

A Store for Everybody

MISSOULA MERCANTILE COMPANY

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Spring Exhibition

Men's Fine Clothing



MONDAY is the first day of Spring in our Men's Clothing store. The exhibition of New Spring and Summer Clothing is ready, and such an exhibition it is, too! Not a few straggling handfuls--merely enough to put a veneer on lingering winter goods. Oh, no! But an exhibition of entirely new goods, over a thousand suits, not to mention the topcoats, spring overcoats and raincoats. An exhibition so broad in character that every man who comes here will find just what he wants, at the price he wants to pay. An exhibition of clothes ready to wear such as will mark a new epoch in the clothes-selling business, for their styles, their fabrics, their workmanship, their fit. An exhibition that far outdistances any previous attempt of our own, and by comparison will make any other seem small indeed.

"A little early for spring clothes," you may say. Not a bit of it! Spring is here, and so long as you intend to have a new suit any way it is to your advantage to make a selection early, while the choicest patterns are to be had, before the rush really begins. But whether you come to buy or just to look, you're welcome here, in fact we invite you to come just to see the new things, knowing that they will so impress you that when you are ready to buy you'll head straight for this store.

TIME was when the automobile was considered impractical as a means of transportation; now an American genius is demonstrating the feasibility of navigating the air. Up to the time that we evolved the idea, searched the country over for tailors who could carry it out, and we finally placed our *Premiere* on the market, men of fashion had been compelled to bow to the will of the autocratic merchant tailor. But the world is growing older and man is growing wiser. Today there are scores of Missoula men who are but awaiting the announcement that these clothes are ready for spring for the good and sufficient reason that they have given *Premiere* a trial and have convinced themselves of their superior merit.

Premiere for spring are the highest exponent of the good clothes idea ever presented any place. They show an advance over the same clothes of seasons past that is simply remarkable, and this applies not only to the quality of the fabrics, nor the tailoring, nor the fit, but to all of them. No ready-to-wear clothes sold in America can approach them, so particular are we in their construction that not a wrong stitch can get into them. They are hand-tailored as much as the finest custom-made clothes, are as stylish in cut and finish and the domestic and foreign wools that enter into them are every bit as good. There are but two differences, and they're in favor of *Premiere*. 1.—They're ready to wear, no fussing around and time lost in fitting. 2.—The price, \$25, \$27.50, \$30 and \$35 for clothes a tailor would ask, perhaps, double.

WE MAKE a special feature of Hart, Schaffner & Marx clothes because of their high reputation and because they sustain their reputation. They are one of the very few makers who maintain a strictly all-wool standard of fabrics. In this line we offer a great variety of weaves, colors and patterns. Prices \$22.50, \$25, \$27.50 and \$30.

IN MODERATE priced suits, and even cheap suits, we show a large range of styles, fabrics and colors. Some of these suits are Capps' 100 per cent pure wool clothing, which has an established name for good, durable, neat and dressy apparel at a reasonable price, while others are from various makers who seem to have a knack of getting good fabrics and making them up in good styles and still keeping inside the limits set by a demand for clothes at a minimum of cost. In these two classes will be found suits at \$20, \$18.50, \$16.50, \$15 and \$12.50.

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 whipcoats, covert, 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.

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.

MANHATTAN shirts are always good value and fit better than 90 per cent of the custom-made shirts. The new spring styles offer something for the most exacting taste, in color, pattern and style. Plaited or plain, cuffs on or off, coat or regular cut.



A feature of great importance to wearers this season is a line of these shirts made especially to withstand the ravages of the laundry, and which are guaranteed to hold their color against all odds—a special label, green in color, marks them. A new shirt if a Green Label Manhattan Shirt fades. Prices.....\$2.00, \$2.50, \$3.00 and \$3.50

HUNDREDS of men set \$1.50 as the limit they will pay for their shirts. They'll get mighty good shirts, too, for the price if they come here and ask for our "Coronet" brand. In this line we are showing a handsome array of new patterns, made in all styles.

BALMY spring days bring forth the demand for lighter underwear—something betwixt and between. Here it is: A pure silk and worsted garment for \$2.50; also a number of styles of union suits at \$3.00, \$3.50, \$4 and \$5.

SLIDEWELL COLLARS are rapidly winning their way to favor. Every man who wears them tells his friends of their merits, and the circle of wearers is constantly widening. They're the only collars made so that the scarf will positively slide easily into place. In half a dozen good styles and the best quality you ever saw at 2 for 25c.



WEAR a Knox or a "Montana" hat and you will be correctly hatted wherever you go.

The new spring blocks in these popular makes are ready and afford a pleasing variety from which to make a choice, not only as to shape, but as to color as well, for they are shown in black, side nutria and the new Grecian shadings. The best derbies on earth, \$5.00 and \$3.50.

COLLEGE chaps and other young men who seek novelty and originality in their apparel will delight in the exhibition of styles created in accord with their ideas. We present two makes—the best a country-wide search has revealed

Fadclothes

Extreme clothes are a freak. **FADCLOTHES** stop short of freakishness. They run on broad, daring designs—styles that sparkle with novelty, novelty and dash—yet do not overstep the boundary of good taste. They are designed by red-blooded young chaps who know what red-blooded young chaps want. For instance, the model illustrated, which is but one of half a dozen. Prices \$22.50 and \$25.

Society Brand

Society Brand Clothes possess all the novelty one might care for and still carry an air of exclusiveness and refinement. They are also possessed of many new and original features the advantages of which will be recognized at once, for instance: Fencil pocket in right-hand hip pocket; watch guard in trousers watch pocket; permanent crease in trousers; side buckles on vest; serpentine buttonhole in lapel of coat, and others. Prices \$25 to \$35.

