

A Store for Everybody

MISSOULA MERCANTILE COMPANY

A Store for Everything

Now Comes the Real Campaign of Spring Dressmaking

Professional dressmakers and clever home seamstresses will now be busier than ever. The advent of balmy spring weather stirs everyone to the need of summery apparel and the demand for dress fabrics, silk, wool and cotton, will be greater than the pre-Easter rush. *The real spring dressmaking campaign is on.* This is the largest and best Dress Goods and Silk Store in Missoula; nowhere will you find such quantities and varieties of materials of all kinds, nor such splendid styles, qualities and values. We cannot recall a season when our selections met with such universal approval. This week these exceptional underprice offerings:

\$1 Showerproof Foulards 79c Excellent quality pure silk material, 27 inches wide, in a fine variety of strictly new and fashionable patterns in polka dot, stripe and dot patterns, in about a dozen beautiful new shades. An exceptional offering and one that will find a quick response.

\$1.25 Satin Stripe Prunellas 98c One of the most stylish of this season's materials, very fine quality, strictly all wool, 42 inches wide, in all the new spring shadings. This material by reason of its beautiful draping qualities and high lustre is highly regarded by correct dressers.

65c Derniere Nouveaute 50c This material, a very fine gingham with two-inch satin stripes about six inches apart, is the newest for plaited skirts and Princess dresses. This week we offer six pieces of these goods in the best spring color combinations, all 32 inches wide, at a saving of 15c per yard.

20c Galatea Cloth 15c It seems hardly necessary to mention that Galateas are very popular this season and that to buy them at 5c a yard under price is an opportunity indeed. 27 inches wide, in plain colors, dots and checks, for all kinds of summer dresses and children's frocks.

\$6 Semi-Made Dresses \$4.85 Three of them only and prices indeed to the three fortunate women who get them. They are of silk-finished batiste, with elaborately designed borders in beautiful colorings, each pattern with plenty of material for a complete dress.

65c Table Linens 48c This is strictly new goods, of our spring importations. An excellent quality of full-bleached satin damask, 64 inches wide and every thread pure linen. The designs are all new and very pretty. An offering sure to attract all linen buyers.

50c Pretty Rabats 35c These dainty rich dressings can not be duplicated in town at the regular price. Many designs, in Persian lawn, trimmed with clay lace and imitation Irish crochet.

\$1.50 Towels \$1 Doz. 50 dozen extra quality white tuck towels, with red borders, size 18x34 inches. A splendid opportunity for housekeepers. Only 50 dozen.

Muslin Underwear \$1.25 Drawers for **95c**
\$1.75 Drawers for **\$1.15**
\$2.25 Drawers for **\$1.65**
\$1.50 and \$1.75 Petticoats for **\$1.15**
The above in many styles, lace and embroidery trimmed.

Attend Now to Your Warm Weather Underwear Needs



There are many reasons why you should—for instance; right now our stocks are at their best, the number of styles and range of prices is complete; later on some styles can not be duplicated and later shipments will carry higher prices; you can make your selections with greater deliberation now than when warm weather comes and everybody is pushing and crowding to get to the underwear counter.

Garments from 35c to \$3.75

Separate and combination garments, in medium, light and gauze weights, in cotton, silk pleated and pure silk; the best American and Swiss makes—Munsing, Crestwood, Merade, Swan and Carters'; made in all styles of cut and trimming.

What Beautiful Trimmings!

Everyone exclaims when they see the new dress trimmings. They are beautiful indeed and the variety is such that everything, from the simplest braid for a child's dress to the rich gold and silver and jet bands for reception gowns, can be supplied. There are, also, plain tacked, fancy figured and flowered nets, pendants in silk and cotton, baby Irish lace motifs and bands, embroidered chiffons and everything in gold trimmings—cloth, net, thread, pendants, bands, tassels and fringe.

New Fancies in Hair Ornaments

Designers and makers have done themselves proud in the new hair ornaments for 1909. Never were prettier or richer concocts.

New Barrettes in plain shell and carved amber, some plain, others inlaid with gold and still others with rhinestone settings **\$1.50 to \$6.50**
New Back Combs to which the same general description would apply **\$2.25 to \$15.00**
Knob Hair Pins, in plain and fancy designs, ornamented with gold inlays and fancy and white jewels, **\$1.50 to \$8.00**

Never Before Such a Display of Exquisite New Dress Cottons

Unprecedented beauty in Cottons! Never have designers worked such magic! Never were such smart, fascinating, lovely styles! Not extravagant statements. You will say the same yourself when you see them, as hundreds of women who have seen them have done.

