

Mail Order Service

—is recommended for patrons, new and old, who desire the same courteous, prompt attention given personal shoppers. We are always glad to welcome new names to our large list of Mail Order Shoppers. Visitors to Great Falls are especially invited to visit our store during Auto Show Week, March 15 to 19.

Strain Brothers

THE BIG STORE

Our Window Displays Are Your Guide

—They are the "eyes of this big store" and display the new and especially interesting things our advertisements tell you about. Window shopping is always popular at "the big store." Make it a habit to see our window displays for new ideas for spring.



VEILS---to take the Terror out of March Winds

Blow, winds, blow, but with a smart veil over her chapeau what cares she! The new veils are very chic, showing the new drape effects so favored for spring. All the desired shades and black, with striped and floral designs.

Priced **\$1.00 to \$6.00**

40 INCH IMPORTED ORGANDIES

Permanent finish, with pretty embroidered designs in contrasting shades. Colors navy and yellow, tan and brown, tan and navy, orchid and white and rose and white.

Newly priced, yard **\$1.79**

EMBROIDERED AND EYELET ORGANDY

Is one of the creations for spring that will delight Milady's most fickle fancy. Most useful and charming for collars, cuffs and vestees. They come in lavender and gold, copen and gold and copen and white. 45 inches wide and priced, the **\$3.95** yard

A SWAGGER BAG

—must be worn with the new frock or suit—to be sure; and it will be of handtooled or ostrich grained, black, brown, gray or bronze leather. Priced, **\$3.50 to \$13.50**

ALL-OVER EYELET CAMBRIC

For vestees and collar and cuff sets or dress trimming. Eyelet cambric comes in ecru only. 40 inches wide. Priced, the yard **\$10.00**

CORO PEARLS FOR THE EASTER COSTUME

Add the final touch of charm. Coro Pearls are exquisite with all the soft and lustrous loveliness of oriental pearls; they have the tint and texture and the glow and glamour of the gem brought up from the oceans bed. Priced—**\$12.50 to \$40.00**

SILVO BAR PINS SET WITH RHINESTONE GEMS

Silvo bar pins have all the chaste beauty of finer and more costly pins and when set with white, emerald colored, sapphire, and garnet colored rhinestones they make an attractive accessory to Milady's dress. Some are equipped with safety fasteners.

Priced, **65c to \$4.00**

—Strain's Main Floor.

The Fairies Spun this Silk for You

—that's why it is called Fairy Spun Silk, and that is why it will be one of the most beautiful and favored silks for making such spring garments as frocks, blouses, vestings, sports skirts and other apparel, for

which women of particular taste prefer the newest of silk fabrics. Fairy Spun Silk comes in shades of maize, honey dew, turquoise, tomato and navy blue and black. Especially low priced, at—

\$2.69 the yard



The "First Home in the Land" has its rugs cleaned thoroughly by

The HOOVER
IT BEATS... AS IT SWEEPS AS IT CLEANS

At the White House, in the regal abode of the Mikado, in the sumptuous homes of six U. S. Supreme Court Judges, in John D. Rockefeller's palatial dwelling, and in fine homes everywhere, some of the rarest, costliest rugs in the world are "Hoover-ed" regularly to remove

dirt thoroughly and to lengthen their life—just as The Hoover cares for the charming rugs of many well-known local residents. The best care is none too good for your fine rugs. We will gladly demonstrate The Hoover at our store or in your home—without obligation.

Convenient terms of purchase will be cheerfully arranged—as reasonable as \$5.00 down and \$5.00 a month. Telephone our Rug Department for a home demonstration tomorrow.

See the HOOVER operate in our window.

Radiant Easter Modes

Alive with the Freshness of Spring

TINGED with a vivid living joyousness comes the Spring and glorious days when "all the world's ablaze with sky." In step with this fine spirit comes the Store's Spring showing of new garments, in preparation for which no amount of effort in seeking all that is smart, new and lovely in apparel is too great. Gathered from the four corners of everywhere are interesting Spring costumes—interesting in character, style and color and interesting because of the economy in all lines and grades of apparel. Early inspection is invited of the season's modes.

SUITS—

It's a gay world when one has a smart suit stamped with the touches distinctive of 1921. In fabrics one finds the smart twills, pique cord, pique-tine and twill cord—most generally used in navy and gray shades.

Fashion wavers in her devotion to the youthful dash of box and Eton jacket suits and smiles also on the impeccable lines of semi-tailored models, on bloused back and Eton front styles, on the ripple back and the straight coolie jacket. Embroidery, beading, stitching, appliques of contrasting fabrics are smart ornamentations.

