

SPRING OPENING

And Only One Week Until Easter

This opening is of extreme importance to everyone in Missoula and all its sister towns of Western Montana. From New York and elsewhere has come the greatest collection of fashionable wears for both sexes that the Garden City has ever witnessed.

On Monday, Tuesday and Wednesday

This informal occasion will present for the first time this season's masterpieces in the art of costuming, as well as elegant hats patterned after the master milliners of Paris. Each department is fairly aglow with Dame Fashion's fancies, and the handsomely decorated show windows will be their index, displaying the domestic adaptations of pretty Easter suits, fashion's favored coats, waists and shoes, and lastly, though equally as important, an array of beautiful samples of correct tailoring and haberdashery for men.

In addition there are many reasons why everyone should attend this opening and do their spring and Easter shopping at Donohue's: (1) There are 16,000 square feet of floor space covered with the choicest new merchandise in this broad land, ranking us among the largest stores in Missoula, and we are earnestly striving to be the best. (2) The conveniences established here for public use, including a modern electric elevator plying swiftly between all four floors, makes us the ideal shopping center as well as a style center. (3) All these, combined with an earnest determination to be the lowest in price on good goods, and prompt and courteous in service as ever, will assure each visitor at our opening a very pleasant and entertaining day, and every purchaser a profitable one.

Come Either Monday, Tuesday or Wednesday



Easter Clothing for Men

Not a single point has been overlooked in our Men's department. No matter what profession a man may follow, we have good, reliable clothing here that was made especially for men in his particular walk of life. Clothes may not make the man, but they certainly have a great deal to do with it.

For the conservative man, the business man, the man who is extremely sensitive about his personal appearance, the famous Alfred Benjamin & Co. in the great style center, and this enormous concern makes it possible to wear the prevailing New York styles for men today—not a season hence. That these garments are the highest type of fashionable tailoring, best workmanship and handsome patterns passes without question. Very moderately priced from..... **\$22.50 to \$40**

For the dashing young man or college student who desires slightly conspicuous clothing we are prepared—garments that proclaim him a rising and thriving young gentleman. "Harvard Cut" and "Sophomore" clothes meet every demand for the accentuated fashionable cut, high-class materials, novel finish and adornments; modest prices, from..... **\$22.50 to \$40**

Worthy clothing may be had in our "Pile of Style" and other good makes that contain more merit than you would ever expect to find in suits priced as low as..... **\$15 to \$22.50**

Exclusive Easter Gowns

The most discriminating shopper will appreciate this display of beautiful costumes. They are copies and adaptations of the original Parisian models and are thus suited to the conditions, requirements and means of the average woman. Refined and charming afternoon gowns made up in fancy Foulards and Messalines, with the delightful color schemes that are peculiar to the French artists in dressmaking. Add to all this the graceful lines of the all popular empire effects, all heavily embroidered with silk or silver and gold, satin sashes, exquisite lace yokes and other garnitures. Detailed description, no matter how accurate, could never do them justice. The lines as a whole are very, very pleasing and we feel justified in saying that nothing quite so rich and beautiful in silk costumes has ever been shown in or about Missoula. The window display shows a very small part of these 50 different models. All these handsome Easter gowns are exclusive with us and are priced from..... **\$20 to \$50**

Tailor-Made Suits

Our showing of tailor-made suits is very complete. All the new spring materials and colorings are very much in evidence. Every suit is from one of New York's best manufacturers and authorities. Popular prices..... **\$20 to \$40**

The Shoes

"The Big White Shoe Store," with its comprehensive assortment of Oxfords and pumps, is a very important factor in the great opening event. The newest shades and all the wanted leathers in the most stylish and striking lasts. By reason of the extent of its stocks and the variety it offers "The Big White Shoe Store" never fails to please.

Women's Oxfords in golden brown, olive, champagne, imperial patent kid, vici kid and others, ribbon ties, two-buckle and button effects, per pair..... **\$2 to \$5**

Men's Oxfords in tan kid, russet, wine, ox-blood, also in patent colt, gun metal and vici kid leather, lace, buckle and button styles and new lasts..... **\$3 to \$5**

The Pumps

Low cut patterns in patent kid and fine glaze kid, with wing tips and beaded ornaments, others in colors and evening shades, Cuban and opera heels, some with cravenette tops, others are semi-pump, ankle ties, ribbon ties and button effects. More than 20 different styles and colors to choose from. All new arrivals.

Beautiful Silks

Before planning and completing the arrangements for your spring and summer gowns it will pay you to see our choice line of silks in all the staple colors and new spring shades. All are fresh, new goods, and this season's favored qualities are plentifully represented, and we are quite sure that they will impress you as being the best in the city.

MESSALINES are the popular silks by reason of their soft and clinging properties sure to bring out the graceful lines of the princess and Empire styles destined to be in vogue throughout the season. All the prevailing shades including canard, navy and Edison blue, golden brown, tan, reseda and grays. Moderately priced at, yard..... **\$1.00**

JAPONIKAS are a favored silk this season because of their appearance of being absolutely all silk; washable as lines. These properties, combined with the handsome effects possible in them for such an extremely low figure, has deservedly made them very popular for summer dresses and waists. Full assortment of the wanted plain colors, priced, at, yard..... **39¢**
Fancy Japonika silks, at yard..... **49¢**

Gorgeous Easter Millinery

Nothing is of more importance to the carefully dressed woman than the selection of her new spring or Easter hat, and justly so, for nothing can make or mar a handsome gown or suit more easily. The fame of our Millinery department has long since established us the leaders in fashionable hats. The season's styles permit of a vast array of pretty hats in both large and small shapes, and our stock was never so complete, permitting us to meet all demands.

