

Mattie Regenberg Uden was very stylish and loved hats - as evidenced by the hats she wears in her pictures. This ad is indicative of advertising in the 1900s.

*The Boyden Reporter*  
*(Boyden, Iowa)*  
*28 March 1912*

## THE NEW HATS ARE SMART



Our millinery artists have outdone themselves in planning your new spring hat. They're beautiful in shape, handsome in trimming and striking in appearance. And there are enough different styles to give you plenty of chance for selection. You can spend a pleasant time here examining the great assortment and you'll be sure to find just the shape you like trimmed the way you want, at the price you have in mind to pay.

\$2.50

\$4.00

\$7.00

*J. Van der...*