

**M**issoula **M**ercentile **C**o

## Fall Opening Announcement

*Season 1913-14*



**WHEN** you come in to see the new things we have brought together for you to wear this fall, you'll be very much delighted with the new models in suits and overcoats for men, and the smart, fresh, lively ideas for young men.

Never before have we had a better opportunity to demonstrate the service idea of this store than this season. Our idea has been to serve this community in all matters of things to wear for men and young men; to see that those who come to us shall get the best possible value for what they pay.

This fall we're in better shape than ever; because our PREMIER, *Hart, Schaffner & Marx*, *Wool-Worth*, *Fashion and National Students'* clothes are better than ever; the smartest, liveliest styles we've ever seen; new ideas not offered before, and many features not found in any other clothes. Suits and overcoats \$15.00 to \$50.00.

Our furnishings department also has a wonderful lot of things that you'll be glad to see. There are so many good items to mention that we can't tell you all of them. Hats, shirts and neckwear in great profusion and at many price variations; hosiery, gloves, underwear. Everything a man needs to dress stylishly, comfortably and economically.