Our pattern hats embody all the elegance and artistic color effects that the foremost designers of New York are capable of, and that is saying a great deal. There is a seemingly endless variety of handsomely plumed and appropriately trimmed pattern hats that have just arrived and are on display for the first time. These handsome and highly desirable copies of French models may be had as low as \$4.50, and absolutely exclusive ones from..... **\$12.50 to \$40**

The strength of our Millinery section, however, lies in its extensive assortment of Popular Priced Trimmed Hats. We cannot be excelled by anyone in the individuality and character of our enormous line of trimmed dress hats at \$8.50 and \$10. This line includes the very best shapes, most exquisite trimmings, and the most becoming and desirable colors that it is possible for such a small amount of money to buy anywhere. Moreover, our own milliners are able to present some creations and make alterations that will bring out the lines and contour of the face to the best advantage—a very essential point when we must conform to fashion's decree for the prevailing modes of the season. Exclusive lines of fashionable trimmed hats priced from..... **\$2.50 to \$12.50**

Also, we are showing an extensive line of children's bonnet effects and flats in white, pink, pale blue and cream. Many other new spring shapes and shades for misses and children pleasingly priced from..... **50¢ to \$5**

EASTER REQUISITES

For Men

TIES—Latest shades, new patterns, including new spring effects in diagonals and mixed colors; entirely new stock of 1,000 beautiful ties at..... **50¢**

Narrow four-in-hands, the kind you have been asking for, only..... **25¢**

VESTS—The handsomest display that ever reached Missoula; pure silk backs and fronts, in rich subdued tones, at..... **\$6.50, \$7 and \$7.50**

Fifty dozen wash vests, plain and fancy mixed pique and linen, a necessary acquirement to every man's wardrobe for spring and summer; prices from..... **\$2 to \$4**

HOSE—Plain or solid colors are the proper shades for spring and Easter wear. These we have in a wonderfully extensive assortment of silk lisle and plain lisle.

Colored lisle hose for Easter, only..... **35¢**

Colored silk lisle hose for Easter only..... **65¢**

SHIRTS—George P. Ide's fancy shirts are unexcelled either in point of beauty, fullness of cut or durability; fancy shirts for Easter wear, only..... **\$1.50**

For Women

NECKWEAR that lends tone and distinction to the simplest gown; jabots, wash ties and stocks, in innumerable combinations of embroidery and lace, pleasingly priced for Easter at..... **25¢ to \$1**

GLOVES of exceptional merit in kid and high grade silk and pique. The stylish kid gloves are two-button, in any shade of the season's colors. We fit every pair before leaving the store, and each pair is fully guaranteed; supply your Easter needs at..... **\$1.25 and \$1.75**

LEATHER GOODS—Easter novelties in elastic belts with decorated leather facing, handsome buckles, plain and studded with jewels..... **35¢ to \$1.25**

Hand bags and coin purses in many styles, as low in price as..... **\$1.25 upwards.**

EASTER HOSE—According to fashion's dictates you should match your Easter suit or gown with corresponding colors in hose. We have all colors in any desired quality at very low prices.

Plain lisle hose..... **35¢ to 65¢**

Embroidered lisle hose..... **35¢ to \$1.25**

Silk and lace hose..... **35¢ to \$1.50**

The Coats

A varied assortment of coats for street and evening wear is one of the strong features in our Spring and Easter Opening. Their exquisite simplicity, richness of fabric and the daintiness of some characterize them as being distinctive of Missoula's style center.

The long black taffeta coats are elegance in the extreme. Large collars garnished with wavy fringed trimmings and jet ornaments—one of the season's most popular modes. **\$15 and \$16.50**

Pony coats of the same material, white satin-lined, semi-fitting..... **\$15**

Lace coats of white net or applique effect, hip length, handsome, gauzy and summery in effect, are destined to be very much in vogue for afternoon and evening..... **\$13.75 to \$20**

Covert coats are the much favored garment for general wear, traveling and automobiling. All plainly tailored models of new spring design. **\$10 to \$30**

Pongee Coats are being shown in some very taking styles, with velvet trimmings in contrasting colors. Among the season's favorites at..... **\$20**

Evening Waists

The waists nowadays are quite as good form for formal and informal occasions as the gown; in fact, the magnificence of some of our elaborate models closely rivals that of the handsomest gowns. Women will look with interest at our large stock of fine waists of embroidered, tailored and lace effects, particularly those of chiffon and Messaline, in all the popular evening shades. There is no occasion too elaborate but what our exquisite waists are entirely within the realms of fashion; besides, their exclusiveness is a big item in their favor.

Embroidered waists..... **\$1.25 to \$3.75**

Chiffon waists at..... **\$12**

Messaline waists from..... **\$7.50 to \$12.50**

Lace waists from..... **\$9.50 to \$15**

D. J. DONOHUE CO.