Souvenir of the Occasion

To each lady who attends this Sale we shall present an unique and appropriate novelty—a Cotton Boll picked from a Georgia cotton field, showing how the cotton grows.

Missoula Mercantile Co.

Out-of-Town Customers

If you have not received one of our White Sale catalogues of Special Values, let us know and a copy will be sent along with one of the souvenirs mentioned on opposite side.

AFTER MONTHS OF PREPARATION WE ARE PROUD TO ANNOUNCE THIS SALE'S READINESS---BEGINNING TOMORROW morning. It will be a White Sale such as Missoula has never seen before; every detail shows the result of our very careful planning with high class designers and manufacturers who have co-operated with us in maintaining their own and our prestige in the White Goods field. It is at once Missoula's greatest economy event and best presentation of 1913 styles, not only in muslin underwear, but in fabrics, household linens, laces and embroideries. Attend the Sale on its opening day, if possible, while stocks and varieties are at their best. Souvenirs will be given as long as the supply lasts—we have several thousand, but, on account of their novelty, we fear not enough to meet the demand after a day or two.

Thousands of Snowy-Fresh Undermuslins---In More Attractive Values and Styles Than Ever

We started out to make this our best Sale of Muslin Underwear, and circumstances have strongly favored us. 1st—The close-fitting garments now in vogue require less material, the saving in price being proportionate. 2d—Orders were given when manufacturers needed them most, again a saving.

But savings alone do not make for a successful Sale. In striving to give our customers better values in Muslin Underwear than ever before, we have not lost sight of QUALITY—the garments must **wear,** as well as please the eye; they must stand many launderings without seams ripping, buttonholes fraying, trimmings and buttons parting company with the garment. They must be perfect in their DAINTY SHAPELINESS to please women who pay as much attention to the lines of their undermuslins as they do to those of their corsets. Therefore you will find—

Unusually attractive values in fresh, dainty garments.
Trimmings of superior quality, elaborately applied.
Careful workmanship and clever treatment of materials by skilled hands.
A faithful portrayal of the style tendencies of the moment in garments that are perfect-fitting and comfortable.

This Sale is a Fashion Event in Muslin Underwear, showing all that is new and acceptable. The slender silhouette demanded by the styles of the time finds its counterpart in undergarments which fit without a wrinkle to enhance the faultless lines of suit or gown.

The First Appearance of These Exclusive Novelties

THE NEW SKIRTS—Made on narrow lines, are beautifully trimmed with rows of fine shadow lace and insertion run with wash ribbon and ornamented with dainty ribbon bows; the underlay of heavy net or some soft material also being trimmed—**$1.25** to **$6.00**.

THE NEW GOWNS—Some heavy lace or dainty embroidery; some with deep yoke of Swiss embroidery, trimmed with lace insertion and ribbon bows; still others with Empire yoke of allover embroidery and sleeves to match. One of the novelties, and a very pretty one, is the Surplice gown, with embroidery yoke, finished with pin tucks and ribbons—Gowns, **$1.50** to **$9.00**.

THE NEW PRINCESS SLIPS—Very pretty styles, made of soft nainsook, beautified with lace and embroidery cleverly applied; these are made with and without underlays; all sizes—**$1.75** to **$15.00**.

THE NEW COMBINATIONS—In Princess, Knickerbocker or waist combinations, an extensive variety of designs; of soft nainsook, trimmed with the daintiest laces and embroideries and ribbons—**$1.25** to **$15.00**.
Especially worthy of note are the Combination garments we have marked at specially low prices. Made with either skirt or drawers, of good materials, trimmed in many pretty ways, either with heavy or fine lace or embroidery—**69¢** and **98¢**.

THE NEW CORSET COVERS are shown in an endless array of styles, in all-over embroidery, nainsook, longcloth, fine muslin and crepe materials; the new Bishop style is in, one of a score or more candidates for favor; sizes 34 to 44—**35¢** to **$3.00**.

THE NEW PAJAMAS—In crepe, mercerized materials and soft silks, made in Dutch and round-neck styles—**$1.50** to **$5.00**.

We Take Pride in Our $1.25 Specials

Every garment an Extra Value—beginning with the materials and ending with the carefully worked buttonholes and the firmly sewn buttons. The trimmings are dainty, but were selected with a view to service, as well as appearances. Also, there is a great variety of styles.

