

BARGAIN CARNIVAL AT DONOHUE'S==BOOSTING MISSOULA

Encourage home patronage and industry! To give our guests at the track meet, the carnival sight-seers, our new citizens and tourists at the reservation an insight to our local advantages, the Donohue Company makes known Missoula's greatest mercantile possibilities during this memorable week. The biggest and most important event comes in mid-season, and is an

IMMENSE REDUCTION SALE ON WOMEN'S FINEST READY-TO-WEARS

Big Reduction Sale on Women's Spring Coats

The Season's Newest Effects in Pongee, Linen and Cloth of Gold. See Window Display Today.

Now, ladies, there can never be so good an opportunity again to get a good coat, one of this season's popular styles and best fabrics, at such a splendid saving on regular prices. If you have seen any coat that has particularly delighted you it is here at a most attractive reduction. Every size and every good style awaits your choice, now, during this bargain week. These prices indicate truthfully the radical reductions:

All \$20.00 spring coats now greatly reduced to only	\$12.50
All \$25.00 spring coats now greatly reduced to only	15.75
All \$30.00 spring coats now greatly reduced to only	19.75
All \$35.00 spring coats now greatly reduced to only	22.50
All \$40.00 spring coats now greatly reduced to only	27.75



Big Reduction Sale of Women's Fine Suits

The Suits Involved Are the Very Cream of Correct Fashions, Fabrics and Tailoring.

The illustration is a correct portrayal of two styles taken at random from the stock. While some are severely plain, others are most artistically trimmed with braid, buttons and so forth. Styles that are absolutely unimpeachable, the very highest of the tailoring art, can be bought here this week; it's mid-season at that—at a saving astonishingly large. Secure yourself a fine suit for the price of the common sort.

Fine \$30.00 and \$35.00 tailored suits now greatly reduced to	\$19.75
Fine \$35.00 and \$47.50 tailored suits now greatly reduced to	22.75
Fine \$40.00 and \$45.00 tailored suits now greatly reduced to	29.50
Fine \$50.00 and \$60.00 tailored suits now greatly reduced to	37.50

Immense Reduction Sale of Women's Fine Spring Capes

We expect as heavy selling in capes as in coats for capes are no less the more attractively reduced. The assortment of colors is complete, though the present modes require the military effect, so these are the only styles shown this season. Good quality broadcloth, high grade in every respect, brass button trimmings and gold braid. Be among the early shoppers.

\$10.00 capes reduced to	\$6.75	\$20.00 capes reduced to	\$12.50
\$12.00 capes reduced to	\$8.00	\$22.50 capes reduced to	\$14.75
\$15.00 capes reduced to	\$10.75	\$25.00 capes reduced to	\$16.50

REDUCTION SALE OF GIRLS' SPRING COATS

Cute little overgarments, all of this season's new style and fabrics—pongees, serges and fancy coating, in plain colors, blue, green, tan, cardinal, navy, rose and, in fact, any color one could desire. Full and complete range of sizes from 2 years upward. Prices are reduced from \$1.00 on the very small sizes to \$5.00 on the largest. Selling prices are now marked at **\$2.39, \$2.50, \$2.75, \$3.50, \$4.75** and **\$6.50**

Immense Reduction Sale of Women's Splendid Dress Skirts

By no means are these cheap skirts. We have made price reductions on only those of the best styles and materials, while the fancy ones are of the most wanted patterns and colors. It is a most excellent opportunity to get a classy skirt and wear a shirtwaist during the warm days now so soon to come. No woman ever had too many good skirts anyway, so now is the time to provide.

\$10.00 skirts reduced to	\$6.50	\$15.00 skirts reduced to	\$9.75
\$12.00 skirts reduced to	\$7.50	\$17.00 skirts reduced to	\$10.50
\$13.50 skirts reduced to	\$8.75	\$20.00 skirts reduced to	\$12.50

Fifty Hats---The Pick of the Season---at Greatly Reduced Prices

Some of Spring's Best Millinery Offerings Saved for This Event

We have an enviable reputation for fine millinery bargains and we can say with perfect candor that these are exceptionally good bargains, even with us. The sale embodies some 50 fine pattern hats, Milan and Leghorns, also neat turbans and small shapes, beautifully trimmed in a manner most popular. Colors offer wide selection.

