

GIGANTIC STOCK-REDUCING SHOE SALE

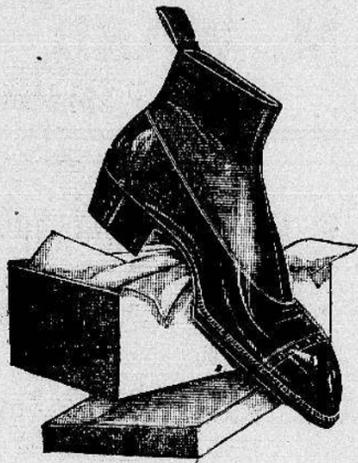
NOW ON IN THE BIG WHITE SHOE STORE

Thousands of Pairs of Reliable Shoes for Men, Women and Children Are Marked Down to Sale Prices Without a Parallel

The Big White Shoe Store carries only those shoes of time-tried quality, universal familiarity, and recognized worth. Hence, it is only natural that such great price-reductions should attract great throngs of eager purchasers. Take advantage of today's offerings while the opportunity permits.

Men's W. L. Douglas \$4 Shoes

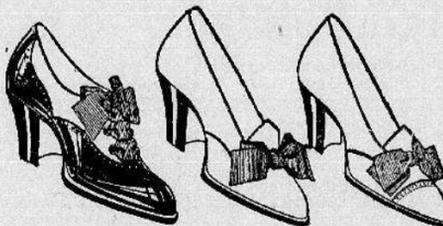
At \$2.75



Standard shoes for one-third less than you can buy them anywhere else in the world. This great stock-reducing sale has engulfed 150 pairs of the world-famous W. L. Douglas shoes—men's fine footwear with a national reputation. If you were buying sugar at your grocer's at one-third less than its actual market price, the saving would be an honest comparison to the saving you make on these shoes. Men's W. L. Douglas shoes in vicci kid, gun metal, velour calf and box calfskin and tan moosehide, lace or Blucher lace, medium and broad toe, in lasts and styles much in vogue this spring and summer; worth \$4 a pair in any shoe store in the world; 150 pairs of them in this great stock-reducing sale at, the pair **\$2.75**

Women's Oxfords Worth \$2.50, Only \$1.50
Only 150 Pairs---Buy Now; Prices Never So Low

Two hundred pairs of women's kid Oxfords, with patent tip, welted and turned-edge soles, footwear of good material, neat lasts and clever workmanship; worth \$2.50 a pair; sale price **\$1.50**



Two hundred pairs of women's golden brown Oxfords, perforated tip, welted and turned-edge soles, stylish lasts and good wear-resisting leathers; selling at \$2.50 in the regular way; sale price **\$1.50**

Queen Quality Shoes and Oxfords \$2.75
For Women---Values to \$4

One hundred and fifty pairs of Queen Quality shoes in patent colt or vicci kid, plain lace or Blucher lace, turned or welt-edge soles; cost you \$3.50 and \$4 anywhere else in the United States; offered in this sale at **\$2.75** Over 100 pairs of Queen Quality Oxford ties, in golden brown or tan kid, vicci kid and patent kid; very stylish and serviceable shoes; many \$4 values; none sells regularly for less than \$3.50; entered in the big sale at, pair **\$2.75**

Men's Oxfords \$2.75
Values to \$4

Our line of Oxfords now on sale embraces every innovation of the season. From an immense stock of hundreds of pairs now offered at reduced prices we can only quote here two rousing good values:

Thirty-six pairs men's Russian calf, Blucher lace Oxfords, swell shoes at the regular price of \$4; sale price **\$2.75**

Seventy-five pairs of men's patent colt, Blucher lace Oxfords, Lenox toe; regular values range as high as \$4; sale price per pair **\$2.75**



Women's Shoes \$1.98
Values Up to \$3.25

Almost three entire lines of women's shoes are offered at this one price—vicci kid or box calf stock in Blucher lace, medium toe, medium heel and medium heavy sole. Here, again, you will realize the pulling power of the "Big White Shoe Store" when you see these shoes, for you will recognize some genuine \$3.25 values. The big sale reduces the price to only **\$1.98**



Misses' and Children's Oxfords \$1.75
Regular \$2.50 and \$2.75 Values

Last week's offering in misses' and children's shoes and Oxfords was entirely swept away by the onrush of eager shoppers. Today entirely new and different lines are offered at just as sharp reductions.

