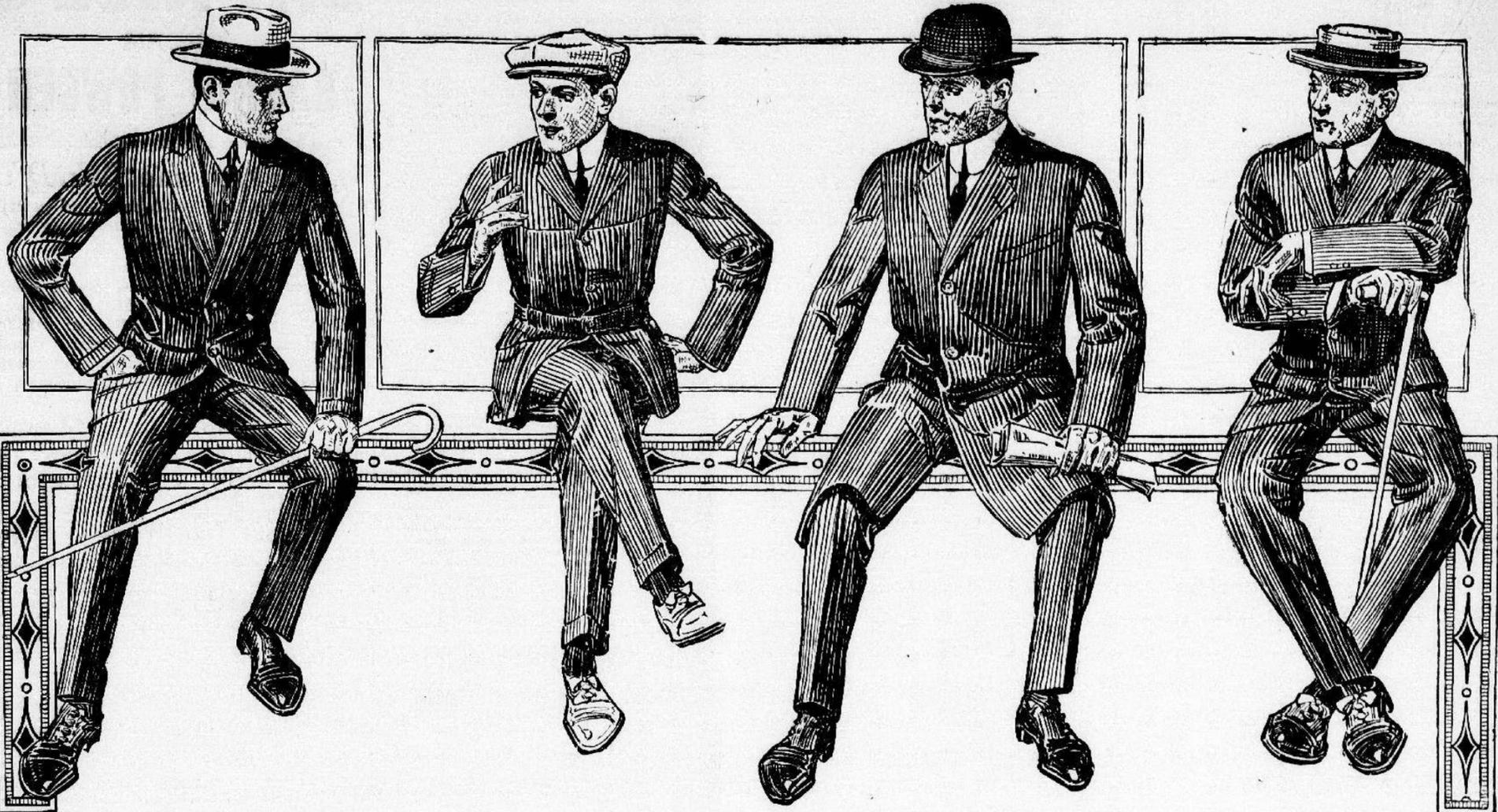


Missoula Mercantile Co. Missoula Mercantile Co.



? What's the price of a good ?  
suit of clothes ?

**TWENTY-FIVE** dollars. You can buy clothes here for less than that—for as little as \$15 if you want to, or you can pay more—we have very fine clothes at \$30, \$35, \$40. But \$25 is a good average price; most men who appreciate good quality and style in clothes, good tailoring and fit, are willing to pay as much as \$25.

**Missoula Mercantile Co. Suits at \$25**

—and that means suits made especially for us by HART SCHAFFNER & MARX and others in our special PREMIER make—will surprise you; particularly if you've been going to a custom tailor to have clothes made to measure; more particularly if you've patronized the so-called low-priced tailor; most particularly if you're getting what you think are made-to-measure clothes at \$25 or less.

You'll get all-wool fabrics; trimmings, linings and other materials of a high grade; tailoring of a very high order—the things that make a suit wear well and keep shapely. You'll get the value of best style standards and originality of design; you'll get clothes that fit you well.

And you'll gain from \$10.00 to \$20.00, either in greater value at the price; or lower price for similar value. Better see how true this is: \$25 is a price you can afford and you'll say so when you see these clothes. Better come and look over the new Spring styles before they're picked over.

**C**ORRECT Evening Clothes are more than a side line with us—we are really specialists in this line and men who are most fastidious about their formal dress attire have learned to value our service.

Premier Full Dress Suits—Premier Dress Waistcoats—Manhattan, E. & W., and Dorchester Dress Shirts—New Dress Collars—De Luxe Dress Gloves—New Dress Neckwear—Correct Dress Jewelry—Silk Hosiery—Knox Silk Hats.

**L**IGHTER weight Underwear now has the call, and no call but this big fine stock of ours can satisfy.

Many New numbers in the closed-crotch combination suits—Roxford, Cooper and Ribrite makes, with long or short sleeves, ankle or knee length, in any desired weight or texture—\$1.50 to \$5.00.

A full line of "Vassar" Union Suits, light and medium weights; all styles—\$1.00 to \$5.00.

Genuine "B-V-D" underwear—two-piece and combination suits—\$1.00 and \$2.00.

**B**BETTER Shirts nor a more complete and attractive line you'll not see elsewhere. The best makers supply us and their best styles come here.

Manhattan Shirts, too well known and so universally worn that no recommendation is required for them. Fine, exclusive patterns in negligees and plaited bosom shirts, made with regular or French cuffs—\$2.00 to \$5.00.

Yarke Shirts, to which the same description would apply—\$1.50 and \$2.00.

Hallmark Shirts, also of the same description—best in the land at \$1.00 and \$1.50.

**N**ECKWEAR is every man's hobby and he can ride it to his greatest pleasure with such ties as he will find here to choose from.

Beautiful flowing-end scarfs, of the richest silks—knitted scarfs in new, plain and fancy stitches, in plain and changeable colors and the new bias stripes—the ever popular Cheney Silk Ties in a wonderful range of colorings—new Club and Batwing Bow Ties, of changeable silks—and scores of others, the greatest array of fine neckwear in town—25c to \$3.00.

New hat novelties for spring—\$1.00 to \$5.00



Shirts made to order. See the spring samples