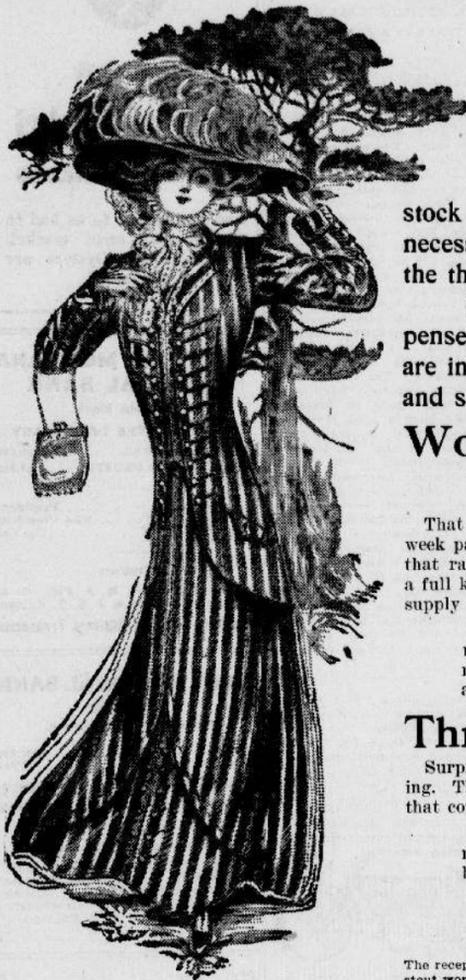


Furniture Bargains Today

MISSOULA MERCANTILE COMPANY

Carpet Bargains Today

Easter--Two Weeks from Today--High Time to Get Ready



If everybody reached the depot just on time, half would be left or the train would be belated. The woman or man who comes in the day before Easter shall be served as carefully as the attendant rush will permit, but why wait until the last moment? We are ready to serve you now and you know that early buying has advantages worth considering--first of all there's the advantage of leisurely selection and complete, not picked over stock to select from. Next, if alterations are required, we can give them the necessary care instead of rushing them through. Next, the satisfaction of feeling that the thing is done and you can quietly watch the late ones in their hurried efforts. DO NOT WAIT FOR AN "OPENING." This formality was dispensed with here several seasons back. As fast as new goods are received they are inspected to see that they come up to our standard, marked and put on display and sale.

Women's Apparel That Proclaims All That Is New and Beautiful in Spring Styles

That has been demonstrated. Proven by the delighted expressions of the hundreds who viewed it during the week past, by the quick and enthusiastic purchases. The reason is easy to find. Here is assembled a display that ranks in exclusiveness, originality and beauty with the best in the country. Our styles are selected with a full knowledge of every detail of fashion's dictates and only the most reliable makers ever, get a chance to supply us.

Styles are at their very best right now and we don't see how later selection could be better or more varied. For the woman with but a small amount to spend or her sister with unlimited means, this store affords not only the best and broadest collection of new styles, but values that are positively matchless.

Three Special Offerings in Women's New Suits

Surprises, every one of them. You'll marvel at the styles, at the quality of materials used and at the tailoring. They are extra values in every sense of the term. Suits from a maker who supplies our finest garments, that come to us at much below regular price, because of his desire to clean up his stock of spring materials.

They come in all the new spring fabrics and in all the new spring colors--bronzes, greens, modes, blues, grays and rose shades. Fancy taffeta lined jackets. Skirts and coats trimmed with buttons. A large assortment to choose from at

\$25 ————— \$27.50 ————— \$35

Suits for Stout Women

The reception given these suits is proof to us that they are just what stout women have been looking for. Strictly tailored, made in Panamas, serges and mannish mixtures in black, navy, green, mode and brown. Prices \$32.50 to \$45

Spring Jackets and Coats

For spring wear nothing quite equals in usefulness, neatness and service these nobby covert cloth jackets and three-quarter length coats, trimmed with self-covered buttons and half or full lined with best quality taffeta silk. \$10 to \$25



Matchless Display of Spring Millinery

What's the style? Study your face--there's the answer. Hats of jaunty upward curves, hats of wide branching elegance, hats of the drooping mushroom order--all are here, and all are equally approved. The gigantic crown is well-nigh universal, but even from that you may gain dispensation. "The whim is the style," to quote M. Worth's famous dictum.

