

Second Annual Drive at The Paris for

# 5000 New Customers

A New Era of Selling--New Earnestness in Merchandising  
--New Heights of Progress That Means Real Profit  
Sharing With All of Our Customers



MAIL ORDER SERVICE



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—A Progress Exposition in which you will be glad to take part and from which you will profit.  
—Merchandise and prices will be so attractive and so unusual that we expect at least two hundred new customers every day during the month of April—people who have not been steady customers of The Paris and some who have not traded here before. And of course our regular patrons may take advantage of the opportunities presented. Mail orders filled promptly.  
—We have reasoned it out like this: This store is capable of handling twice as much business—we have one-third more floor space, over one hundred thousand dollars more merchandise and a larger selling force than we ever had in the old store.  
—Every thousand dollars in volume that we add enables us to sell goods definitely cheaper because overhead expense expressed as rent, light, taxes, delivery, salaries, etc., remains about the same under any volume.

—It is necessary that we sell at constantly lessening expense as volume grows or the tendency of cost is upward.  
—To greatly increase the volume of sales is to so decrease the ratio of waste that we can give decidedly lower prices or keep prices that we have from being higher.  
—We shall take lower profits and invest the difference in new customers and solid growth. Your gain will be in lower prices and ours will be in increased volume of selling  
—making smaller profits but more of them—thus saving you money by reducing our expense of doing business.  
—New details will be published in the Great Falls papers every day, but there will be many important features that will not be advertised.  
—Your own best interests demand that you trade at The Paris while this big drive is in progress.

### Men's Full Dress Fixings

The Paris announces a complete showing of all the accessories that are needed for the full dress affairs that follow Easter.  
Shirts, Ties, Hosiery, Gloves, Scarfs, Handkerchiefs and proper Jewelry.

See Window

### Wash Goods Values for new and old customers

—Alike, it is a good time now to supply all your immediate and future needs, during this big drive.

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|--|---|
| <b>DRESS GINGHAMS</b><br>—2000 yards short lengths Toile Du Nord dress gingham, plaids, checks, stripes, 1 to 10 yard lengths. <b>19c</b><br>Special, yard .....               | <b>LUNCH CLOTH</b><br>—Mercerized cotton damask lunch cloth, allover spot patterns, plain hemmed; size 54x54; \$2.00 value. Special <b>\$1.29</b> |
| <b>PERCALES</b><br>—Best quality percales, printed on a firm 36 inch cloth, coin dots, candy stripes, fancy checks, Indigo blue, cadet blue. <b>25c</b><br>Special, yard ..... | <b>FRUIT MUSLIN</b><br>—Fruit of the loom, bleached muslin, best quality cotton for general use, full yard wide. Special .....                    |
| <b>CAMBRIC</b><br>—Berkley number 100, nainsook finish, fine cambric for gowns, 36 inches wide. Special, yard <b>29c</b>   | <b>CARPET WARP</b><br>—Eureka best quality warp, smooth woven yarn thread for fancy crocheting; white only. Special 1/2 lb. spool <b>30c</b>      |
| <b>BEDSPREAD</b><br>—Honey combe crochet bedspreads, marsailles patterns, full size, 3 ply yarn weave; \$4.75 value. Special .....   | <b>BATH TOWELS</b><br>—Heavy bleached turkish bath towels, fancy colored border, double thread; size 25x45. \$1.00 value .....                    |
| Special .....  | <b>79c</b>  |

### Charming Kitchenette Aprons

Regular and Extra Sizes **95c** Light and Dark Colors

—Aren't you surprised? Just think it has been many years ago since aprons approached this figure.  
—All fine new models just opened up for this sale; made of good fast dye percales in light and indigo blue of many different designs. "Wonderful values" every one, belted, with pockets, etc.



## Remarkable Group of Ready-to-Wear SUITS COATS \$24.50 AND DRESSES

Proving This to Be the Biggest Money Saving Opportunity in Several

—So far this season, we have made a remarkable record in our Ready-to-Wear Department. This has not happened by chance. We have been working with the manufacturers—have been planning ahead, and consequently have just the styles we know our customers want this year at prices that are absolutely right. Now comes our annual customer drive—and we are prepared to meet your every requirement in wearing apparel and it is with this in mind that we have collected several hundred garments—including coats, suits and dresses at \$24.50.

