

# Missoula Mercantile Co.

"GOOD DRESSING" for May is now ready—a free copy for any women who calls at our Pattern counter. The supply is limited.



## For Real Tangible Money's Worth---Wool-Worth Clothes

**T**HERE'S only one real test of the money's worth in a suit of clothes or an overcoat, and that's the way it wears--the satisfaction you get while you're wearing the garments. Good clothing does not necessarily mean high-priced clothing and to prove that this is so, we offer our private brand **Wool-Worth** clothes in evidence. In **Wool-Worth** clothes you'll get longer wear--you'll get clothes that hold their shape to the end--you'll get better fit--better lining--better tailoring--and you'll get a bigger choice of style and pattern than other stores can offer you at the same moderate prices.

### Wool-Worth Clothes \$15 to \$25

THEY'RE WOOL, THEY'RE WORTH THE PRICE

There is nothing unusual about the prices these justly popular clothes sell for, but **IT IS MIGHTY UNUSUAL** to find such values at these prices, and, after all, it is what you get, not what you pay, that counts. If you are looking for perfection of style and quality at moderate prices--true economy, you will find it in **WOOL-WORTH** Clothes, a fact we shall gladly prove to your entire satisfaction whenever you say the word.

#### Our "\$15 Special" Wool-Worth Suits

Values absolutely unmatched outside this Store. A dozen new spring styles, in conservative, dignified, but stylish models for men who desire to dress well, yet at a minimum of cost. Choice patterns in browns, grays, blues and fancy mixtures. These suits are made from **all-wool** fabrics, specially woven to give a maximum of service.

#### Our "\$18 Special" Wool-Worth Suits

In finest plain black serge and fine medium and dark grays, browns and mixtures; hand-tailored garments possessed of features of style and finish one expects to find in suits sold at not less than \$25.00.

#### Our "\$20 Special" Blue Serge Suits

Our **Wool-Worth** blue serge suits have an established reputation for honest value. This season we've outdone ourselves in suits to sell at \$20.00 and a genuine surprise is in store for men who investigate. Made from dependable fast-color, all-wool serge, full 14-oz. goods, strictly hand-tailored and finished throughout with the best quality trimmings. A complete range of sizes in "regulars," "longs," "shorts" and "stouts."

#### Our "\$20 Special" Silk-Lined Spring Overcoats

Another instance of value-giving characteristic of our **Wool-Worth** line. Fine spring overcoats in oxford gray or black unfinished worsted and full **SILK-LINED**; conservative models, hand-tailored, perfect fitting and durable. We have higher-priced coats but no better values.

#### Our \$3.50 Wool-Worth Trousers

These are made especially for men who work and want honest quality and lasting service. They are made from all-wool cloth--every twisted thread of which is a cable of strength and endurance, and they are cut on good, full patterns and put together to last. Hundreds of pairs have been sold since their introduction a few months ago, and men have come in specially to tell us how good they are. Extra sizes, 41 to 52 waist, are priced at \$4, but all regular sizes sell at \$3.50.

### Women Seeking Apparel of Exclusive Style Will Find It Here

There is such an air of distinction about M. M. Co., women's apparel. Each garment stands out and away from all the others by reason of its own individuality.

One thing we have striven for--and succeeded in attaining--is to avoid dittoes, and yet have every garment faultless in style and up to the M. M. Co. standard of quality and perfection of fit.

When you buy an M. M. Co. suit, or dress, or coat, or hat, you buy not only so much material and workmanship, but the **STYLE** as well--it becomes yours and yours only, and what a satisfaction it is for a woman with personality to know that she will not meet herself coming around the first corner.

Of course, everyone knows that it is impossible to buy as cheaply a single garment of a kind with the exclusive style rights, as it is to buy half a dozen or a dozen garments of the same model, yet with our policy of moderate pricing, exclusive style can be had here at prices to suit every woman's purse.



### Every Woman's Own Suit \$12.50 to \$75

Misses' and junior suits included under this head--suits for the 13-year-old school girl up to suits for the woman who takes a 48. Suits that come under the various classifications, "tailored," "semi-fancy-tailored" and "fancy," showing all the little touches of style that the leading designers have introduced for 1913.