FINEST ASSORTMENT, MOST BEAUTIFUL STYLES, BEST VALUES

Certainly no house in Missoula, probably but one other in the state, imports and buys from American makers the quantities or the variety we do. This gives Missoula women a matchless assortment here from which to choose. This showing is unprecedented for its high-class beauty, its variety. Paris herself could point no more truly to the correct and exclusive in Cotton Dress Goods for spring. Every woman of fashion, every woman who delights in the beautiful in dress, every woman who wants to know the correct styles in Cotton Fabrics for spring, should see this display:

The Waist Store Now in the Height of Its Glory



To few stores is it given to show as many styles of waists as women will find right here. Every worthy style finds representation here, and so complete is the line that every price from 50c up is included. With all our spring purchases in and ready for inspection, the Waist store is at its best now, and every woman knows what it means to make selections at such a time.

Tailored Silk Waists

These are garments especially intended to be worn with tailored suits and occupy a place that nothing else will fill as well. The silks are a splendid quality, soft finished taffeta and messaline, in the gorgeous high colors so popular this season as well as in the quieter tones, pin checks and two-tone Persian effects. They are strictly high grade garments, made in exclusive styles. Sizes, 32 to 44. Prices **\$8.50, \$10 and \$12.50**

Millinery to Please Every Taste



Many women seem to feel that the new styles are not for them. Not only this season, but every season, it is so. Yet there is some one style or adaptation that is as much for each individual as though the style had been created for her. It is largely in the skill, patience and good judgment of the sales-person, and if you come here you will have no trouble—you are assured of a stylish hat, a becoming one, one that is comfortable, that won't make your head ache.

This week we are making very attractive offerings of beautiful new hats at four popular prices **\$5, \$8.50, \$10, \$12.50**

Women's Suits in Great Variety

A woman is so much better satisfied with her final choice of a Suit when she has picked it from a number. If you want a particular color, it is delightful to try on a number of different models in that color and see which style is most becoming. If you have a price in mind, how satisfactory to study various materials, colors, styles, trimmings, to get just the very best for your money.

THIS PLEASANT CHOOSING IS YOURS HERE

Easter Suits
Delayed in Shipment
INSTEAD OF \$35
\$25

Women who come this week will find a rare opportunity to profit at a manufacturer's expense. An order of Suits that should have reached us in time for Easter business was delayed in shipment and did not arrive until a few days ago. The manufacturer was fearful lest we should refuse the goods and made a proposition whereby we are able to save to every customer from **\$7.50 to \$10** on every suit in the lot.

They are stylish, splendid garments, in a variety of new models, beautifully tailored and remarkable for their excellence of fit; the materials are absolutely pure wool, the season's most popular weaves, in all the fashionable shades and colors, including black.

Long Spring Coats
In Empire back, half-fitted and full-fitted models, strictly tailor-made, in fancy striped materials and fancy cravenette, in Gobelins blue, grays, tan, dark green, navy blue and black; specially priced at **\$18.50, \$22.50, \$25**



Distinctive Styles in High-Class Tailored Suits

One must see them to appreciate what we have to offer in the way of ultra-stylish apparel for dress occasions; we can merely hint at their beauty, originality and distinctiveness here. They come in fancy voiles, Ottoman silks and French serges, in delightful dainty shadings, and each one is an individual model, a copy from an imported design by some one of the famous Parisian modistes, reproduced in the self-same materials. Prices, **\$50 to \$87.50**

Children's Coats

We place great importance on our selections of coats for children, sparing no pains to get the best styles always and, what is of equal importance, the best values. The new models for children 2 to 10 years and misses 12 to 16 years we commend most highly to parents who delight in seeing their girls stylishly and well dressed. They come in three-quarters length and full length styles, in serges and fancy worsteds, in both plain and two-toned effects, trimmed with buttons and braids to match. Prices, **\$2.50 to \$10**

Everything New in Women's Skirts

A \$6.50 Special

To get a comprehensive idea of the new styles, see our exhibit of Dress and Walking Skirts. The line is drawn severely. No longer may one do duty for the other. Dozens of up-to-date new models lay down the fine distinctions—which shall be straight and which shall not, which trimmed with elaborate devices of self-folds and strappings, which with buttons and pipings alone. All the new fabrics show their softest and loveliest colorings. Panamas, serges, voiles, prunellas and lovely new suitings. In a word, you will see here everything novel and approved in Skirtdom. The reputation this store has of selling the best fitting, most stylish skirts for the least money will be strengthened this season.

