchandise, odd lots and broken lots remaining from our purchases for fall and winter will go on sale now at such great reductions that the savings to our customers will aggregate thousands of dollars. The great clearance event begins today. It is an immense affair in volume and variety of offerings and in VALUES.

PEOPLE wait for this sale because they know presents economies such as no other store EVER offers. To get the full force and significance of this sale you must attend in person. No advertisement could possibly impress upon you the magnitude and importance of the savings, nor the beauty and desirability of the goods offered for while pen and type do their part, they cannot convey what only the sense of sight imparts.

RULES OF THIS SALE: No Reservations, Exchanges or Refunds. No Telephone Orders.



Women's Apparel in This Big January Distribution

Here's the great, good news women have been waiting for. The going signal of all our elegant, stylish, incomparable apparel at prices affording grand economies. Every woman's and misses' suit, coat, dress (evening gowns excepted) skirt, waist, hat and piece of fur is radically lowered in price—FULLY ONE HALF in a majority of cases, making the values truly exceptional.

THIS entire double page could be consumed just in exploiting the merits and advantages of this single feature of this Great January Clearance. To go into detail would consume too much of our time and yours; hence the salient points only—the basis of reduction will only be dealt upon. Come to the store as early as you can—the earlier the better—and you will be well repaid for your trip. The sale begins at 8 o'clock.

INCLUDED in this Clearance is apparel for women, misses and children, for all occasions—garments that are not alone stylish, but, many of them being the most advanced models, they will be stylish a season or more to come. It is all apparel of quality, the material, workmanship, fit, finish, exclusiveness and dignity characteristic of M.M.CO. garments is an embodiment of each and every one.

<p>WOMEN'S AND MISSES'</p> <p>Suits Half Price</p> <p>Suits in plain tailored and fancy styles; in serges, diagonals, mixtures, velvets, corduroys, etc.; all sizes from junior size 13 to size 42 stout.</p> <p>Formerly, \$12.50 to \$75.00 Now, \$6.50 to \$37.50.</p>	<p>WOMEN'S AND MISSES'</p> <p>Coats Half Price</p> <p>Full and three-quarter length coats, in bouclés, broadcloths, chinchillas, polo cloth, broadcloth, sealotte, serges, astrakhan, etc.; all colors.</p> <p>Formerly, \$8.50 to \$40.00 Now, \$4.25 to \$20.00.</p>	<p>WOMEN'S AND MISSES'</p> <p>Dresses One-Third Off</p> <p>Street and afternoon dresses of silk and wool materials; plain and elaborate styles—each one exclusive; in a wide range of pretty colorings.</p> <p>Formerly, \$7.50 to \$45.00 Now, \$3.75 to \$22.50.</p>	<p>WOMEN'S AND MISSES' OPERA</p> <p>Capes and Coats One-Third Off</p> <p>Distinct, yet serviceable, garments and stylish indeed, in white, blue, pink, light gray and peach shades, lined with silk messaline in contrasting color.</p> <p>Formerly, \$22.50 to \$55.00 Now, \$15.00 to \$36.65.</p>	<p>WOMEN'S AND CHILDREN'S</p> <p>Furs Half Price</p> <p>Separate pieces and sets, in genuine mink, molenkin, Hudson seal, white fox, black fox and many other stylish furs; all good, up-to-date styles.</p> <p>Formerly, \$3.75 to \$200 Now \$1.85 to \$100.</p>
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Women's Waists at 1/4 Less Sensationally Low Prices

Nothing reserved—lingerie waists, colored waists, flannel waists and silk waists included. A big, broad, comprehensive assortment to select from—all styles, all colors, all sizes; regularly priced \$1.50 to \$12; in the Clearance at **\$1.15 to \$9.00.**

EXTRA—A lot of fine silk waists in messalines, chiffons, taffetas, etc. plain colors and fancy patterned; all sizes; waists regularly priced \$5.00 to \$11.50

\$3.98

Women's Dress Skirts at HALF

Choice of the entire stock—skirts in corduroys, serges, Bedford cords, diagonals and mixtures; all new styles; all sizes; regular prices \$5.00 to \$15.00 reduced to **\$2.50 to \$7.50.**

Children's Coats and Dresses

All children's coats; sizes 2 to 14 years; all styles and colors; regular prices \$2.98 to \$15.00, reduced to **1/2**

All children's dresses; sizes 8 to 14 years; pretty wool materials; regular prices \$3.75 to \$9.00, reduced to **1/4**

\$2.00 to \$3.95 Sweaters, 49¢

Don't miss this special sale feature. The lot includes all sizes for women, misses and children; they're good, all-wool sweaters in plain and fancy weaves.