Bulgarian and Russian styles, Norfolk Jacket styles and smart cutaway models--all here, in Bedford cords, eponges, serges and silks, in the loveliest of fashionable colors; trimmings of the handsomest Bulgarian embroideries, silks, braids and buttons, and every suit is beautifully tailored and lined.

### Spring Dresses of Many Kinds

Dresses for every occasion, for matron and maid, for indoors and out--all kinds of dresses in one great, beautiful collection that has excited widespread comment, and to which scores of women are turning for the newest and best for their spring wardrobes.

**Cloth Dresses** In serges and eponges, plain and fancy, high and low neck models, with long and short sleeves, trimmed with Persian silk and satin-covered buttons; graceful skirts, many with a plait running down the center front and back; skirts and waists slightly fluted at waist line in back; some have fancy leather belts, others with belts of self-material. Variety in style, color and material to satisfy every woman's taste--**\$7.50 to \$35.00**.

**Afternoon Dresses** Very pretty one-piece dresses, in satin, charmeuse and crepe de chene and other fashionable silks in such lovely colors, as coque-de-rouge, royal and pale blue, Copenhagen, navy, terra cotta, American beauty and Nell rose, pinks, tans and new browns; waists with dainty chemisette yokes, jabots and standing collars of fancy net; smart little bows trim the collars; revers of self-material; skirts long and graceful and becomingly draped at side and back, and many have the high or natural waist line with crushed girde effects. Sizes for all misses and women--**\$16.50 to \$55.00**.

**Evening Gowns** Beautiful tulle and charming draped models, with and without trains, in chiffons, crepe de chene, satin, charmeuse and fancy silks, in all the lovely soft evening shades, bright colors and white-and-black; square, round and "V" neck styles, with short sleeves; trimmings of shadow lace, gold embroidered net, beads or self-material; gowns without comparison, even at higher prices--**\$17.50 to \$45.00**.

### The Coats in Highest Favor

Are those which carry out most charmingly the clever draping ideas of the day, giving even large women an appearance of fashionable slenderness. Of such coats a beautiful showing is here, in serges, eponges, fancy worsteds, diagonals, Bengalines, metlesse and novelty weaves in black-and-white--**\$10.75 to \$45**.

A coat of Nell rose eponge, with collar and cuffs in tapestry silk, large buttons for trimming; three-quarter length model--**\$25.00**. A Bulgarian model, in Copenhagen blue serge with white ratine shawl collar, cuffs and belt; silk lined and trimmed with large pearl buttons--**\$27.50**. A striking three-quarter length coat in black-and-white check material, body, deep revers and cuffs lined with Kelly green--**\$35.00**. An exquisite model in old blue metlesse with white ratine revers, cuffs and belt, which is placed near the bottom of the coat--**\$45.00**.

### Kid Gloves?--Read This Letter

Missoula, Mercantile Co.,  
Missoula, Mont.  
Gentlemen:  
I am inclosing a glove which was bought of you over a year ago. It has had hard wear and has been so satisfactory I would like another pair like it. The size is 6 1/2 and the fingers short. I prefer thin kid, but would like the glove as nearly like this as possible.  
Please send by return mail--insured.  
Very truly,  
(Miss) A. C.  
Kindly return glove.

### It Was a "Monarch" Glove

We hear so many compliments on this glove that we cannot help being enthusiastic. So many women buy them that, while they are our highest-priced gloves, they are our biggest sellers. The experience of the writer of the above letter and the glove-satisfaction enjoyed by hundreds of other women will be yours if you wear "Monarchs"--Pair, **\$2.25**.

### Really Good Serge 85c Yard

It's the same quality as we've sold in years past at 85c a yard for the 42-inch goods and from which we have yet to hear anything but praise. Made from durable double-twisted all-wool yarns, finely woven and hard finished--"there's no wear-out to it," colors, navy, black, brown, red and gray.