NIGHTGOWNS—All kinds and styles; of fine muslin, trimmed with embroidery with lace and insertion or large crochet medallions and wide satin ribbons—**$1.25**.

NIGHTGOWNS—Of crepe, which requires no ironing, white, pink, blue or figured; slip-over and "V"-neck styles, with yokes trimmed with lace or embroidery and pin tucks—**$1.25**.

COMBINATIONS—Corset cover and drawers or skirt; of soft nainsook, deep yokes of lace and beading trimmed with ribbon or embroidery; skirt or drawers trimmed to match—**$1.25**.

SKIRTS—Of fine muslin; straight cut, narrow-hipped models trimmed with embroidery; others with flounces of embroidery or lace; splendid garments, unusual values—**$1.25**.

Broken Lines to Close Out—Some Very Rare Bargains

CREPE GOWNS—98¢
Regular $1.25 garments; of very fine quality material, made in slip-over style, with one-piece sleeves; neck and sleeves trimmed.

MUSLIN SKIRTS—50¢
Up-to-date styles, narrow cut, of good quality muslin, with lace or embroidery flounce; values up to $1.00.

MUSLIN DRAWERS—50¢
Regularly $1.00 to $2.75; slightly soiled from handling; all styles and sizes; lace and embroidery trimmed.

COMBINATIONS—25¢
$1.25 and $1.50 "Nu-Mode" combinations—knitted vest with muslin pants—to close out at only **25¢** each.

Corset Buying Opportunity

Good models in Gossard, Bon Ton, La Grecque and Royal Worcester makes—odds and ends, close-outs and soiled garments; worth from $1.25 to $15.00, at ..... **Half**

$1.25 Ferris Waists, 39¢

Women's and misses' "Good Sense" corset waists; black or white; nearly all sizes; regularly $1.25; to close at **39c**

Beautiful French-American Undermuslins

Wonderful novelties inspired by Paris, made by French people in America, every bit as dainty as the imported garments which are expensive because this country levies a duty of sixty per cent. Combinations, slip-over gowns, corset covers and chemise which are just a frostwork of heavy embroidery on cobwebby batiste or mousseline.

Discontinuing LaGrecque and Leona Garments

These splendid lines have been shown here for many years, but we have now decided to discontinue them, principally because in the evolution of things we have found other makes of equal style, fit and quality that can be retailed on a more reasonable basis—hence these opportunities.

La Grecque Underwear at HALF

Combinations, formerly $2.00 to $10—**$1 to $5**
Petticoats, for. $2.50 to $15—**$1.25 to $7.50**
Nightgowns, formerly $2.25 to $10—**$1.15 to $5**
Princess Slips, formerly $3 to $8—**$1.50 to $4**

LEONA 3-PIECE GARMENTS, reduced One-Fourth; garments formerly $1.75 to $15.00—$1.32 to $11.25

Buy White Goods During Sale

Only once a year are such opportunities presented to buy these staple white dress and underwear materials at less than our regular low prices. Now is the time:

WHITE ROSE ENGLISH SUITING—The nearest approach to real linen goods on the market; it is woven and finished like linen, washes like linen, and can be used for the same purpose as linen:
- 63-inch, regularly 45c yard—**37¢**
- 72-inch, regularly 50c yard—**40¢**
- 81-inch, regularly 60c yard—**47¢**.
- 90-inch, regularly 75c yard, **62¢**

INDIAN HEAD MUSLIN—Full bleached and shrunk ready for use; 45-inch; regularly 25c yard—**19¢**.

VARIOUS WHITE GOODS—Such as Madras waistings and Sherrettes, in self-stripes and checks and dotted Swisses; all new spring goods; marked to sell regularly at 35c a yard; during this sale, only—**25¢**.

WHITE LINEN SUITING—Strictly pure linen, soft finished, for dresses, etc.; 45 inches wide; regularly 65c a yard—**50¢**.

BERKELEY CAMBRICS—The standard fine white goods for underwear.
No. 60—36-inch, regularly 15c—**12¢**.
No. 100—36-inch, regularly 20c—**17¢**.

INDIA LINONS—Exceptional values at regular prices, yet reduced for the white sale:
Regular 12½c quality—**10¢**.
Regular 20c quality—**16¢**.
Regular 25c quality—**19¢**.

