

**Missoula Mercantile Co**



**EASTER MILLINERY**

**READY!** The prettiest spring hats that have been given women to choose from in many seasons. An all-embracing expression of THE TRUE VOGUE IN MILLINERY from Paris, from New York and from our own clever designers. With Easter but two weeks ahead, the importance of selecting one's hat at once cannot be too strongly emphasized, nor is there any need of waiting longer--assortments are at the flood of perfection and our workrooms especially organized to carry out one's individual ideas.

**M. M. Co. Styles are Charming and True**

You will find it more than worth while to make a study of them, though you may intend buying elsewhere. You will know how charming the present lines are, how gracefully trimming is presented this season, and above all, how fascinatingly becoming shapes, color and lines are to you personally--for that is the touchstone of a style--is it becoming?

Flowers, birds-of-paradise and feathers and amber ornaments are the favored adornment; aigrets are perpetuated in a "made-up" feather and often in a skillful grouping of flowers. Trimmings are being used rather incidentally to accentuate the artistic effect of the hat. As to colors, the matter of preference and becomingness reigns supreme. Red, a shade known as Georgette rouge, has met the approval of fashion, but blue, deep lettuce green, amber, white, black and black and white are the colorings most used.

**OUR FAMOUS \$5.00, \$6.00 AND \$7.00 HATS**

Prominent in our Easter display and none the less attractive, though surrounded by those of more pronounced elegance, are our famous \$5.00, \$6.00 and \$7.00 hats. The most noticeable thing about them, next to variety, is the good taste which places them far above hats similarly priced in other stores.

**Attractive Spring Suits at \$25**

In material, tailoring and style our \$25.00 Suits deserve to rank higher, and would but for our fixed policy of price moderation. A score and more of different models at this price, of fine whipcords, mannish suitings and fine--some imported--serges in gray, tan, Copenhagen, brown, navy, black



Plain-tailored styles or models with trimming touches on collars and revers; skirts cut on the new straight lines; coats are mostly cutaway, in style, some of them fastening with a single large button; beautiful linings of dependable silk in contrasting colors. In regular sizes, 32 to 44 and odd sizes, 33 to 51.

**Suits \$35.00 to \$65.00**

Choice models, plain-tailored or featuring every new thought in trimming; some of the higher-priced suits being copies of imported models from the leading designers. Of whipcords, serges, mannish suiting and novelty weaves.

**Special Values**

**\$15, \$16.50, \$18**

Suits in serges, in mixtures, in stripes and in fancy weaves; in navy, black, gray and tan. Suits of such high character of style and tailoring that they give no hint of their modest prices.

**Coats--Many Styles for All Occasions**

The spring garment first donned when winter's blasts have passed, the one last laid aside through summer's encroachment--is the coat.

Full-length coats are, of course, the most practical, and of these we have a splendid showing at prices considered moderate--\$10.99 to \$25.00. At the lower price are plain-tailored coats of durable serge, blue or black, with yoke and sleeve lined. At \$18.99 to \$25.00 are very smart-looking coats of whipcord in a light shade of brown and in gray. Made on straight, slim lines, which show the figure to such advantage. Plain tailored serge coats, serge coats with round collar and long revers; coats of fancy mixtures and diagonals in brown and gray--all with distinctive features in lining and tailoring, and all included within the price range of \$10.99 to \$25.00.

**THE LOGIC OF THE CORSET**

**Is Not First Gowns, Then Corsets, but FIRST CORSETS and Then Gowns**

Perfect hip lines--this is the most important in corseting to meet requirements of the latest spring models. The time before Easter is getting short; women who intend having new suits and gowns should select their corsets now--AND HERE, where will be found

**Corsets for Every Occasion**

A complete assortment of models for evening wear, tailored suits, riding, motoring and athletic purposes; a special display of both front and back-lacing models, for misses and juniors; excellent models in maternity and nursing corsets, and a full line of Pads, Brassieres and Bust Supporters.

Expert Fittings by Experienced Corsetieres, Without Charge. Also Free Alterations

**The Gossard Corsets**

The luxury a Gossard front-lacing corset affords makes its purchase a real economy. The artistic lines of the smooth, habit back and the long, snug, graceful hips, puts it far in advance of any other corset for beauty, style and comfort. These perfected front-lacing corsets in models for all figures, \$3.50 to \$15.00

**La Grecque Corsets**

La Grecque corsets are the embodiment of grace and comfort. Skillfully designed with especial regard for hygienic requirements, they bring out the natural lines of the figure to their fullest perfection in a manner conducive of health and comfort. Excellent models for stout, medium and slender figures, \$1.75 to \$15.00.

**Bon Ton Corsets**

Always in the van of fashion's progress, Bon Ton corsets maintain their popularity of many years' standing. The new spring models cannot be excelled for excellence of lines, and in their making only the very best boning and materials obtainable are made use of, and they are guaranteed to fit, wear and satisfy; special models for all figures, \$3.50 and up.

**Royal Worcester Corsets**

With styles up to the minute and a range of models so varied that we can fit any figure stylishly and comfortably, we again present Royal Worcester corsets as the most perfect popular-priced corsets to be had. In good qualities of coutil and batiste, with rust-proof boning, at \$1.25 to \$3.00.

**"Adjusto" Self-Reducing Corsets**

The corset that does wonders for a stout figure. The special patented feature of "Adjusto" corsets make it possible for stout women to enjoy all the comfort and have the stylish, graceful lines of women of average proportions, and there is no five-dollar corset on the market today that will outwear them, \$3.50.



A La Grecque Model for Summer



A Striking New Gossard Model



ROYAL WORCESTER



BON TON

**Special Offering of Silk Chiffon Waists \$4.98**

As pretty and dainty garments as a woman could wish, and, except for a fortunate chance in their buying, would have to sell at nearly twice \$4.98. While the assortment is comprehensive in range, the total number of garments we have to sell at this price is not nearly large enough to supply every woman who will want one.

of black, navy, brown, gray or Copenhagen chiffon, made over white silk foundation; new style set-in sleeves and fancy lace yoke with high collar; Macramé embroidered or braided design on front. All sizes

**The Semi-Tailored Silk Waist**

Is so practical and unusually so attractive it is small wonder many women like it for daily general wear. New arrivals are just simple enough in style to be in very good taste and yet have little relieving touches that give them an air of feminine daintiness.

\$6.75 for fancy silks with a touch of shadow lace and a new full arrangement; the same sum for another of soft, lustrous messaline, with colored stripes, which has a jabot of softer, filmy lace and crystal buttons for trimmings.



**Silk Messaline Petticoats, \$7 Value, at \$3.98**

We might write a long story about these, but the garments are here and will speak for themselves. Of good quality silk messaline, in pretty Dresden patterns on grounds of dark red, gray, navy or green; made with deep-tucked flounce and dust ruffle. Regular \$7.00 values at \$3.98

**Middie Blouses FOR ALL GIRLS**

Here today, gone tomorrow! That expresses the popularity of "Middies" again this season. New arrivals here for Monday's selling.

A reversible Middie Blouse of extra good quality white galatea, with deep cuffs and collar trimmed with light or dark blue, can be worn either side out; sizes 6 to 14 years; at \$1.50.

Others of white galatea with deep sailor collar of navy blue, braid trimmed, and skirt pocket; sizes 8 to 16 years; \$1.75 to \$2.25.

**Skirts to Wear With "Middies"**

Made of white galatea, plain or touched with trimming of blue; in all sizes, 6 to 16 years, at \$1.50.