\$14.75 to \$75

FROCKS—

Russian, Chinese, Egyptian, Slavic and Algerian are the influences one finds in the vivid motifs which enliven the cloth and silk frocks for Spring. The effect is highly animated and one to which mere words do not do justice. One must see the trim little basques and voluminous skirts so reminiscent of old Spain or the slim graceful lines typical of the Moyaen Age, to appreciate the intense vivid beauty of these frocks.

Your Spring needs for street wear, for afternoon, for shopping and perhaps the matinee, in fact, every imaginable need has been fully covered in the store's Spring showing. Pleasing models may be found as low as \$25.

\$25 to \$75

WRAPS—

After all the Wrap's a very practical bit of apparel whether one pulls its big collar up around one's ears and snuggles down for a motor spin or whether one drapes it gracefully and sallies forth to luncheon and the matinee. Wraps, Cape-Coats and Capes are fashioned of soft-pile fabrics in the fashionable grey, navy and tan tones, often combining the navy with one of the other two.

Fringe, embroidery, stitching, tiered effects, scarfs, collars and butterfly sleeves are a few of the highlights one notices in a hasty inspection. There are very smart Coats, made along topcoat lines which appeal to the follower of outdoor life.

\$14.50 to \$75



The Trimmings for Spring Dresses

The little bits of decoration or embellishment one needs for a new frock, suit, or evening dress are to be found here in profusion.

Such interesting and beautiful trimmings as—

WOOL EMBROIDERY BANDINGS—Of gay and many-colored yarns combined with gold thread, interwoven, will be used for adding a touch of color to new garments.

JET TRIMMINGS with bandings to match.

JET FLOUNCINGS on sheer net.

SEQUENCE TRIMMING—Most appropriate for evening wear. A glittering maze of rose, jade, brown, navy or black trimming, comes 2 to 5 inches wide. Priced the yard, **\$1.95 to \$5.50**

APPLIQUES, ORNAMENTS, BEAD TASSES, and other bits of richly colored or plain ornamentation are to be had in a variety of shapes or designs and prices.

—Strain's Main Floor.

New Draperies Make their Appearance Very Soon Now

With spring sunshine come plans for housecleaning, after which there is always the need of new draperies here and there. Besides the new drapery things, there is available, gratin, to our patrons the suggestions or advice of our Drapery Service Department. Let us estimate and plan your spring draperies.

COLORED MADRAS—36 in. wide, comes in rose, blue and gold. The yard **95c**

PLAIN COLORED MADRAS—48 inches wide, yard **95c**

KAPOCK SILKS—Rose and gold, blue and gold, green and blue. Priced **\$2.45, \$2.75, \$2.95** and **\$3.75**

FILET NETS—The yard, **50c, 95c, \$1.25, \$1.45, \$1.75** and **\$2.25**

CRETONNES—In a variety of handsome designs and colors, priced, the yard **27½c, 35c, 45c, 50c, 65c, 75c, 85c** and **90c**

MARQUISSETTES—Extra quality, 36 inches wide, priced, the yard **60c**

PANEL NETS—A large assortment of patterns to choose from. Priced from **85c** to **\$2.25**

—Strain's Draperies, Second Floor.

New Modes in Windsor Crepe Lingerie

Windsor Crepe is here shown in new novelty effects that are very charming to look upon—and possess.

BILLIE BURKE PAJAMAS—of pink and white and blue and white wide stripes Windsor Crepe, trimmed with lace and ribbon **\$2.95**

WINDSOR CREPE GOWNS—In pink or lavender, hemstitched and showing bits of shirring, are low-priced at **\$2.95**

BILLIE BURKE PAJAMAS OF PINK BATISTE **\$1.69**

So comfy and effeminate are these pajamas with their French knot trimming, saucy pockets, shirring, ribbon and hemstitching.

WINDSOR STRIPE BLOOMERS—In shell pink and white. Cut high in back for comfort and with elastic knee. Priced ... **\$1.35**

GOWNS—Of blue, pink or orchid batiste decorated with flowers and birds, hemstitched and ribbon trimmed; priced ... **\$2.95**

—Strain's Second Floor.

\$3.19 the yard



Smart Spring Footwear for Easter

The low footwear for spring has been designed to do full justice to the foot. The new slippers and strap pumps not only accentuate the ankles but reveal the beauty of the arch of the instep.

The new footwear creations include—

Suede pumps in black or brown. Black or brown kid two-strap pumps with Louis heel.

Kid pumps in brown or black, with military or Louis heel. Two button, military heel instep strap pumps in black or brown kid.

Gray Suede pumps with the new instep strap. Brown suede pumps, with lip tongue.

Black satin pumps with instep strap and French heel. Black or brown kid pumps with lip tongue.

Children's and Infants' Mary Jane Sandals of shining patent leather. Becoming styles for the little tots.

Children's Patent Vamp Shoes Have tops of soft white or gray leather. Pretty little shoes for "little Miss Muffet's" Easter costume.

—Strain's Shoes, Main Floor.