The "Cabriolet," a model very popular in Paris, in many cases sports an entire floral crown. The "Bee Hive" is another dashing newcomer, gay with coronets of fruit and foliage. So it goes--some are quaint, some debonnaire, some extreme, all are fascinating. Colors never were lovelier nor more artistic in their exquisite combinations. The Louis influence is seen in the soft pink-and-blue combinations and the charming wreath effects. But styles are almost legion--Paris and New York artists and our own designers contributing jointly. Choose.

The Paris and New York hats \$25 to \$75  
The Missoula Mercantile Co. hats \$5 to \$50

A Dress Goods Occasion That Will Stir Every Saving Woman Into Action  
Two Great Offerings of the Season's Most Stylish Materials

Not in our recollection have we ever presented such an opportunity as awaits dress goods buyers here to day, at least no such offerings were ever made right at the beginning of a season, when everyone is planning her new spring clothes. It is one of those rare occasions when style, quality and desirability go hand in hand with low price. The goods were placed on display in our windows Friday afternoon and all day Saturday we were besieged by women wanting them, but not a yard was sold. Today, though, we let down the bars. The sale will begin at 8 o'clock--better be on hand as near this hour as possible, as the piece you have set your heart upon may be the very one to sell out first.

\$1 Fancy Woven Stripe Mohairs

One of the season's most favored materials for suits, skirts, etc.. 40 inches wide, in all the fashionable colors and shades of color--taupe, navy, rose, wine, bronze, Edison blue, myrtle green, hunter's green, gray, black and white; regular value \$1 per yard; on sale Monday at, per yard.....

49c

\$1.25 and \$1.50 Novelty Dress Goods

Including fancy herringbone striped serge, 40 inches wide, in mode, tan, navy blue, golden brown, black and red; fancy Panamas, 40 inches wide, in tan and blue; 50-inch mohair brillantine, in blue, gray and black, and 40-inch plain black voile. Every yard of these goods is brand new, only received last Thursday; not a yard of them but is worth \$1.25 or \$1.50. On sale Monday at.....

72 1/2c

Flashlights of Some New Arrivals

Fancy Patterned Satin Messaline Dress Patterns--New colors and novel designs; every one an individual conceit; yard, \$1.25, \$1.35, \$1.50.  
Shedwater Foulards, also in patterns, designs and colors that will find instant favor; per yard, \$1 and \$1.25.  
Silk and Wool Lansdowne--Its satin face, its exquisite texture, its brightness, its resistance to wear make it one of the most highly favored spring materials. A score of colors and shades; 40 inches wide. Per yard, \$1.35.  
Drapery Silks, in rich colorings and new designs; some with fancy borders and some that will make dainty kimonos. Per yard, 75¢ to \$2.  
Silk Petticoats, black and all colors and changeable effects, made with jersey or messaline tops. \$5 to \$17.50.  
Fancy Jewelry--An immense line of "new-antique" styles from abroad; as good as solid gold for all practical purposes. Billiken smiles out at you from many of the pieces.  
Belts and Beltings--The new elastic belts seem to be in highest favor, with fancy buckles, 75¢ to \$2. Elastic Belting by the yard can also be had here. Wash Belts, 35¢ to 75¢. Leather Belts, 60¢ to \$1.75.  
Hair Wreaths, as dainty as clever fingers and bright ideas can fashion. See them and admire.  
Hand Bags in dozens of new shapes, \$2.25 to \$7.50; also the new gilt initial letters to mark them.  
Trimmings--A world of them, as rich and elegant as Paris ever conceived; also the plainer styles in all widths. Jets have come into their own again, and find a plentiful showing in the array.  
Ribbons, Ribbons, Ribbons, such a profusion of color and such beautiful designs you never did see. A hundred different patterns in Dorothy Dainty hair ribbons and sashes. Forky hair ribbons in all the new colors, 20¢ to 75¢ a yard. Fancy narrow ribbon, for dress trimming, hair bands and neck bows, 35¢ to 75¢ a yard, and a remarkable special value in a fine quality Satin ribbon, five inches wide, in at least two dozen colors and shades, at 30¢ a yard. New warp printed Dresden ribbons, in sash widths, 50¢ to \$2 a yard.  
Sashes, ready made, in satin and rep. silks, with rich warp printed designs on the ends; one of the prettiest has velvet flowers that look like real; all three yards long, with fringe ends, \$6.50 to \$8.50.