NAINSOOKS—It is always to one's advantage to buy these soft, sheer, white goods here, but especially so during the White Sale when substantial savings are possible; all 36 inches wide:
Regular 20c quality—**16¢**.
Regular 25c quality—**19¢**.
An extra special offering—Manhattan Nainsook, very fine quality, 10 yards in a piece, boxed—**$1.50**.

LONGCLOTHS—These are goods made and put up especially for us and the qualities are well known; special advantages in buying during this sale:
No. 225, 36-inch, 15c quality—Piece (12 yds.)—**$1.35**
No. 300, 36-inch, 18c quality—Piece (12 yds.)—**$1.70**
No. 400, 36-inch, 20c quality—Piece (12 yds.)—**$1.95**
No. 600, 42-inch, 30c quality—Piece (12 yds.)—**$2.65**
No. 800, 45-inch, 35c quality—Piece (12 yds.)—**$3.00**
No. 900, 45-inch, 40c quality—Piece (12 yds.)—**$3.90**
Wamsutta, nainsook finish, 36-inch, reg., 18c yd.—**16¢**

Some of the Season's Newest White Goods

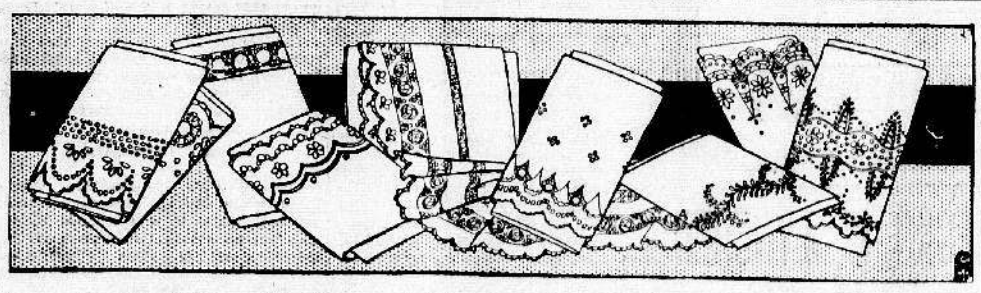
The newest weaves and effects in materials for white summer dresses, waists, etc., all moderately priced and good value:

LUNA LAWN—Resembles linen; 36-inch, **25¢**, **30¢** and **35¢**; 44-inch, **40¢** and **50¢**.

SHERRETTES—Better than ever; 36 to 50 inches wide—**25¢** to **65¢**.

FRENCH PERCALE—Very fine, all-white, 36 inches wide—**30¢** and **35¢**.

PIQUES AND COTTON CODUROYS—All styles; 27 and 36 inch—**30¢** to **75¢**.



A White Sale of Laces and Embroideries

The kinds and qualities that women will take pleasure in buying and more pleasure in planning for their use in dainty new apparel.

Linen Torchon Laces—5¢

Edgings and insertions, many matched patterns; 1 to 2½ inches wide; extra good values.

Genuine Zion Laces—5¢

Edgings, insertions and beadings, in Maltese and fine Val. patterns; ½ to 1½ inches wide.

Linen Edgings and Insertions—3¢

Good, durable laces, in pretty patterns, for trimming, fancy work, etc.; 1 inch wide.

Valenciennes Laces—5¢

Fine German and French goods, insertions and edgings; 1 to 2½ inches wide; values to 30c yard—**5¢**.

The New Plauen Laces at 15c up to 40c

These come in edgings with insertions to match, all handsome patterns and very popular.

Embroideries, Values to 30c—5¢

About thirty pieces, bands, edges, insertions, beadings and flouncings up to 18 inches wide; good designs, worked on lawns and nainsooks.

Embroideries, Values to 35c—8 1-3¢

A lot of fine 9-inch flouncings and insertions, in fine eyelet work; values up to 35c a yard for **8⅓¢**.

Allover and Corset Cover Embs.—12½¢

A lot of 18-inch corset cover embroidery, in heavy eyelet work, regularly 25c a yard; also a few pieces of 20-inch allover tucked and open work embroidery, slightly soiled, regularly $1.25 a yard.

Embroideries, Values to 50c—15¢

Bandings, edgings, insertions and flouncings, in fine eyelet and French dot patterns on fine Swiss or lawn; values to 50c yard for **15¢**.

Embroideries, Values to $1.00—25¢

Fifty pieces of insertions, edgings, bandings, hand-embroidered bandings, corset cover embroideries and flouncings, 1 to 18 inches wide; some of our best qualities and best patterns.

