

1900 THE D. J. DONOHUE CO.'S 1909 NINTH ANNIVERSARY SALE

Inaugurated to Celebrate the Ninth Birthday of Missoula's Big Modern Store by Giving Biggest Values in All Lines of Fine Fall Merchandise

NINE years ago, at its present location in the Daly block, the D. J. Donohue company opened its doors to the public, occupying only one floor. Today the D. J. Donohue company occupies the entire building, consisting of four floors, displaying the largest and most complete stocks of ladies' and men's fine wearing apparel, millinery, shoes, dry goods, carpets, draperies, bedding and luggage. For such a rapid growth from a comparatively small store to first place in the mercantile business of western Montana history furnishes no parallel. The reason is obvious—it means that each succeeding year of those nine has been more prosperous than the last, a result brought about by the ever constant and loyal keeping of the public faith.

We rejoice in our popularity and we want you to share in our joyfulness. To show our appreciation of the people's favor we launch this Anniversary Sale of fine seasonable wears, a veritable jubilee of remarkably fine bargains, considering that you can enjoy the wear of every article from the beginning of the season for which they were intended; truly no small matter, nor one to be lightly considered. Women and men alike are well advised if they look through our enormous stocks during these radical price reductions and select all their fall and winter needs. The savings are substantial, while the qualities are above the standard of excellence.

THIS concern is constantly on the alert for better merchandise and greater values to give to its patrons, and is always the first to install any new improvement in modern store equipment and service for the betterment and uplifting of Missoula and her community. Our past efforts that have been fraught with so many precedents will be eminently greater. Our highest endeavors will be to carry only that class of goods that is of a time-tried quality, and yet be the first to introduce the newest ideas in all lines of our business. We shall continue to see to it that this concern progresses upon the small profit on the many sales, not upon a large profit on the few.



MEN'S SUITS AND OVERCOATS Greatly Reduced

FIRST AND ONLY REAL REDUCTIONS THAT HAVE BEEN OFFERED ON CLOTHING FOR THE NEW SEASON.

During this great jubilee week of our big anniversary sale men's suits and overcoats suffer the keenest price reductions on anything you may select, be it a fine "Benjamin," a swagger "Sophomore," or any other of our regular low-priced clothing. That our lines are unequalled in any point is a generally acknowledged fact, and now that these reductions, sharp ones, too, come just at the time when everyone is selecting their fall and winter garments, this sale offers remarkable advantages. We wish it emphatically understood, however, that the following cut prices prevail only during our anniversary sale.

All suits or overcoats, regularly priced up to \$18.00, anniversary sale price.....	\$12.75
All suits or overcoats, regularly priced up to \$22.50, anniversary sale price.....	\$14.75
All suits or overcoats, regularly priced up to \$25.00, anniversary sale price.....	\$18.75
All suits or overcoats, regularly priced up to \$30.00, anniversary sale price.....	\$21.50

Boys' \$6 Suits Cost Only \$3.98

Straight pants suits, in a variety of colors and all mannish mixtures; each suit embodied in this sale is of superb workmanship and tailoring, being of the celebrated "Hercules" make; reinforced at all the vital points; guaranteed to wear and look as well as suits sold by our competitors for twice the money; choose from 50 suits, involving genuine values up to \$6.00; anniversary sale price..... **\$3.98**

Severe Concessions in Ladies' Suits and Dresses

EXTRAORDINARY VALUES THESE, FOR YOU MUST REMEMBER THAT ORDINARILY THE GREATEST VALUES IN LADIES' READY-TO-WEARS ARE ALWAYS FOUND HERE.

We never have and never will permit anyone to undersell us on goods of equal quality, and our reputation for the finest and most elegant suits in Missoula at an extremely modest price have combined to make our ladies' department as strong, if not the strongest, feature of the big modern store. Now, however, our anniversary sale places new and much lower prices upon every single suit throughout the entire lines. Any marked reductions elsewhere would only bring their values on a par with our regular prices, while the following concessions offer substantial savings on the most desirable suits in the city.