#### 50-INCH STORM SERGE, \$1.25

Another exceptional value; all pure worsted, heavy weight, closely and finely woven and with a nice, smooth, finish; colors, blue, black, gray, red, brown and white.

### Lovely New Costume Linens

Never such a showing of Dress Linens as we've assembled here. All the old favorites, in our well-known dependable qualities, and many new ones only a few of which we have room to mention.

#### Automobile Linen

Very closely woven and specially finished to shed dust; splendid for motor coats, suits and dresses; natural linen color; 36 inches wide; in four weights--yard, **35c, 40c, 50c, 60c**.

#### New Ramie Linens

A great improvement over former ramie linens in that they are firmer and more closely woven and much better finished; in absolutely fast colors of pink, rose, lavender, light blue, Copenhagen and King's blue and tan; 48 inches wide; yard, **65c**.

#### New Etamine Linens

A very heavy pure linen material with an open weave; splendid for embroidery, does not crush readily and makes up very stylishly; in six fine colors; 48 inches wide; yard, **\$1.25**.

### A Great Majestic Range Cooking Exhibition

WILL BE HELD HERE APRIL 21 TO 26

We are particularly pleased in announcing this event to advise that Prof. Becker, an old-time favorite with Missoula housekeepers, will be in charge. Several unique features are being arranged to make this affair the most attractive of its kind ever held in Missoula.

#### A Special Inducement to Range Buyers

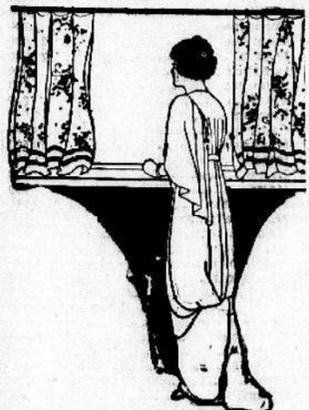
--will be made at the time of the exhibition, particulars of which will be announced in due time.

#### When You Buy a Majestic You Buy the Best

Hundreds of housekeepers right here in Missoula and in the country surrounding will vouch for the above statement. If you are thinking of buying a range it will pay you to investigate first and then if you're not convinced that the "Majestic" is the range to buy, the Cooking Exhibition will dispel any doubts you may have--watch for it.

### Pleasing, Indeed, Are the New Drapery and Upholstery Materials

Away with heavy hangings, their dust and their dinginess! Spring's here--crisp new curtains in some of the dainty new materials now to be found here, will make a delightful change. Never such a showing in Missoula as the Drapery section of the Furniture Annex presents this season--prettier materials, better qualities and values that set a new standard in value-giving; see them!



#### EXTRA SPECIAL

Figured Madras, Values 40c to \$1.75 yd., 15 pieces only **29c**

A special offering to make your inspection of the new drapery materials profitable as well as interesting and instructive. All choice patterns, but in quantities that demand early attention.

New Figured Scrims, Voiles, Etamines and Marquissettes, in a wide range of patterns--**17 1/2c to 50c**.

Mercerized Voiles and Marquissettes, plain, with dainty lace drawnwork or hemstitched edges--**30c to 65c**.

Plain and Figured Denims--**35c to 75c**.

New Drapery Burlaps, 36-inch and 48-inch--**25c to 40c**.

New Nets, in a line of patterns ranging from the dainty plain square-mesh filets to the bold "art craft," antique and bungalow patterns in medium and large block designs--**25c to \$2.00**.

Lace Edges, to match the net--**4c to 25c**.

New Old English Prints and Chintzes--as proudly in vogue and as superbly toned as they were made two centuries ago; a fine range of colors and designs--**30c to \$8.00**.

"Sunfast" Draperies--Fabrics that will not fade, no matter how much exposed; if by any chance they do, we will replace without charge. In a wide range of fine decorative colors and in various widths--**60c to \$3.00**.

Upholstery Goods of all descriptions--Imitation leathers, yd., **75c to \$3**. Genuine leathers, sq. ft., **40c to 85c**. Tapestries, yd., **\$1.00 to \$8.00**.

Let us figure on re-covering your old furniture; we guarantee first-class work and our prices are reasonable. Automobile work a specialty.