Embroideries, Values to $2.75—50¢

Bandings, edgings and 27-inch flouncings, in linen, lawn and Swiss; also some hand-embroidered goods in colors, worth up to $2.75 for **50¢**.

$1.50 and $1.75 Flouncings—69¢

Twenty good patterns, 45-inch goods, in fine lawn and batiste.

Beautiful Embroideries at HALF

Fine hand embroidered corset cover embroideries, 27-inch flouncings and colored flouncings, allovers, etc., our finest and highest priced goods, worth to $5.00 a yard, at HALF PRICE.

Splendid Savings in Domestics

Sheetings, sheets, pillow cases towels, toweling and table linen can be bought during the White Sale at prices housewives will be glad to share in.

MUSLIN SHEETINGS—Standard goods in brands whose every-day value is well known. Anticipate your needs for a year ahead.
"Farmers' Choice" bleached sheeting, 36-inch, regularly 10c—**8¢**.
"Sterling or Pepperell" sheeting, 72-inch, regularly 28c—**22¢**.
"Sterling or Pepperell" sheeting, 81-inch, regularly 32c—**26¢**.
"Sterling or Pepperell" sheeting, 90-inch, regularly 35c—**30¢**.
"Fruit of the Loom" sheeting, 36-inch, regularly 15c yard—**10¢**.
"Fruit of the Loom" sheeting, 72-inch, regularly 32c yard—**27¢**.
"Fruit of the Loom" sheeting, 81-inch, regularly 35c yard—**30¢**.
"Fruit of the Loom" sheeting, 90-inch, regularly 40c yard—**36¢**.
45-inch "Fruit of the Loom" pillow casing, regularly 25c yard—**18¢**.
"Pequot" Sheeting, best made, 81-inch, regularly 40c yard—**35¢**.

HEMMED SHEETS—
"Special," heavy quality, 54x90 inches, regularly 50c—**35¢**.
"Economy," soft finished," 81x90 inches, regularly 65c—**50¢**.
"Dreamland," extra heavy, 81x90 inches, regularly 85c—**65¢**.
"Defender," extra quality, 81x90 inches, regularly $1.00—**85¢**.

PILLOW CASES—
"The Hurricane," 42x36 inches, regularly 18c—**14¢**; dozen—**$1.50**.
"Ivory," size 45x36 inches, regularly 22c—**18¢**; dozen—**$2.00**.

EMBROIDERED PILLOW CASES AND BED SETS—
Pillow Cases, three different designs, 45x36 in., reg. 70c pair—**55¢**.
3-Piece Sets, design or initial, each set boxed, reg. $4.50—**$3.75**.

TOWELS—
10c Huck Towels, doz.—**65¢**.
15c Huck Towels, doz.—**$1.15**.
35c Linen Face Towels—**25¢**.
15c Turkish Towels, 18x36—**10¢**.
20c Turkish Towels, 18x36—**15¢**.
35c Turkish Towels, 22x40—**25¢**.
$1.00 German Bath Towels—**75¢**.
$1.25 German Bath Tow'l—**$1.00**
$1.50 German Bath Tow'l—**$1.20**

TOWELING—
6c 18-in. Cotton Crash—**4¢**.
13c 18-in. Linen Crash—**9¢**.
13c 18-inch Stark Mesh—**10¢**.
65c, 75c Webb's Irish Huck—**50¢**

MERCERIZED TABLECLOTHS—
$1.75 2x2 yds., bordered—**$1.45**.
$2.00 2x2½ yds., border.—**$1.65**.
2.50 2x3 yds., bordered—**$1.95**.

NAPKINS TO MATCH ABOVE—
18-in., regularly $1.25 doz.—**95¢**
20-in., regularly $1.50 doz—**$1.20**
22-in., regularly $2.00 doz—**$1.60**

LINEN NAPKINS—
Odds and ends and discontinued patterns in unhemmed napkins, regularly $2.50 to $6.00 a dozen., reduced **20 PER CENT.**

Hand-embroidered Buster Brown and plain Robespierre collars; values up to 75c **10c**

All fancy neckwear—jabots, stock collars, collar and cuff sets, etc., at all prices; reduced ..... **½**

50c aprons; fine white lawn; daintily trimmed; special in this sale for **35c**

$1.25 embroidered and round and square centerpieces; special in this sale for **60c**