BOOK OF ADVERTISING

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His Own Horn
Makes the
Loudest Noise.

THE TWO A's OF SUCCESS

They are Ambition and Action. The two spell Achievement. Ambition is a state of mind. Ambition must exist before Action can function intelligently. But Ambition alone cannot win success. It merely furnishes the motive power effectively.

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The Ambition of this store is to serve you better from day to day is reflected in constant Action to that end.

Missoula Mercantile Co.

WILLIAM C. ("Wild Bill") KELLY

1926 Football Captain-Elect

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AWARDED HIM AS A LETTER WINNER BY

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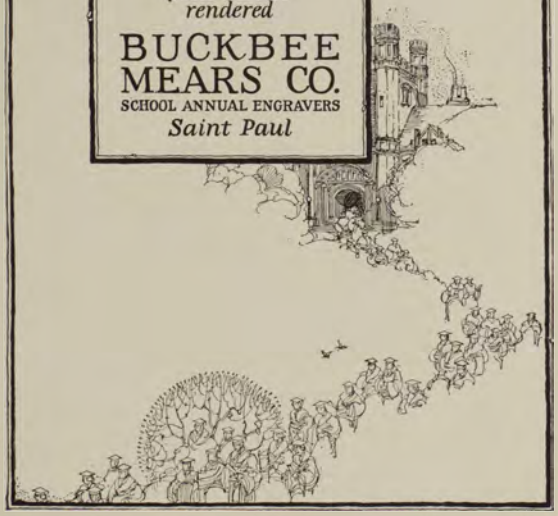

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