

Special Prices Prevail at the Big Modern Store

STANDARD FASHION SHEETS FOR MAY Given Away Gratis

If possible, come Monday, and see our special sales, the first genuine bargain events inaugurated this season. There are numerous wears and dress accessories for both sexes that are priced to you at a very substantial saving. Every special price herewith quoted is on this season's new merchandise and we call your particular attention to our window display in order to verify these assertions.

MAY NUMBER DESIGNER AND STANDARD FASHION BOOK NOW READY

Carpets and Curtains At Very Low Prices

ALL WOOL INGRAIN CARPET 69¢ YARD
More than one dozen conventional designs to choose from. An excellent floor covering and an exceptional value at this special price.

VELVET STAIR CARPET \$1 YARD
Extra fine quality, suitable for dining rooms, halls and bedrooms, made, laid and lined for your immediate use at, per yard..... **\$1.00**

AXMINSTER CARPET \$1.35 YARD
The very best grade Axminster, many handsome floral and Oriental designs from which you may select. Come immediately for best choice.

UNUSUAL OFFERINGS IN CURTAINS
Nottinghams—2½ yards long, full width, pair..... **59¢**
Same, 3 yards long, pretty patterns, pair..... **79¢**
Immense selection of other and better grades of Nottingham lace curtains, only..... **98¢**
Some extra wide and full length Nottinghams, worth \$2, special at **\$1.48**, and the \$2.75 values are specially priced at **\$1.98** for a few days only.

Cable Net—The strongest and most serviceable of the less expensive curtains on the market; withstand repeated laundering perfectly; 20 handsome patterns in either ecru or white, worth regularly \$3.50 to \$4; specially priced at, per pair..... **\$2.98**

Cottage Curtains—New white Swisses, with stripe and cross stripe effects, hemstitched; priced as low as..... **90¢**

Drapery Piece Goods—An immense stock of net by the yard priced to you upward from 30¢ a yard; plain and fancy Nottingham lace, Point de Esprit, Swisses, Madras, Etamine, French cretonnes and fancy scrims, priced very low for the economical house cleaner.

How About That Spring Suit, Sir? See Our Clothing Before Deciding



PILE OF STYLE MAKE

Though the weather has been none too springlike so far this season, those beautiful, balmy days are sure to come, and then that winter suit is going to be decidedly out of place.

Our showing this year has eclipsed all competition in the matter of style and patterns, while the world-famous Alfred Benjamin product speaks more convincingly than any other name in point of quality and good workmanship. You are assured a perfect fit before you leave this store, and you are also assured of being dressed in the correct style, for is not the Benjamin clothing made in New York for the fashion leaders of America?

For Young Men we carry a special line which has every fad and fashion of the season strongly emphasized. Sophomore and Harvard cut clothing are distinctive for their dash and splendor, so admired by our young men and college students.

The best quality of clothing in the country can be bought at from **\$22.50 to \$30**

Other good clothes cost you only **\$15 to \$22.50**



ALFRED BENJAMIN & CO. MAKERS NEW YORK

A Half Price Sale of Evening Capes

From a prominent New York manufacturer we secured a sample lot of handsome evening capes. Of course, in making up a sample lot a manufacturer never fails to put out the very best garment in every detail that is possible, for the samples are intended to bring him more trade. We place this entire sample assortment of capes on special sale for a few days only at just half their intrinsic value. This sale affords an opportunity for theater-goers and the fashionable set to secure these necessities to a well equipped wardrobe at an immense saving over regular prices.

The capes are in all of fashion's favored styles, including the Mary Garden, Daughter of the Regiment and others equally as desirable, all in the beautiful evening shades popular this season, priced to you at *Just Half Their Real Value*.

Misses' Spring Coats \$6 and \$7.50

A complete assortment of misses' coats in three-quarters and some almost full length styles have just arrived. The materials are of plain and fancy mixed coating and they are all splendidly made. A noticeable and taking effect is in the large envelope pockets, a new style feature lately introduced. Sizes run from 14 to 18 years. Only two prices in the complete assortment of over 50 garments..... **\$6 and \$7.50**

Effective Summer Dresses For Children

Prices Are Most Reasonable



A profusion of styles of exquisitely trimmed frocks in light and dark colors in from 4 to 14-year sizes. The collection contains dresses adaptable for school wear, afternoon and outing wear, and are made of pretty girlish checks, plaids, stripes, dotted and figured effects. Clever features are the neat strap trimmings and novelty pockets. Each one is a splendid garment and an excellent value at the prices, which range as low as from..... **75¢ to \$1.00**



Children's Coats

Cute little box coats for the little tots, in serge and fancy coating, in ages from 3 to 6 years. All are smartly trimmed in either contrasting or matched shades of velvet, satin bands or self material. Prices are very pleasing, being..... **\$3 to \$6.50**

Milady's Charming Spring Suits Modestly Priced at \$25 to \$35

With a perfect knowledge of what smart dressers and clever shoppers will appreciate and approve, we selected with the greatest care our assortment of popularly priced suits. Our showing of these lines is complete now, even when buying is at its height. The assortment of colors is particularly noteworthy and the showing as a whole never fails to draw expressions of astonishment and pleasure from every visitor. There is no doubt that we have maintained our reputation for the very best values and largest assortments to select from. Every suit is guaranteed to be correct in style, durable in quality, perfect in workmanship—in fine, to give genuine satisfaction. Prices are very modest indeed..... **\$25 to \$35**