OTHER SWEATERS AT HALF

All broken lots of women's coat sweaters, in white, Oxford gray, cardinal and navy blue; all good styles; some made with pockets; regular \$3.00 to \$7.50 garments, now, **\$1.50 to \$3.75.**

Mackinaw Coats

These noble short coats for women and misses, in heavy polo cloth and corduroy, in reds, Oxfords, browns, white and plaids—reduced **ONE-FOURTH.**

\$8 mackinaw coats in this sale **\$6.00**

\$9 mackinaw coats in this sale **\$6.75**

The Big Millinery Clearance We Offer Some Great Saving

Every hat remaining from our fall and winter displays is now priced for clearance regardless of the sacrifice involved.

Hats Worth up to \$45.00, for \$10

All pattern hats included in this offering.

Hats Worth up to \$22.50 for \$5.00

Tailored and dress hats formerly \$10 to \$22.50, also all the Knox sailors worth up to \$10.00 at **\$5.00.**

Hats Worth \$5.00 to \$18.00 for \$2.98

A good assortment to choose from; all colors and styles.

Untrimmed Shapes to \$10.75, for \$1.98

Large and small shapes, in all colors.

All Trimmings at HALF PRICE

Feathers, flowers, wings and fancy stick-ups included.

Children's Dress Hats at HALF

Also odds and ends of beaver and felt hats at 10¢ and 25¢.

January Clearance

The radical price cutting is general, extending as it does to every assortment and odd lot. The merchandise is entirely seasonal opportunities of a sort not to be repeated.

50% OFF HALF YEARLY

THIS important feature of our general clearance offers our dress lengths included) from richest silks and velvets to the blage of remnants ever offered here in a clearance sale, at HA

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| Remnants of Percalines | Remnants of Flouncings | Remnants of Ribbons |
| Remnants of Calicos | Remnants of Laces | Remnants of Dress Trimmings |
| Remnants Table and Bed Linen | Remnants of Dress Flannelettes, Outings | Remnants of Gingham |
| Remnants of Toweling | | |
| Remnants of Silkalinies | | |
| Remnants of Fine Embroideries | | |

\$1 and \$1.50 Silk Clearing 79¢

All fancy silks, such as messalines, taffetas, Louisiennes and other stylish w in striped, checked, flowered, figured and dotted patterns, in good colors; also line of plain Satin Messaline—a good weight, beautifully finished material, in a range of colors; silks regularly sold at \$1.00 and \$1.50 yard, in the clearance at

85¢ and \$1.00 Colored Taffetas at 35¢

To clean up our stock of colored taffetas in the 18-inch width we offer the about one-third their real value. They are all high grade silks and come in a desirable colors, except black; regular 85¢ and \$1.00 silks at **35¢.**

Kimono Silks Greatly Reduced

One lot of fancy kimono silks in a Cheney Bros. best quality kimono fine range of patterns and colors in exquisite designs and color-regularly 85¢ yard, now **50¢**

The Lovely Beaded Tunics Must Go

Only four of these lovely over-dress affairs are left to be snapped up by four women. Come quickly if you wish to secure one of these prizes:

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| One beaded tunic, silver effect, fringe around sleeve only; regularly at \$20.00, now \$12 | One heavily beaded tunic; silver handsome border; regular \$30.00, now \$12 |
| One beaded tunic, silver effect, fringe trimmed, regularly \$22.50 \$14 | One very handsome black tunic, heavily beaded; regularly \$55.00, now \$14 |

ALL FANCY NECKWEAR HALF-PRICE

ALL HAIR ORNAMENTS, ETC. HALF-PRICE

100 PIECES FINE EMBROIDERIES HALF-PRICE

35¢ to 50¢ FANCY RIBBONS, 4 to 6 INCH 25¢ YARD

Great and Grand are Clearance A Some Extraordinary Offerings of La Grecque Underwear

Every woman who possibly can should take advantage of this extraordinary offering. Some three hundred garments, comprising the 1913 sample line of La Grecque underwear, were secured by us for this event. The samples after having served their purpose were returned to the factory and laundered and are in all respects the same as new—perhaps better than the regular run of new garments because, being samples, it can be depended upon they are absolutely perfect in every detail. They are beautiful garments—every piece hand tailored and beautifully trimmed with the finest laces, embroideries or hand embroidery. **NO TWO PIECES ALIKE.**

NOTE THESE SAVINGS

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| Princess Slips, worth \$2.75 to \$15.00 | \$1.50 to \$10 |
| Combinations, worth \$2.00 to \$8.00 | \$1.00 to \$4.50 |
| Drawers, worth \$1.00 to \$4.50 | 38¢ to \$3.00 |
| Night Gowns, worth \$2.25 to \$10.00 | \$1 to \$5.25 |

Clearance Boys'

The opportunity of the year for purchasing clothing and furnishings for their boys and children's suits.