Oxblood Oxfords, Blucher lace, turned-edge soles, 1-4 inch heel, size 8 1/2 to 2; \$2.50 values **\$1.75**

Russia calf tan Oxfords, two-buckle ties, medium sole and heel, sizes 8 1/2 to 2; \$2.50 values **\$1.75**

Children's brown calf, ribbon ties, turned-edge soles, all sizes; regular \$2.50 values **\$1.75**

Misses' Patent Kid Oxfords \$1.98

Golden brown kid top, medium heavy sole with heel, Oxfords that have cost you regularly \$2.75; in sizes from 11 1/2 to 2; sale price **\$1.98**

Boys' Dressy Shoes at \$1.50

The best wearing as well as dressy shoes for the youngsters, fine calfskin, granite calfskin or vicci kid stock; good values at \$2; sale price **\$1.50**

Children's Bootees, Worth \$2, at \$1.50

Cute little patent leather uppers, crowned with red, white or champagne top, turned soles, dainty summer shoes worth \$2 a pair; sale price **\$1.50**



\$1.75 Parasols \$1.19

All white, some with wide hemstitched edges, others embroidered. Long natural polished wood handles, ornamented with large silk tassels. Only 25 in the assortment, but values range as high as \$1.75; on sale now at, each **\$1.19**

\$2 Long Silk Gloves \$1.25

Best grade long silk gloves, double woven tips to insure good wear, 16-button lengths; come in all colors and, of course, black or white. Our regular price is \$2.00; special sale price for a few days, at, pair **\$1.25**

Remarkable Price Attractions in Lace and Embroidery

20c Embroideries at 9c

Six thousand yards of Swiss and Nainsook edging and insertion, ranging from three to seven inches in width, plain and fancy beadings, rich heavy open-work patterns, finished headings on either side, innumerable designs. Value to 20c a yard, now **9c**

15c Torchon Laces 6 1-4c

New shipment of 5,000 yards of Torchon lace edgings, insertion to match nearly every one of the numberless designs. Prettiest collection we have ever been able to show. Choose from the entire shipment, containing positive values up to 15c a yard, at **6 1-4c**

Great Sale of Ribbons
25c FOR FANCY RIBBONS
WORTH AS MUCH AS
75c A YARD.

The prettiest silk ribbons you have seen for many seasons. Fancy moire and Dresden designs suitable for every purpose that wide ribbons can be used for. Widths range from No. 60 to No. 120; values to 75c; on sale at, yard **25c**



\$5 Lace Waists and \$2.75 Tailored Taffeta Waists

A waist value that will not soon be forgotten by our Missoula ladies. About 50 beautiful waists of point d'esprit net and fine quality taffeta in many different styles are offered in this great sale at a remarkable reduction. All have full length sleeves and stock collars; waists of exceptional merit, suitable for any occasion; selling regularly at \$5; on sale at **\$2.75**

Important Announcement

A hair and complexion expert to give free demonstrations of Dr. Smith's world-famous creams, shampoos and natural hair goods.

Miss Smith, who has been associated with Dr. Smith of Buite for several years past, will give free demonstrations of the doctor's celebrated toilet goods, also expert advice on the arrangement and treatment of the hair. Miss Smith will be very glad to meet the ladies of Missoula on our second floor, front, where her display of human hair and toilet preparations will be on display.

Come today and hear what Miss Smith has to say. Hours from 9 to 12 and 1 to 6.

New Sample Line of Pattern Hats

AT GREATLY REDUCED PRICES.

Just received 100 pattern hats, a prominent New York manufacturer's sample line. They are the mid-summer styles for 1909, and, being models, naturally the colorings and shapes are most enticing. These and many others are now greatly reduced in price to insure quick and immediate selling.

\$5.00 Hats reduced to **\$3.75**
\$8.00 Hats reduced to **\$5.75**
\$10.00 Hats reduced to **\$6.50**
\$12.75 Hats reduced to **\$8.50**
\$16.50 Hats reduced to **\$10.75**

\$10 Silk Petticoats \$5

A FEW DAYS ONLY.

The best bargain in the way of handsome colored silk undershirts that we have been fortunate enough to buy, at **\$5.00**. The materials are the very finest quality of taffeta silk and each shirt has an adjustable elastic yoke that clings closely about the waist, thus insuring a good foundation for the straight line effect so much in vogue this spring. Finished with deep strapped flounce and wide dust ruffle beneath, complete assortment of colors, including changeable combinations. Fine petticoats worth \$10.00; on sale for a very few days, at **\$5.00**

Children's Coats

1/3 OFF

TO CLOSE OUT.

Closing out 100 Children's Coats, nice assortment of colors, sizes 6 to 14 years; choose from the entire lot at **ONE-THIRD OFF THE MARKED PRICE.**



1/3 OFF ON ANY OF OUR Dress Skirts

No doubt you are familiar with our lines of dress skirts and know that they are the most beautiful as well as the most comprehensive in the city. By giving our big Higgins avenue window a passing glance you will see some prices and values there that will amaze you. Even that big window permits of only a very limited showing of our enormous lines. Scores of other styles on the second floor that we couldn't show at prices now a **THIRD LESS.**

Big Modern Store

D. J. DONOHUE CO.

Always Reliable