

THE BIG WHITE SHOE STORE REOPENS ITS 98c FAMOUS SALE OF LADIES' OXFORDS AT 98c

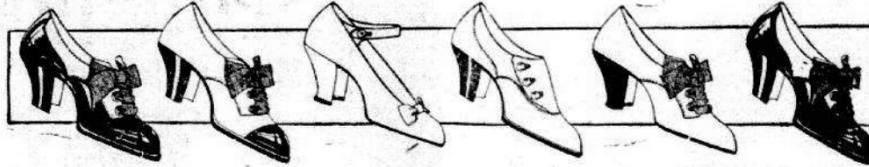
Positively Values as Illustrated, Selling Regularly Up to \$5.00

The greatest attendance and the heaviest buying ever known in the state of Montana, larger towns not excepted, was witnessed here last week during our "Famous Sale of Ladies' Oxfords." All regulation and order was swept aside by a swarm of eager shoppers.

For the reason that the shoes became mismated and the stock disarranged, the sale was discontinued indefinitely. Today we are prepared with the same bargains under better conditions of service. Come now, with full expectations of being well served.

The Bargains Are As Good

as they were last Saturday, for the same qualities and styles are offered. The stock has been neatly arranged and sorted and there are still some 1,500 pairs of ladies' and misses', boys' and youths' Oxfords in nearly all styles and leathers of the season. Choose from the immense assortment, containing values at \$3, \$3.50, \$4, \$4.50 and \$5, at the one great reduction price.....98c



You Can Help Yourself

to these big bargains by following the signs. All the Oxfords are removed from the shelves, taken out of the cartons and emptied into bins on tables; each bin is labeled according to size. Whatever your size may be you may go to that bin, plainly labeled, and select your size, in many instances, from a score of styles. An efficient corps of help has been engaged especially for today.

Charming Display of Ladies' and Misses' Ready-to-Wears for Fall

See our big Higgins avenue window. It shows Dame Fashion's Fascinating Fancies for the coming season. New arrivals daily with every incoming train.

New Fall Suits

The newest fashions of the fall season are the Moven Age style, showing the long waisted effect desired by women of fashion. Ours is the most comprehensive showing ever displayed by any one institution in western Montana. The house of Donohue Co. maintains a close relation with all eastern designers and manufacturers, thereby gaining the advantage in our suits of being distinctive, refined, exclusive and superior in quality.

THE MATERIALS are chiffon broadcloth, serges, homespuns, prunellas and mannish mixtures, the latter featuring very prominently in the showing of New York's most reliable ladies' tailors.

THE COATS are three-quarters, seven-eighths and full length, skillfully lined with white or gray Skinner's satin. In some instances the lining is in matched toques with the material, particularly in the higher colorings. A noticeable feature is that in many modes the jacket is a desirable style for wear as a separate coat.

THE SKIRT is generally full plaited, though the plain gored skirts are almost as prominent in the showing. Hip yokes supplemented with plaits extending from the knee down are to have a great vogue.

THE COLORS.—Mannish mixtures are the leaders, undoubtedly, though gray, taupe, wisteria, catwaba and, of course, black and navy, are as prominent as ever. The season's new color is raisin.

Prices are from \$25 to \$60



First Coats to Arrive

are almost all full length, and come in a variety of mannish cloths, covert, coating serge and broadcloth, lined or unlined. Garments are cut and tailored in mannish effect. Jet buttons are a feature, though the trimmings are conspicuous by their absence; prices range from.....\$19.50 to \$35

Handsome Assortment Children's Winter Coats Just Arrived

Nowhere in town can you find half the quantity of children's and misses' garments that you find right here. Our stock of children's coats has just arrived and is on display. So varied an assortment prevents any lengthy description. Some new ideas will be found in our bearcloths, kerseys, Meltons and velours. All sizes are well represented in all the styles. Come, see them; your inspection is invited, whether you come to buy or just to look; prices, \$3.50 to \$17.50

The Misses' Suits

A few of the larger misses' sizes are in and are tailored and finished in the same style and materials as the ladies' suits; prices range up from.....\$25

Missoula's MILLINERY HEADQUARTERS

Resplendent In Its Fall Exhibit

The daily trains are bringing in immense shipments direct from New York to Missoula's Millinery Headquarters. A distinctive and effective line of Gage hats are out and ready for your selection today. Some new shapes in handsome and stylish tailored effects. The Marquise, the Cavalier, Spanish turbans and others are to be the leading styles this winter.



