Missoula Mercantile Co.

HOME OF THE OVERCOAT

NOW is the time to make comparisons---overcoat comparisons in particular. It is well that you should know where the best is to be obtained, finest in style and quality and most value for your money.

In laying claim to the title "HOME OF THE OVERCOAT" we obligate ourselves to prove our right to it, and this we do, CONCLUSIVELY, with upwards of a thousand garments, in some twenty different styles, at prices absolutely without comparison.

Think of that! A score of models to pick from—conservative styles, and sharp, crisp novelties that appeal strongly to young men; every coat as good as all-wool fabric and careful tailoring can make it. In such a collection can you doubt that you'll find—

Just the Overcoat You Want At Any Price From $12 to $100

Of the score of models to be seen here, ranging from medium weight dress coats to great heavy coats for hardest wear and severest weather, we have selected ten for special mention:

Swagger Whaggle

A full, roomy model, lively, yet dignified. Plain shoulders and sleeves, velvet collar, two outside patch pockets with flaps, blanket-lined; edges of skirt, cuffs and collar with rows of stitching. In the finest Chinchillas, Vicunas and Shetlands, in brown, blue, black, green and gray—**$25** to **$35.**

The Willard

One of the leading styles for young men. Comes in imported and domestic overcoatings in plain and fancy weaves. Scarcely knee-length, with long, high waist line and deep vent, piped cuffs, half- and full-lined according to weight of material—Prices, **$15, $20** and **$25.**

Balmacaan

Balmacaan and Bal d'La Opera coats are deservedly popular. Made to button to the neck, in fancy cassimeres, Scotch and Irish mixtures, knitted cloths and worsteds—nearly all of them showerproof; 42 to 45-inch models, mostly all with sleeve and yoke lining only—Prices, **$12, $15, $18, $20** to **$35.**

Touchdown

This is one of the season's new creations and merits great popularity. It is a **great coat** in every way. 54 inches long, with 2-piece belt, knife plait, running over shoulder from belt in front to belt in back; made double-breasted, with convertible collar—Prices, **$20** to **$35.**

Peerless

Another belted-back ulster model, with convertible collar, with knife plait from waist seam at back over shoulder giving the full drape effect. Select from all the new ulster materials in plain or fancy colors, including Tartan effects at **$15, $20, $22.50, $25** to **$35.**

Stratmore

This is a heavy weight, serviceable ulster, made by Hart, Schaffner & Marx, especially designed for cold weather, driving, etc. Full length, with big collar, wide skirt, plain shoulders and sleeves, belt at back. In heavy plain overcoatings and genuine Irish frieze—**$15** to **$35.**

Knickerbocker

A conservative coat that men who want a combination of style and service will like. A three-quarter length, shawl collar, double-breasted model, with plaited and belted or plain back. In Chinchillas, Scotch Tweeds and Shetlands, blanket-lined—Prices, **$15** to **$35.**

Auburn

A conservative dressy model that is never out of style and is perennially popular. Here in fine Kerseys, Beavers, Meltons and Friezes—every desirable color; 42, 44 and 46-inch lengths, with three-button fly front and velvet or self collar—Prices **$15** to **$60.**

Chesterfield

A standard model, always in style and always good. In medium and heavy weights, in Meltons, double-milled Carr Meltons, Kerseys, Chinchillas, Vicunas, with velvet or self collars; many of these coats are silk-lined, as fine as money will buy—**$15** to **$65.**

Fur-Lined Coats

M. M. Co. Fur and Fur-Lined Coats have a long-standing reputation for quality and value. Coats lined with muskrat and Japmink, with collars of Hudson seal or Persian lamb; with silk frog fastenings—perfection—at **$65** to **$100.**

Mackinaws

If you want a really good Mackinaw, that's the reason you should come here for it. We've been selling Mackinaws for years, from the time they were strictly "lumberjack" garments, and we know where to go for the best. All-wool fabrics in beautiful rich colorings and splendid tailoring distinguish M. M. Co. Mackinaws from all others. Hundreds here, for men, boys, girls and women—**$4.50** to **$15.**

A Trio of Specially Good Things

$1.50 Sweater Coats

75c

Men's good warm wool "V" Neck Sweater Coats; in gray, tan and brown, with fancy facings; sizes 36 to 44; at half regular price to close out the line.

MAIL ORDERS for these Sweaters will be filled at no extra charge for postage.

Wool-n-Worth Trousers

$3.50

"They're Wool and Worth the Price"—these trousers are the best made for every day wear; are good weight, full cut, well made and are guaranteed to give satisfaction.

Regular sizes, 32 to 42, sell at $3.50 a pair; extra sizes, 44 to 50, 50c more. See window display.

Hundreds of Shirts

$1.00

The greatest values in Men's Shirts ever offered in Missoula at $1.00. Included in this offering are Flannel Shirts, with military or lay-down collars; and Hallmark, Truval and Coronet Golf Shirts, in percale and madras. Regular $1.25 and $1.50 Shirts for **$1.00.**

Boys' Overcoats

Here are Overcoats that boys delight to wear—they have the style and dash that boys like, and they're good, warm, serviceable coats and very reasonably priced.

For little chaps, 3 to 9 years, Polo Coats, in gray, brown and blue Chinchillas—At **$3.45, $4.95** and **$5.95.**

For older boys a great variety of styles, and extra values at every price, **$4.95, $5.95, $7.95** and **$9.95.**