

Spring

Monday morning we inaugurate our initial **SPRING DISPLAYS** all over this Big Store. The earlier lines are ready and we extend a most cordial invitation to the men and women of Missoula to come and see. Everything is bright, fresh and new now.

SPRING SILKS

OUR DOLLAR MESSALINE

Recognized by the best dressmakers and the most discriminating women of Missoula as heavier, better, more lustrous in finish and more exquisite in the shadings than silks in other stores sold for a dollar and twenty-five and a dollar and fifty. There are altogether 72 shades in this silk, prominent among them are the new spring colorings, shrimp pink, pistache green, Nell rose, burnt orange, imperial green, baby blue and the very beautiful two-tone light effects; besides this there is every shade in staple and evening shades that are made; yard **\$1.00**

SPRING LINENS

BEAUTIFUL IMPORTED GOODS

Linens seem, if early indications count for anything, to be the most promising fabric for spring and summer garments. Our early showing is a splendid one, consisting of ratine effects, blue or pink ground with the white snowflake; plain French Ramie linens in white, blue, pink, copenhagen, lavender or gray; dark woven fancy effects in navy or oxford gray, and some stunning striped effects, natural grounds with black or navy stripes; these linens, every one of them, are strictly imported goods; 40 to 45 inches wide; priced, per yard, \$1.00, 85c and **75c**

Men's Hats

Mallory's and Stetson's
\$3.50 and \$5.00

The big showing in our North Windows are well worth a study. Assembled there you will see the newest and noblest creations in men's hats that these two famous factories have made; especially attractive are the new scratch hats, light in weight, light or medium in color, and altogether new. These spring hats will give any man a keen longing to discard his old winter one and buy anew.

BIG SHOWING OF FLOWERS AND FEATHERS

SPRING WASH GOODS

VOILES ARE MOST PROMINENT

In wash goods this season, there is a great variety to select from; ratine and crepe effects are much in demand, but the earliest showing is voiles; beautiful, sheer voiles; some of them have satin stripes with neat little rosebud and other floral effects; others are the full yard wide "New Fashion Voiles," a sheer, pretty fabric with borders or plain; the designs and colorings of these fabrics are exceptionally beautiful and will make their appeal to the most fastidious dressers; prices are, per yard, 50c and **35c**

Men's Suits

Sophomores and Benjamins
\$25.00 to \$35.00

Smart products of two of America's foremost factories. This initial showing will please and interest men. In the sophomore line, and chief among its line, is the nobby, natty Norfolk suits for young fellows. These suits have a coat the back of which is altogether new and one that we know will take. In the Benjamin line there are lots of things in the way of cut style and fabrics that men will like. Come and see the new clothes.

NEW SHIRT WAISTS AND CORSETS HERE

Stylish Early Millinery

If you are interested in early spring hats you should take a trip down town today and see the elaborate display now showing in our

South Windows

You will see spread out to good advantage some fifty of the smartest and newest styles for early wear. It is a showing worth while. Assembled here you will see plumed hats and natty little street hats. The most prominent colorings for spring are well reflected—burnt orange, Nell rose, taupe, lavenders and wisterias, browns, combinations of brown and burnt orange, peacock and Copenhagen, black and burnt orange, burnt orange and gray. Some hats in particular deserve special mention—dainty turbans covered with a mass of forget-me-nots, and matched colorings. We want to convince you that for stylish up to the minute millinery—

**The Donohue Store Stands
Out Above Others**

Flowers, Foliage, Feathers

Plumes in most wonderful combinations of colors, fantastic many of them, yet odd and agreeable; foliage in the new variegated shades, stick-ups and novelty fruit make up one of the most beautiful showings we have ever made.

Missoula's Great Garment Store Ready to Show Spring Goods



Snappy Spring Suits

The early showing of spring suits speaks well for the popularity of 28-inch length coats and wider width skirts. We are

Showing a Good Line of Them

Now in our ready-to-wear department on the second floor. Every day brings to us still more. Most prominent colorings are taupe, gray, navy, brown, Copenhagen and two-toned fabrics; lots of pretty striped effects are showing, too; the skirts are wider than those worn the past two seasons, most of them are strictly tailored, with quite a lot of buttons; others have a clever little gathering at the back; high waist lines are in vogue, too. The coats are 26 and 28 inches in length. Norfolk belted styles are quite in evidence. The fabrics most shown are plain and fancy Bedford cords, diagonals, imported striped novelties and some whipcords. We are featuring Wooltex garments—

**Which Makes Donohue's
Ready-to-Wear Store Better
Than Ever**

UNDERMUSLINS

New spring muslin underwear in gowns, corset covers, princess slips, combinations, drawers and skirts—the most desirable goods priced so as to make them popular.

The Newest Coats

Are made of ratine sponge cloth and storm serges. They are three-quarters in length, and come in the good staple and fancy spring colorings. We cannot show you any great variety as yet, but enough to show what styles will be.

The Donohue Shoe Dept. Contains Only Popular Brands of Shoes

Some Shoe Facts Worth Knowing
Donohue's Three Dollar Shoes for

Women, cannot even be duplicated, let alone beaten by any other Missoula store. We have a stated, well-defined policy now in our shoe section to confine our efforts to shoes that are popular in price; every cent's worth of shoe value that we could find are in these shoes. **\$3.00**

Donohues
THE ECONOMY CENTER

More Facts About Women's Shoes
A Line at Three Fifty that

We are well proud of. When leather was going up, way beyond all reason, we sent back and smiled, knowing that all of our purchases were made and our trade protected. The shoes at this price that we show for spring are far and above the ordinary run of shoes that sell for. **\$3.50**