Other New Millinery Features

Leather is quite the thing among the fall designs. While leather trimmings such as chamois, white kid, etc., are quite frequent, even the entire shape is made with a leather ground. Moire is the most prominent just now for bodies with trimmings of gold and silver cloth.

Other New Trimmings

will be noticed in jet cabochons, wings, breasts and aigrettes, the latter being the feature among the decidedly new effects.

Children's School Hats

for fall and winter are interesting and very tasty because of their jaunty effects found in the Suzanne, pansy, sombrero and vacation styles, all with felt bodies, in decidedly new colors.

The New Fall Waists



In our Higgins avenue window you'll see some new effects in tailored waists, lined and Madras, hand embroidered, which are priced from \$1.50 to \$5. Silk jersey and moire waists are to be the season's leading styles, and deserve your closest inspection; priced from \$1.50 to \$10.

FALL SHOWING OF MEN'S CLOTHING

Most Superb Line In Montana

LISTEN TO THIS, MEN: Fashion's dictates are very scrupulous this season. The gentlemen of taste and those who wish to conform to fashion will not accept any extreme of fashion such as loud or boisterous trimmings or exaggerated cuts. No doubt we shall see some such suits on the various men we meet, but rest assured they are not stylish, not tasty, but are almost vulgar. These styles that Dame Fashion accepts are found in our far-famed

Alfred Benjamin New York Made Clothes

born in the nation's fashion center, where every authoritative style originates. You know the quality. Prices from \$22.50 to \$40

THE COLLEGE STUDENTS' STYLES

are affected by fashion's demands to a very great extent. Our "Sophomore" and "Harvard cut" clothes, designed especially for the college boys, are distinctive in their high colorings and the athletic shoulder effects in vogue for fall and winter, the season of many sports and games.

A WORD ON COLORS AND FABRICS.—The loud colors are strictly prohibited. Grays predominate and green shades are popular. The coarse, heavy weaves are the correct fabrics. The college student is permitted higher colorings and slightly stronger ones, but anything tending toward conspicuousness is entirely out of fashion's realm.



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Flannels and Flannelettes

The wise ones are commencing to make up their winter supply of nightgowns, bath robes, dresses, sucoques and other garments before the winter is established. 'Tis better to be prepared.

Full lines of outing flannels at yard, 8 1-3c, 12 1-2c and 15c
Fleece-lined flannels, new figured effects, for kimonos, dressing sucoques, etc. Yard 12 1-2c, 15c and 20c
French flannel waistings; new ideas in plaids stripes and figures, yard 48c to \$1

TWO SPECIALS IN THE DRY GOODS SECTION

65c and 75c Hose 39c Pair 10c and 12 1-2c Gingham 5c

Closing out several lines of fancy hosiery and silk hosiery; black and white and all shades high colorings; gently worn to 75c a pair. Special.....39c

Short lengths of fine dress gingham and apron gingham; full assortment of colors; cost you as much as 12 1-2c a yard in the bolt. Special.....5c

New Overcoats, Hats, Skirts and Dress Accessories

have arrived and are on display. You are invited to look and please consider yourself under no obligation whatever to buy. We court comparison; in fact, we urge it. Our hats are every one of a time-tried quality and have stood the test of comparison before; that's when it's easiest to make a sale.

Missoula's Big Modern Store

D. J. DONOHUE CO.

The Reliable Profit Sharers