Ladies' suits, regularly priced up to \$20.00, anniversary sale price.....	\$14.75
Ladies' suits, regularly priced up to \$25.00, anniversary sale price.....	\$18.00
Ladies' suits or coats, regularly priced up to \$32.50, anniversary sale price.....	\$24.75
Ladies' suits or coats, regularly priced up to \$40.00, anniversary sale price.....	\$29.75

Handsome Dresses Only \$12.75

Nearly 100 dresses, beautiful new fall styles just arrived in time for this celebration, in broadcloth, cheviot or serges. The great variety of styles, tasty braid ornaments and pretty colors combine to make this the greatest value ever offered at such a phenomenally low price. They must be seen to be appreciated; our show window displays only a few of these many pretty dresses. During the anniversary sale, only **\$12.75**



Numerous Anniversary Attractions for Men and Boys

MEN'S SHIRTS.

Suitable for dress, attached or detached cuffs; full assortment of sizes and wide choice of colors; genuinely worth up to \$2.00; anniversary sale price, **\$5c**

MEN'S UNDERWEAR.

Heavy fleece-lined lambs-down, gray mixed color; excellent value at \$1.25 a garment; anniversary sale price..... **85c**

Pure worsted underwear, very fine quality; worth regularly \$2.50 a suit; anniversary sale price, suit..... **\$1.75**

All pure-wool underwear, sanitary, best quality; worth \$3.50 a suit; anniversary sale price, suit..... **\$2.25**

Boys' Caps

An extra special offer of 50c caps, suitable for fall wear to school; anniversary sale price, each..... **25c**

Fur-lined caps, folding ear protectors; sale price..... **45c**

Knee Pants

Choice of some 150 pairs of boys' knee pants; worth as much as 75c to \$1; alteration sale price..... **55c**

Anniversary Sale of Shoes

The heavy purchases for fall and winter are filling the big white shoe store to overflowing. Shoes for everybody are priced to please you during the anniversary sale event. Listen to these prices:

Men's shoes, for work or business wear, good enough even for dress; regular \$3.50, \$4.00 and \$5.00 values; anniversary sale price..... **\$2.98**

Women's shoes and slippers, in odd sizes; sold regularly at \$3.50, \$4.00 and \$5.00; anniversary sale price..... **\$2.98**

Women's and misses' \$1.50 grade Juliets, black, tan and gray; anniversary sale price..... **98c**

Misses' and children's \$2.00 and \$3.00 shoes; nearly all leathers; all sizes; anniversary sale price..... **\$1.48**

1,000 Yards Carpet Remnants 75c Yard

A splendid opportunity to furnish a small room or to make a rug at an insignificant cost. Short lengths in pretty patterns up to 20 yards long. Wilton velvets, Axminsters, body brussels and tapestry; genuinely worth up to \$2.00 a yard; anniversary sale price, yard..... **75c**

\$30 Room-Size Velvets Only \$19.75

9x12 velvet rugs; good, close-woven nap, beautiful floral and oriental designs; sold in many carpet stores up to \$30.00; anniversary sale price..... **\$19.75**

Comforts, Blankets, Pillows, Reduced

LOWEST PRICES PREVAIL DURING ANNIVERSARY SALE.

Heavy comforts, cotton filling, at \$1; extra sizes at **\$1.25** and **\$1.50**; splendid values at \$2.00, \$2.25 and \$3.00.

All-Wool Blankets—10-4 size; worth \$5.50 a pair; extraordinarily reduced for the anniversary sale at, pair..... **\$3.90**

Cotton Blankets—150 pairs, 11-4 size; fancy double fleeced, mottled in gray; worth \$1.50 a pair; sale price..... **\$1.75**

Pillows—Large pillows filled with feathers, covered with fancy ticking; odorless, guaranteed sanitary; worth \$2.00 pair; anniversary sale price..... **75c**

125 Stylish Hats in This Anniversary Sale at \$5.00



THE WHOLE OF A MANUFACTURER'S SAMPLE LINE, CONTAINING GENUINE VALUES UP TO \$12.50.