- All new and stylish garments, many of them suits have an extra pair of trousers.
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| Regular \$3.00 Suits reduced to \$2.00 |
| Regular \$4.50 Suits reduced to \$3.00 |
| Regular \$5.00 Suits reduced to \$3.50 |
| Regular \$6.00 Suits reduced to \$4.00 |
| Regular \$7.50 Suits reduced to \$5.00 |

Some Clearance Bargains

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| Boys' knickerbocker pants; made from good materials; full cut; \$1.50 to \$2.00 values |
| 75¢ Heavy "V" neck Sweater Coats |
| \$1.00 Heavy "V" neck Sweater Coats |
| \$1.50 "Ruff" neck Thermo Sweater Coats |
| 75¢ Flannel Waists, gray or blue |
| \$1.25 and \$1.50 Flannel Waists, best quality |
| 75¢ and \$1.00 Flannel and heavy cotton Shir |



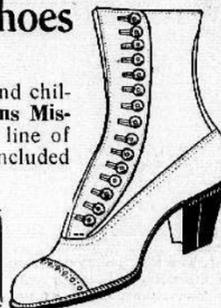
The M. M. Company's Semi-Annual Shoe Clearance

Every Pair of Our Men's, Women's and Children's Shoes In Our Entire Stock Can Be Bought at a Big Saving

Thousands of pairs of good, well-made, stylish, durable and desirable shoes for men, women and children are offered for sale now at greatly lowered prices—undoubtedly the greatest shoe bargains Missoula has seen for years. It is to be a clearance, slick and clean, of every odd lot, and broken line of shoes in the store and to add to the attractiveness of the occasion every pair of shoes not included under those heads is also reduced.

A GENERAL REDUCTION OF 10 PER CENT THROUGHOUT THE DEPARTMENT.

This means that customers can make selections from our regular, complete lines as well as from the clearance lots and save not less than 10 PER CENT on their purchases. Every pair of Hanan's and Torrey's shoes for men; Hanan's, Cousins', Duttonhofer and other makes carried here for women are thus brought into the Clearance Sale, making it an event of exceptional importance to every shoe buyer in this community. (Rubber footwear is excepted.)



MEN'S SHOES

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| Men's work and dress shoes; broken lots of lines; regularly priced at \$2.50 to \$4.50; now \$1.00 |
| Men's light weight work shoes; good solid leather and neat styles; regularly \$2.50 to \$3.50; now \$1.45 |
| Men's fine dress shoes and work shoes; oxfords of regular \$3.00, \$3.50 and \$4.00 lines \$1.95 |
| Men's patent colt dress shoes and good sturdy work shoes; formerly priced \$3.50 to \$5.00 \$2.45 |
| Men's high-grade dress shoes; also work shoes; formerly sold at \$4.50 and \$5.00; now \$2.90 |
| Men's 10 and 12 inch top boots; made with double soles; waterproof; regularly \$6.00 \$3.75 |
| Odd lots of Hanan's fine patent colt shoes; lace and button styles; regularly \$7.00; now at \$3.95 |

WOMEN'S SHOES

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| Odds and ends of women's kid and box calf lace shoes; all sizes in the lot; regular \$2 and \$2.50 values, at \$1.00 |
| Broken lines of women's gummetal calf and kid shoes; lace and button styles; all sizes and widths in the lot; regular \$2.50 and \$3.00 values \$1.45 |
| Women's patent kid, gummetal calf and plain kid shoes; lace and button styles; all sizes and widths; regularly \$3.00 and \$4.00; in this sale \$1.95 |
| Women's fine dress shoes; good styles in blacks and tans, button and lace; nearly all sizes and widths; regularly \$3.50 to \$5.00 shoes, at \$2.45 |
| Odd lot of Hanan's fine shoes, in kid and patent colt; good styles and good sizes; regularly \$6.00 a pair \$3.95 |

MISSES' SHOES

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| Children's shoes, made with spring heels and turned soles; sizes 6, 7 and 8; regular \$1.00 and \$1.25 shoes, at 65¢ |
| Children's shoes, in box and kangaroo calf and kid; sizes 5 to 11; regular \$1.35 to \$1.75 shoes, at 95¢ |
| Odd lots of misses' shoes; all kinds and all sizes; regular \$2.00 to \$3.00 shoes; in this sale at \$1.00 |
| Misses' shoes, in box calf and kid; mostly Blucher lace styles; sizes 8 to 12; regular \$2.50 values, at \$1.45 |
| Misses' high top boots; good winter shoes and suitable for skating; regularly \$3.00 and \$3.50 a pair \$1.95 |

BOYS' SHOES

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| Boys' satiny calf school shoes; strong and durable; sizes 1 to 6; regular \$7.50 a pair; now \$1.45 |
| Boys' kangaroo calf and kid school and dress shoes; well made; regular \$3.00 values; in this sale at \$1.95 |
| WARM JERSEY LEGGINGS |
| Misses' and children's sizes; regularly \$1.00 a pair; now 70¢ |
| Women's warm jersey leggings; regularly \$1.25 a pair; now 95¢ |
| RUBBERS |
| Misses' and children's warm-lined rubbers; odd sizes; pair 15¢ |

Various Other Lots Too Small to Advertise