15 pattern hats, worth \$12.00, now	\$7.50
10 pattern hats, worth \$13.50, now	\$8.75
18 pattern hats, worth \$15.00, now	\$9.50
7 pattern hats, worth \$20.00, now	\$13.25



Another 50 Hats at \$5

VALUES ARE UP TO \$10.50

This assortment of 50 stylish trimmed hats was gleaned from the entire stock, selected here and there almost at random. The bodies are silk braids over wire frames; also a goodly number of straws. All in new spring and summer shapes, prettily trimmed in many new styles, flowers and ribbons are the principal adornments. After the assortment was made up we found that the values are actually up to \$10.50 and not a one was marked to sell below \$7.50. Choice of the lot at **\$5.00**

ITEMS OF VITAL IMPORTANCE TO EVERY WOMAN IN OR NEAR MISSOULA

Another Shipment of Handbags

All new shapes and leathers, some have gusset buttons, polished brass trimmings heavily embossed. Also a great number are equipped with a metal name plate for engraving initials, an entirely new feature. Colors in black, tan, gray, green and blue, in sizes from 8 to 14-inch frames. Prices are **\$1.50 to \$10.00**



New Neckwear

The very last word in stylish neckwear here and at prices considerably lower than can be found on equal qualities elsewhere. Dutch collars and jackets are very popular and are priced up from 25c. A new idea is the sailor effect, embroidered with colored designs, these at 25c and up.

SPECIAL SALE OF CHILDREN'S ROMPERS 25c

It is a price lower by half than you will find elsewhere for splendid chambray rompers, well and carefully made; all seams and outer edges bound with white tape and a large patch pocket will greatly please the youngster; 50c is a fair price and is what is asked regularly everywhere for these rompers—our special price **25c**

We reserve the right to withdraw this sale at any time after a liberal quantity has been sold.

All Kinds of Belts on Sale

Five dozen elastic belts, neatly embossed and furnished with heavy, either plain or fancy, and some are jewel studded. Come in any wanted color, are adjustable and are worth fully a dollar each. Special at **50c**. Other belts, enameled leather, elastic with leather ends, dip front and gilt belts in an almost exhaustless number of styles, noticeable are the chateaucer effects, priced reasonably at **75c up to \$2.50**

PARASOLS! PARASOLS!

Every woman and child will want a parasol and the question of where she shall get it will rest with that store which has the greatest assortment at the lowest prices. Therefore, we expect to do the greatest business in parasols, for we have them at 25c for children up to \$12.50 for women.



Immense Reduction Sale of LADIES' AND MISSES' OXFORDS

Ever been down in the Big White Shoe Store on a warm day? It's the coolest place in Missoula then, likewise in winter it is the warmest and pleasantest place because it is not susceptible to sudden changes in temperature. It is quite the pleasantest place to shop for footwear and you'll always find genuine bargains there. Here are some substantial reductions on shoes of the latest style for women:

WOMEN'S HIGH GRADE

\$4.50 OXFORDS OR PUMPS, \$3.25
One-eyelid black crayonette oxford, military heel, short vamp, also pump of same leather with low ankle strap, plain toe, 1 1/2-inch heel, dainty shape, both genuine \$4.50 values, on special sale at only **\$3.25**

WOMEN'S HIGH GRADE

\$5.00 PATENT COLT OXFORDS, \$3.65
Two styles in all patent colt, one with Princess toe, 2-inch heel; the other custom made, plain toe, two-bar strap, patent leather bow, very latest effects in good footwear; \$5.00 grades, on sale at **\$3.65**

OTHER SPECIALS FOR WOMEN

Women's patent colt, kid button oxfords, dull kid top, in 2 and 4-button styles; **\$4.50** grades at, pair **\$3.50**
Women's patent ankle strap pumps, silk ribbon bow, welted sole, tip toe, **\$4.75** grade **\$3.55**



Immense Reduction Sale of MEN'S AND BOYS' OXFORDS

Considering that you can buy satisfying shoes of known merit for less than the prices asked elsewhere for shoes you never heard of before, is a pretty safe reason why you should confine your shoe buying to the Big White Shoe Store. This is the home of Stacy Adams' fine shoes for men and W. L. Douglas, who makes the best \$3.50 and \$4.00 shoe on earth. Some reductions:

Men's \$4.50 Fine Oxfords \$2.95

Men's patent colt, dull calf or vici kid leathers, the new live wire last, welted sole, blucher cut, good wearing, solid-leather shoes and up-to-the-minute in style; regularly priced here at \$4.50; in this reduction sale at only **\$2.95**

\$3.50 AND \$4.00 BOYS' SHOES, \$2.75

Boys' and youths' high cut shoes in patent colt, vici kid or tan box calf, blucher cut, heavy sole, just the thing for rainy spring weather. Regular \$3.50 and \$4.00 values, on sale at **\$2.75**