Special Values at \$6.50

The skirts we offer this week at \$6.50 are exceptional values and are typical of the extremes makers will go to if occasion warrants to hold or gain trade. Instead of pricing them at what they are ordinarily worth they are priced according to what they cost us, giving you all the advantage. They are man-tailored garments, in Panama, French serge, mohair brilliantine and fancy mixtures, in a variety of new models, trimmed with folds, straps and silk cloth buttons, and in all the new colors and shadings. **\$6.50**

Missoula Mercantile Co. Clothing

FOR YOUTHS
FOR YOUNG MEN
FOR MEN

For Radical Tastes
For Conservative Tastes

—The Clothing of Quality, the garb of the discerning.

YOUTHS' AND YOUNG MEN'S SUITS, **\$8.50 to \$35**

MEN'S SUITS, **\$12.50 to \$45**
—Ready any time you are.



Fibre Matting, the 20th Century Floor Covering



When fiber mattings first appeared the defects in their manufacture and their propensity for fading had a tendency to prejudice the public against them. No one, however, could complain of their durability, and the fact that they are sanitary gave them a limited popularity. But this is an age of progress and improvement, and the fiber mattings made today are as near perfection as possible for a floor covering of this class to be—as soft and pliable as cloth, guaranteed fast and fadeless colors, and better able than ever to resist wear.

We have just received a large shipment of these goods and we unhesitatingly recommend them to buyers as a most desirable article for bedrooms at all seasons and for general use in warm weather. They come handsomely patterned, on one side, while the reverse side carries a different pattern in some neat conventional design; colors are delicate shades of green, blue and tan; all one yard wide; per yard **45c**

Mission Rugs

We are showing a large sample line of these rugs, acknowledged by decorators to be the ideal rug for the perfect furnishing of a "mission" room or den. Your inspection of the line is invited.

\$20 9x12 Body Brussels Rugs \$14.75

MONDAY ONLY

For Monday's selling only we offer your choice of 25 fine quality Tapestry Brussels Rugs, size 9x12 feet, in all new designs and colors. In the lot you will find large and small floral designs and many rich Oriental effects. With the exception of a few that sell regularly at \$18, they are \$20 rugs; Monday, **\$14.75**

See the New Go-Carts and Baby Carriages

In what sort of Coach shall baby ride forth this spring? Come to the display and read the answer to suit your taste and purse among the beautiful new Coaches and Go-Carts here. A superb display! A display to tell every mother and sister and aunt and father and brother and cousin of the dearest baby in the world, all that is new and fashionable in baby equipages.

There has been a marked development this year in beauty, in grace of line and artistic designs, in the high-class air of the finishings, in the many beautiful new features. Cane is much used, with insets of beautiful enameled wood or vice versa; brass trimmings give another elegant touch; colors are rich and tasteful. The famous Heywood Go-Carts and Carriages are here in wonderful variety of styles, built scientifically for comfort and safety, and with sure artistic sense of beauty. You must see them.



Specials This Week

GO-CARTS

Just as shown above, body of Cart natural finished reed; parasol of heavy mercerized sateen; regular price, \$10.50; only **\$6.75**

BABY CARRIAGES

Exactly like cut at left; fine quality reed body, natural finish; heavy gearing; lace net-covered linen parasol; regular price \$15; only **\$9.75**

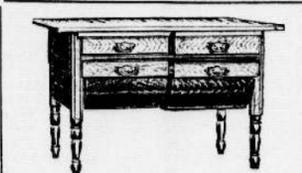
Baby Furniture

We carry all the little accessories in the way of furniture so necessary to baby's comfort and welfare.

BABY SWINGS—NURSERY CHAIRS
NURSE CHAIRS—HIGH CHAIRS
TRUNDLE BEDS—IRON CRIBS
BABY BLANKETS

\$2 Baby Swing \$1.35

Something the little one will enjoy; fully upholstered, made so that the baby cannot fall out; complete with necessary ropes and hooks; regular price \$2; this week **\$1.35**



\$6.50 Kitchen Queen \$4.35

MONDAY ONLY
Made exactly as shown in cut, selected fir, golden oak finish, with white wood top, 30x46 inches; two kneading boards, two drawers, and two large flour bins; regular price, \$6.50; Monday **\$4.35** only