Fashion's Favored Millinery

That our millinery is superior to any other in the city of Missoula is conceded by everyone. We are showing some new lines in fine chip and Milan straw from New York, as well as some clever productions from our own shop. Profuse trimmings in beautiful soft-toned flowers, aigrettes, beads, cabochons, fruits, foliage and plumes; excellent values and becomingly stylish models at..... **\$5, \$7.50, \$8 and \$10**

In the Big White Shoe Store

200 Pairs Women's Oxfords at \$2.25 Pair

Sooner or later you are sure to need Oxfords, and it is better to be prepared in advance, especially when you can buy shoes for \$2.25 that are always considered good values at \$3 and \$3.25. In the first place they are a much wanted color, being golden brown, in genuine kid leathers, turned and welted edge soles; seeing these shoes will prove their value and at once you can recognize the saving at the sale price..... **\$2.25**

The Newest in Men's Oxfords \$3 to \$5

Those who particularly desire ease, comfort and restful feet should see our "Freak Last." It is absolute perfection in shoemaking. Everything that is new in men's patent colt, vic kid, gun metal and Russian calfskin and oxbloods, with straight or wing tip, is here at very moderate prices; from..... **\$3 to \$5**

Our Dry Goods Specials

12 1-2c and 15c embroideries and insertions now only, yard..... **7¢**
35c and 50c flouncings now only, yard..... **23¢**
Embroidery galloons, 6-yard bolts, per bolt..... **35¢**
12 1-2c Torchon laces, 1 1-2 inches wide, yard..... **5¢**
10c and 12 1-2c Val. laces, 1 1-2 inches wide, yard..... **5¢**

49¢ FOR WASH SILKS WORTH 75¢
Silks that wash and retain their luster after repeated laundering, 27 inches wide, all the popular shades of the season, stripes, dots and brocaded effects; yard..... **49¢**

\$1.19 FOR GUARANTEED TAFFETA WORTH \$1.75
As good quality as you'll find elsewhere at \$1.75 and even \$2 a yard, full yard wide, on sale at, yard..... **\$1.19**

19¢ FOR MERCERIZED WAISTINGS WORTH 35¢
Good, heavy grade of white waistings, brocaded and figured effects, the season's chosen texture for white waists; usually 35¢ yard; sale price, yard..... **19¢**

15c COLORED LAWNS ONLY 10¢
In any desirable color, also plain black or white, excellent qualities and more than 50 patterns; yard..... **10¢**

SPLENDID SAVINGS ON HOSIERY
Women's black or tan lisle hose, in out-sizes, regular 50c qualities everywhere, on sale at, per pair, **35¢**, or 3 pairs for..... **\$1**
Boys' heavy triple leg, narrowed ankle, extra heavy cotton ribbed hose, very special at, per pair..... **25¢**

WOMEN'S \$3 TO \$4 GLOVES \$1.50
Odd lots and broken sizes of buckskin, silk and kid gloves for autoing or driving, long, wide gauntlet styles; some among the assortment selling regularly up to \$4; choice of entire lot, pair..... **\$1.50**

\$8.00 Tailored Taffeta Waists \$3.98

Tailored taffeta waists in black and colors, some with embroidered or lace yokes, others tucked and pin-tucked, high neck and long sleeves; fully 10 different styles, with values ranging as high as \$8; on special sale at..... **\$3.98**

\$2.25 Sateen Petticoats \$1.50 Only

More than 50 petticoats comprise this lot, and come in several different styles, either in a good grade of sateen or in Heatherbloom. All are black, with fitted tops, extra wide flounce at the bottom and deep rust ruffle beneath; sold everywhere at \$2.25 each; now on special sale, while they last, at..... **\$1.50**

Women's \$2.00 Muslin Nightgowns \$1.25

Comes in several different styles of trimming, high or low neck, long or short sleeve, as desired; one style is lace trimmed around the neck, another has the embroidery yokes; every one is a regular \$2 value; now special at..... **\$1.25**

50 Dozen \$1.50 Shirts at \$1.00 Each

Splendid assortment of good shirts for dress or every-day wear; cuffs attached or detached; all are first-class garments, well made, large and roomy; none worth less than \$1.50; many worth \$2; on special sale at..... **\$1.00**

100 Dozen 50c Suspenders 25c Pair

In plain styles and every conceivable color combination; all are regular length, made with good leather strap fasteners; never sold for less than 50c or 75c ordinarily; our sale price, pair, **25¢**



Men's 35c Fancy Hose 3 Pair 50c

Good quality cotton hose, in very stylish and pretty ideas; more than 100 dozen included in the sale, and 50 different patterns; worth 35¢ a pair; very special at 3 pairs for..... **50¢**

Men's 50c Four-in-Hands 25c

One hundred dozen narrow four-in-hand ties, and, to be exact, are 48 inches long; pretty ties galore, and are the regular 50c quality; on special sale at..... **25¢**