

SOMETIMES you hear it said of a man who is "making good" that he's "right on the job." We're right on the job of a clothing store, and your experience here will show what that means. We count on self-respect as one of the principals of the business---your self-respect and ours. We satisfy yours with the merchandise we sell, clothes you can be proud to wear; such clothes that your friends, when they know where you bought them, have a higher opinion of your good judgement. We satisfy our self-respect by the way we sell the clothes; by liberality in value giving; by an unrestricted guarantee to "make good" should by any chance dissatisfaction arise.

We are enthusiastic, too! Those customers who have already bought their spring suits would back us up if you could be brought face to face with them.

It is the absolute certainty of satisfaction offered by this store that appeals to the average clothing buyer; the giving of every penny's worth of value for every penny spent, this really answers the question: "Why does Missoula Mercantile Co. dominate, so completely, the Missoula clothing field?"

This store provides the highest grades of clothing, the strongest combinations of capital and brains can produce. To realize what this means it is only necessary to mention that here only, can you find Hart, Schaffner & Marx clothes, the clothes of national and international reputation, while still higher is the scale of high-class tailorings are those splendid clothes."

Premier Clothes

—undoubtedly and undeniably the finest ready-to-wear clothes ever offered by any store anywhere. Hand-made, merchant tailorings; made from cloths that never disappoint; cut by the ablest designers in America; thoroughly well-made, even in the parts you cannot see but which have all to do with a garment holding its shape—a positive, binding guarantee that these clothes will hold their shape is the "clothes insurance" that goes with every garment. Premier clothes are made for the best men in town; men who never bought their clothes ready-to-wear, the brainy, conservative, common-sense men, men who want the best and know when they are getting it.

Premier Suits

\$25, \$27.50, \$30, \$35, \$37.50, \$40, \$45

When Men's Clothing Is Advertised at Lower Prices Than Ours

It is bound to interest us, just as it interests you. It interests you to the extent of one suit or perhaps two; it interests us A THOUSAND OR MORE SUITS.

When you know that our price for a \$25 standard M. M. Co., quality suit of clothes is \$25, it would look as if we were not on the job when you read that you can buy a \$25 suit for \$12.50 or \$15 elsewhere.

Suppose You Adopt This Plan.

Whenever a "\$25 suit" is offered you for any price lower than \$25, look it over, then come to this store and look over a M. M. Co. \$25 suit.

If that other suit is anywhere near as good as the M. M. Co. \$25 suit, you BUY IT; you will be getting your money's worth.

M. M. Co. clothing for men is the standard. And clothing anywhere up to M. M. Co. standard and under the standard M. M. Co. price is a "good buy."

But Be Sure of the Comparison. Get all the facts on both sides. Look inside that other suit; we'll gladly show you the inside of ours; ask to have the

lining lifted and the workmanship revealed. A glance will always tell you where fingers have been at work and where machinery has passed along. Note the buttons and buttonholes; see if the latter are really hand-worked.

ALL THESE THINGS COUNT

Even if the fabric in that other suit is anywhere near as good, handsome and "live" as in the M. M. Co. suit, even if it is as smartly cut and shaped, fabric won't stay in the form of a suit of clothes unless it is tailored.

M. M. CO.'S SUITS FOR MEN

Premier clothes	\$25.00 to \$45.00
H. S. & M. clothes	\$22.50 to \$40.00
Woolworth clothes	\$16.50 to \$22.50



KNOTHE is a maker celebrated throughout the country for fine men's furnishings he turns out—all high grade specialties and sold exclusively by this store in Missoula.

Knothe Belts, in new leathers and finishes of trimmings 75c, \$1, \$1.25, \$1.50 and \$2
Knothe Garters, the most comfortable ever devised, fine for hot weather 25c and 50c
Knothe Suspenders, in "Flexo" and other styles 75c and \$1.00

Knothe "Unseen" Suspenders, to wear when one leaves his coat behind 75c

MANHATTAN shirts are breaking all records for popularity this season, not only because of the beauty of the patterns and colorings, but because so many men are learning of their popularity in fit, comfort and service \$2 to \$5

A STEADY stream of Montana hats is flowing through the store. They're going out as fast as we can get them in \$3.00 and \$3.50

YOU can't be too "finicky" about your underwear wants to suit us, we have just the grade, weight and style you want and the quality and price is right.

Men's lightweight wool union suits, in natural gray color; just right in every way \$2.50

Men's silk lisle union suits, in navy and light blue; an ideal garment; usually sold for \$3.50, but we bought heavily and can save you a dollar on each suit \$2.50

Men's "keep cool" union suits, the only elastic mesh measurement; lightweight, very elastic and a comfort in hot weather \$1.00

"Keep cool" athlete union suits, short sleeves and knee length; elastic mesh weave; pure white \$1.00

100 dozen men's superfine Jersey ribbed shirts and drawers; steam shrunk, silk finished; summer weight, in tan color only; regular price 50c per garment 37½c

Missoula Mercantile Co.