

**T**HIS is a day of specialization; the man who does one thing and does it as well as he can, generally does it pretty well. Same way with a business---this business.

We're specialists in good clothes for men and boys. The specialization is in the "good" as well as in the clothes. We do it as well as we can; and if we are permitted to judge by the way our friends talk about us, and by the way they increase in numbers and throng our floors, we do it pretty well. The thing we specialize in our merchandise---all of it---is quality. We buy it because it's good merchandise; we sell it at prices that give buyers big value for what they pay. It's a form of specializing in the clothing business that's not very common.

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### Hart, Schaffner & Marx clothes

One of our very special specialties is a very complete and adequate showing of the fine product of Hart, Schaffner & Marx, whose goods are worthy of the kind of liberal representation we give them. We exhibit here a great showing of our own first choice selections from their great line of choice weaves, the pick and flower of the best looms in the world; made on models which are specially designed to meet our requirements; fabrics and styles confined exclusively to us. We'll show you a fine line of suits and overcoats here at \$22.50 to \$50.

### Specializing extra values at \$25

Another feature of our specialization is the value we put into our suits and overcoats at \$25. We take this as an average price; most men can afford and are willing to pay at least \$25; we make a business of seeing that any man who spends it here for clothes gets more real quality than he can get anywhere else on earth. It's one of our hobbies, exceptional value at \$25. Many suits and overcoats at this price are silk lined.

You can pay more, of course; we have the highest priced clothes made; our suits and overcoats at \$35, \$40, \$50 are beyond any question the finest goods ever produced; and we sell a lot of them.

We're specialists also in the finest dress clothes; evening and dinner suits; the richest things made; the smartest styles. We're already showing advance models for 1910.

### Specializing great value at \$15

Suits of pure worsted; overcoats of all-wool weaves, at \$15, are another specialty here; we deal in these goods as a staple, like sugar in a grocery store; a very close margin, in order to give extra value.

### Specializing young men's clothes

Here's where the specializing feature counts strong. Young men are finicky, hard to please; they've got some pretty well fixed ideas as to just what they want; and they go where they can get it. We've studied this proposition out to the end; we know what the young college and high school fellows want; and we make a special point of having it here. The full chested, broad-shouldered athletic styles; long broad lapels; dip fronts; peg trousers; the typical college styles, \$15 to \$35.

### Special excellence in boys' clothes

Boys need special treatment in the matter of clothes; they ought to have the best. We specialize quality here, also; style, good fabrics, good tailoring; high values from \$20 to \$3.50. The all-wool "Indestructible" suits we sell at \$5 are unequalled for value in any other store.

**O**UR hat department is as much a specialized hat store as if it were our only business. Men there to wait on you that know how to fit bodies, as well as heads, to hats.

A wonderful variety shown, \$2 to \$5. Knox derbies set the style the world over and are the best value \$5 will buy. Our Montana hats have no equal in any \$3 and \$3.50 lines; Wonderfelt soft hats at \$3.50, unusual value; Stetson hats in latest shapes, \$5; English derbies, \$4.

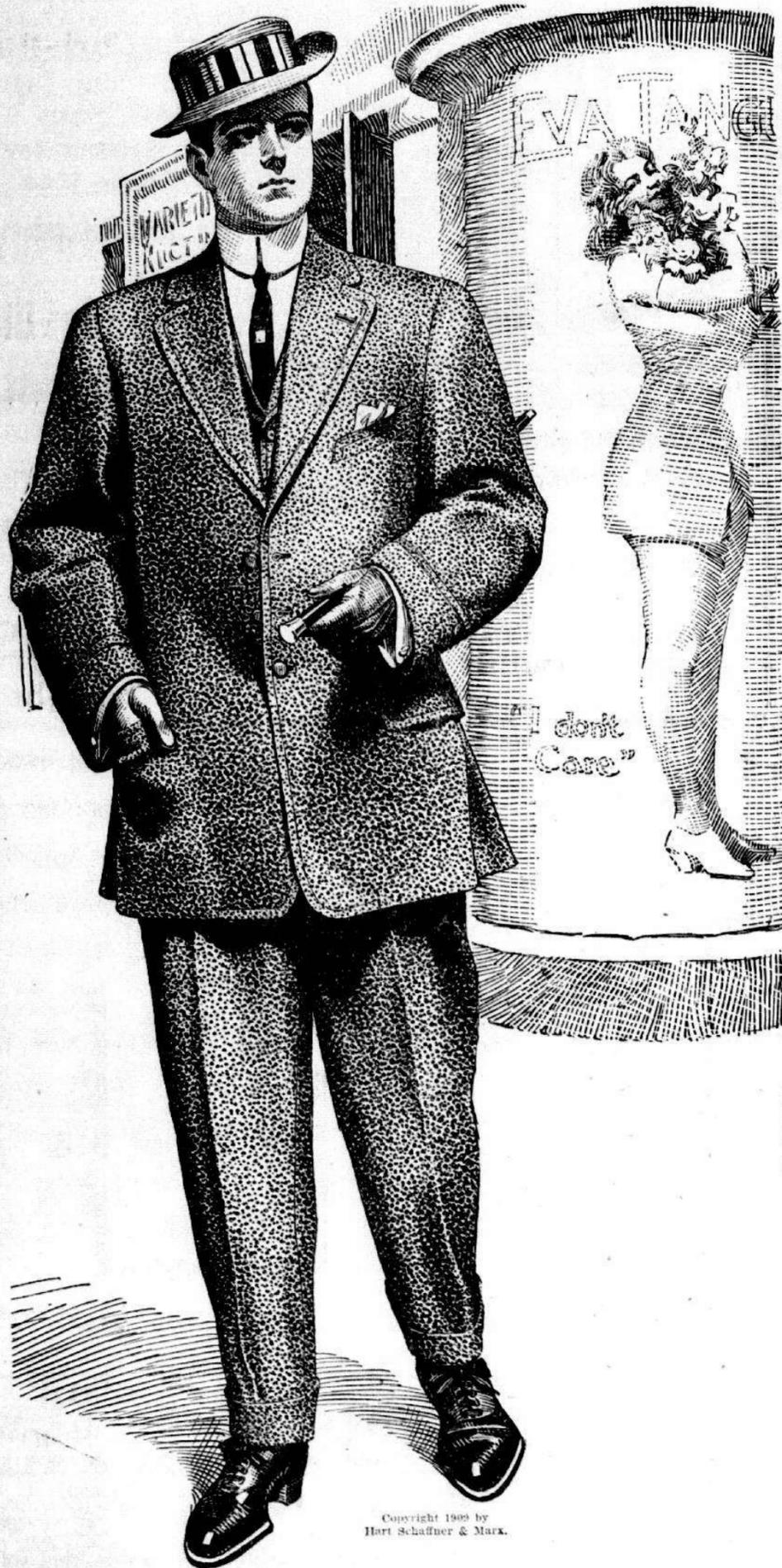
**Y**OU'LL find here a special furnishings store full of the best things.

Manhattan shirts excel in the beauty of weave and pattern and the richness of color, \$2 to \$3.50. Our special \$2 value is remarkable.

We have all the good lines of underwear, from 50c a garment up to \$10; finest American and foreign goods made; nothing lacking.

Our neckwear section will satisfy any need, at any price.

*Knox, Stetson and Montana hats      Manhattan shirts  
Slidewell collars      Neverdarn hosiery*



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The  
Store  
That  
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Good"

# Missoula Mercantile Co.

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