

McDonald's June White Sale

A Timely Selling of Seasonable Shoes at a Substantial Saving to You.

The Whys and Wherefores of Wearing White---by John D. McDonald.

Did you ever try to eat lemon pie without the lather on top? Well, it's just like a summer without sunshine or white shoes, it's unsatisfactory, incomplete.

A few years ago folks felt that white shoes were made for lounge lizards and idlers and that busy working people could not afford to wear these cool, comfortable foot coverings.

Now, it's different, everybody that has any feeling for their feet or respect for their purse wants a pair of white shoes in the summer and the way I've priced 'em for this June White Sale will crystalize your yearning into proud possession.

I must have been dreaming of Florida when I bought this

summer's stock of white shoes 'cause I got 'em from soup to nuts, from Alpha to Omega, I have enough white shoes for two summers or two stores.

Since summers come singly and I have but one store I can do just one thing—I'm going to sell white shoes so cheap that everybody who knows the cool comfort of whites will buy 'em from me and folks who never owned a pair will take to 'em like a bridegroom takes to biscuits. They'll like 'em in spite of themselves.

Compare these prices with what you have to pay for leather shoes and stop in this week and slide your aching feet into a pair of these comfortable income respectors.

Selling Starts Monday, June 16

Women's white shoes and low cuts, all sizes, worth to \$3.50 pair; priced for the June white sale

\$ 2.30

Men's white and colored canvas shoes and oxfords, worth to \$4.00 a pair; priced for the June white sale

\$ 2.40

Children's white canvas shoes and slippers, worth to \$2.00; priced for the June white sale

\$ 1.30

White duck two strap pump with full Louis heels and rubber soles—sport shoes with rubber soles and low heels—rubber soled white duck outing shoes, high and low cut—white canvas Mary Jane pumps with leather soles and heels—two strap canvas pumps with ivory leather soles and Cuban heels—white poplin oxfords with covered Cuban heels—in fact every wanted style in the lot.

Worth to \$7.00
at **\$4.60**

Women's white Panama cloth 8½-in. boots, women's white nubuck 8½-in. lace boots, women's rubber soled nubuck sport boots, women's ivory soled white duck shoes, women's Panama cloth pumps, Louis heels; women's Panama cloth oxfords, Louis heels.

White and tan canvas oxfords with leather soles, round toe and English style—white Sea Island duck boots with rubber soles—buff canvas sport oxfords with rubber soles and heels—white duck shoes and low cuts with fibre soles that are trimmed and finished like the finest welt sewed shoes. Good assortment of sizes in each style.

Worth to \$5.00
at **\$3.40**

Women's two strap canvas pumps, covered heels; women's Sea Island duck pumps, covered heels; women's Sea Island duck pumps, Louis heels; women's lace boots, white soles and military heels; women's white "Nile" cloth 8½-in. lace boots, covered Louis heels; women's white duck lace boots with natural leather soles and heels.

Children's poplin button boots with hand turned leather soles—white duck two strap pumps with leather soles—white Sea Island duck Mary Janes and white "Polar" cloth boots and low cuts, all sizes up to No. 8.

The sizes up to No. 11 go at \$1.80.
And big girls sizes are priced \$2.30.

Worth to \$6.00
at **\$3.80**

Women's white "Zero" cloth opera pumps, hand turned soles, covered Louis heels; "Zero" cloth lace oxfords with turn soles and covered high heels;
The same thing with heavier soles and white enameled heels.
Sport shoes of white "Zero" cloth with rubber soles and low rubber heels.

Women's snow white "Ostend" Cloth nine inch dress boots, ivory welting and Goodyear welt wedged soles, long vamp, stylish last, 1½-in. military heel; a \$9.00 shoe, priced for June white sale at

\$ 7.60

Women's \$15.00 white washable kid 9-in. lace boots with full Louis heels and white calfskin colonial pumps with high tongue and full Louis heel, from Philadelphia's finest factory, priced for June white sale at

\$ 9.80

John D. McDonald Shoe Co. Great Falls, Montana