By securing the entire line we were able to get a remarkably low price, the benefit of which we share with you when we assure you that many of the hats would sell readily at \$12.50 separately. There are no two alike, so great a variety of styles and trappings are involved. Your choice for the anniversary at **\$5.00**

CHILDREN'S HATS.

For school wear; pretty felt bodies in becoming shapes, tastily trimmed; priced at only **75c**

Children's Coats for Less

This section contains the largest and finest assortment ever shown by us or any other firm in Missoula. Prices are irresistible for the anniversary sale.

Ages up to 6 years, now..... **\$2.50 to \$6.00**

Ages up to 14 years, now..... **\$3.75 to \$12.00**

LADIES' and MISSES' \$3 SWEATERS \$1.75

Fine all-wool sweaters, several styles in fancy stitching; come in gray or white; reinforced fronts to support buttons; 10 dozen in this lot, containing values up to \$3.00; anniversary sale price, only..... **\$1.75**

\$2 HEATHERBLOOM PETTICOATS 98c

Black petticoats of good grade heatherbloom, deep flounce, fancy stitching and tucks, dust ruffle; a \$2.00 garment; anniversary sale price..... **98c**

Women's Rustproof Corsets at 75c

Several styles in white cotton; guaranteed not to rust, break or tear; worth \$1.50; now only..... **75c**

Another style and better quality, worth \$2, at..... **\$1.25**

New fall models in the celebrated Redfern corset, long hips; guaranteed whalebone; many \$5.00 and \$6.00 values; anniversary sale price..... **\$2.50**

KNITTED UNDERWEAR and HOSIERY

The label "Forest Mills" means the best underwear for women and children on the market—that is, form-fitting, sanitary, hand-trimmed and finished. Every garment non-shrinkable and retains its correct form. The following are some attractive anniversary sale prices: Children's fleece-lined cotton underwear, gray or peeler, fine ribbed; a garment..... **25c and 35c**

Children's fine wool-mixed vests and pants, in peeler only; a garment..... **65c**

Women's union suits, finely ribbed, fleece lined, medium weight, silk-crocheted finish, peeler; the suit..... **\$1.50**

Women's fine merino underwear; a splendid garment for the fall and winter; the garment..... **65c**

Women's all-wool union suits; exceptionally fine values; priced at, the suit..... **\$2.25**

Women's knitted corset covers..... **35c to 65c**

Ladies' 25c plain black cotton hose, now, pair..... **12 1/2c**

Ladies' 35c heavy cotton hose, plain or ribbed, now, pair..... **23c**

Children's 25c cashmere hose, fleeced, spliced heel and toe; 3 pairs..... **50c**

A Host of Anniversary Attractions for the Ladies

NECKWEAR—

New white or black net bows, also pretty velvet bows ornamented with jet ornaments. Anniversary sale price..... **35c**

RIBBON—

7-inch wide variety, silk, and desirable plain color; regular 50c a yard. Anniversary sale price, yard..... **25c**

RUCHING—

Six necklength, assorted colors and styles in a box, now offered in this anniversary sale at, box..... **25c**

ROUTING FLANNEL—

A 12 1/2c grade, on sale at, yard, **7c**

A 15c quality, for kimonos and dressing gowns, yard..... **11c**

A 25c quality, for-waists and other uses, yard..... **19c**

Fine bathrobe flannels, offered at, yard..... **35c**

JEDSPREADS—

\$1.75 spreads, now..... **98c**

\$2.00 spreads, fringed, now..... **\$1.39**

\$2.25 spreads, extra size, now..... **\$1.69**

TOWELS AND TOWELING—

10c honeycomb towels, each..... **4c**

20c huck towels, each..... **10c**

25c huck towels, extra large, each..... **17c**

35c Turkish towels, each..... **19c**

Crash toweling, yard..... **3c**

SHEETS AND SHEETING—

\$1-3c 36-inch bleached sheeting, yard..... **5c**

10c 36-inch fine sheeting, yard..... **8c**

\$1.00 sheets, torn and hemmed..... **75c**

25c slips to match, each..... **15c**