A Sextette of New Wash Goods

SATIN STRIPED PONGEE--Has a double satin stripe; comes in tan, brown, Copenhagen blue, maize and dark green; also the same material in a half inch check in red and brown. For waists or suits. Per yard.....65¢  
SATIN MESSALINE--Seven good shades--pink, rose, taupe, Nile green, golden brown, light blue, maize; this goods has the soft clinging qualities so much in vogue. Per yard.....45¢  
SCOTCH ZEPHYR GINGHAM--Another new lot, the choice patterns of the season. Some in very neat stripes, then plaids and checks, to suit all tastes; 32 and 38 inches wide. Per yard.....35¢  
CHELSEA SILK--A new border silk in light shades. Persian dot and small figured patterns. Per yard.....65¢  
PRINTED SILK CREPE--This class of goods is one of the most popular of spring materials. They come in light shades in floral designs and fancy stripes. Per yard.....75¢  
SWISS APPLIQUE--The prettiest thing in fancy Swiss for dresses. Embroidered in dots and figures with the graduated effect in tans, browns, maize, black and lavender. Per yard.....65¢

For Young-Young Men, Young-Old Men, Young-Middle-Aged Men



New spring suits that are different. We are only as old as we look and as young as we feel. If you permit us to clothe you in a suit of our

SOCIETY CLOTHES  
FAD CLOTHES  
HART, SCHAFFNER & MARX CLOTHES  
or PREMIER CLOTHES

We think you can safely take a chance on your looks. We care not what your taste may be, nor the size of your purse, we can please you and give you more real good down-right clothing value than you ever got before.

The phenomenal business done here since first the new spring clothing was shown is proof of the most positive order of two things: That men are quick to recognize and appreciate the superior merits of our clothing and that our clothing merits all the claims we make for its superiority. Tomorrow will be the best day of the year to try us out.

NEW SPRING SUITS  
\$12.50 to \$45

Raincoats nowadays must do something more than keep one dry. They must give the air of style and refinement. Ours do. The new spring models include garments made with the new military collars as well as the plain collar styles. In a large range of fancy patterns, also in plain black. \$22.50 to \$30.

Topcoats are shown in a variety of new and smart models and play an important part in this season's exhibition. Topcoats have been restored to favor and will this season be worn more than ever. In English whipcords, coverts, Vicunas and novelty worsteds. Prices \$22.50, \$25, \$27.50 and \$30.

Spring overcoats--the dressy garments, in just the right weight for between-seasons' wear. Made in new models, cut 42 inches long, in grays, fancy worsteds, light and dark Oxfords and in plain and fancy weave blacks, silk lined and silk faced to edge. Prices \$22.50, \$25, \$30 and \$35.

ALL WORK AND NO PLAY MAKES JACK A DULL BOY.

The Boys' Book of Games Free to Our Young Friends

"What shall we do next?" is the question young folks often ask of each other when amusement begins to lag. "How can we entertain these young folks?" is the question that often confronts parents. To both questions we say, consult our Boys' Book of Games, a little book illustrating and telling how to play the old games and many new ones at parties, picnics, on rainy days and during convalescence. Enroll your name now by sending a postal to our advertising department. State name, age, address and parents' name.