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| <b>Coats \$24.50</b><br>—Polo Coats<br>—Tweed Coats<br>—Chamistyne Coats<br>—Valdyne Coats<br>—Velour Coats<br>—Sports Coats<br>—Jersey Coats | <b>Suits \$24.50</b><br>—Serge Suits<br>—Tricotine Suits<br>—Heather Suits<br>—Sports Suits<br>—Navy Suits<br>—Beaver Suits<br>—Black Suits | <b>Dresses \$24.50</b><br>—Taffeta Dresses<br>—Plaid Dresses<br>—Serge Dresses<br>—Tricotine Dresses<br>—Creme de Chine<br>—Satin Dresses<br>—Sports Dresses | <b>Garments \$24.50</b><br>—Slender Styles<br>—Average Styles<br>—Stout Styles<br>—Misses' Styles<br>—Matron Styles<br>—All Sizes<br>—All Styles |
|---|---|--|--|

### Special---Sale of Silks This Week---Special

—White velvet corduroy, in a medium wide wale, good quality **85c** —Wool tricotine, 36 inches wide, regular \$2.25 value. Now selling at .... **\$1.65** —Silk messaline in black, soft lustrous quality, 36 inches wide .... **\$1.45**

### Clever Wool Tuxedo Sweaters

Once \$7.50 Values **\$5.95** Newest Fancy Models

—Now every young girl and woman may satisfy that desire to own a lovely sweater, and the shades are tomato, turquoise, rust, blue, white, black, long sash tie belts.

**Jersey Silk Petticoats \$5.95** **Hand Made Blouses \$5.75**

Former Selling Price \$7.50.  
—The entire top part is made of fine jersey silk and the flounce is of fine durable taffeta, some come in accordion plaited, ruffled and other styles. All colors.

—They are made of fine flax-on and batiste, with filet lace trimming and tuxedo fronts. Sleeves are long, having beautiful cuffs edged with real filet.

### Pretty Colored Curtain Madras

—A splendid drapery fabric for soft effects. Colors rose, blue, gray, brown, green and gold. 36 inches wide which may be split for side drapes. **95c**  
Yard .....

### Small Rugs Specially Priced

—Beautiful pattern in axminster rugs in two popular sizes.  
—Heavy pile fine wool quality just about half the usual selling price.  
Size 27x54 ..... **\$4.95**  
Size 36x72 ..... **\$8.75**

### Women's Athletic Union Suits

—Made of striped dimity, bodice top, finished with embroidered edge and ribbon shoulder straps. **\$1.69**  
\$2.25 values ...

### Women's Silk Top Union Suits

—And Sea Island cotton, pink and white, bodice top and plain band finish, fitted knee. Values **\$2.15**  
to \$2.95 .....

### Shoe Values That Will Make New and Old Customers Glad



—These extraordinary low prices include the smart new styles of spring stocks, all first quality leathers and artistic workmanship.

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|---|---|
| —Military oxfords of rich black and dark brown kid of the finest texture, new blucher style, leather heels and welted soles, kid heel linings. Special, <b>\$9.00</b><br>at ..... | —One lot of French heel oxfords, in mat kids and patent leather, welted or turn soles; all \$12.00 values, (broken sizes), splendid values. Special, at ..... |
| —Dark brown calf oxfords, with military heels, sewed soles, fancy tips; dressy yet serviceable shoes. Special, at .....   | —One lot of ties in fine black kid and patent leather, Baley Louis heels; \$12.50 values, broken sizes. Special, at .....                                     |
| —One group of mat kid pumps with military, welt sole in black, \$10.50 values   | Special, at .....   |
| <b>\$7.00</b>   | <b>\$6.50</b>   |
| Black 2 eyelet kid tie with military heel; newest styles, \$12.00 value, now, pair  |   |
| <b>\$7.50</b>   |   |

### An Unusual Grouping in Children's Dresses



—Pretty gingham styles that are to dear to overlook. They are made in dozens of different ways, some so neatly trimmed. Former selling prices \$2.50 and \$2.75. Ages 3 years up to 14 years ..... **\$1.95**

### Gingham and White Dresses 2 to 14 Years

—Lovely plain and fancy plaids in chambray and gingham, also plain white voiles and batiste. Indeed every little girl will have a new frock now if mother will only see these rare values. \$3.50 and \$3.75 ..... **\$2.95**

### Children's White Rompers and Creepers Lowered

—Delightful models that are smocked and embroidered in dainty needlery of a contrasting color. Pockets and belt. \$2.75 and \$2.95 values ..... **\$1.95**

### These Special Spring Models in Corset Values



That Will Confine Most of the Corset Buying to The Paris

**\$1.25 to \$5.00**

—Buying in big quantities from many good corset manufacturers. The Paris announces its complete readiness to supply your spring corset needs with values that have not been known in Great Falls for several seasons past.

—These corsets represent styles suitable for every ideal figure type and the material, boning and workmanship carries the full recommendation of this store.

—The new stocks are here and it is advisable to make your purchases at an early date. There are models for slight, average and well developed figures; flesh color or white. Size 19 to 34.

### Swarms of New and Old Customers Will Buy Hosiery Now

—Wonderful savings on all the most wanted kinds and the qualities are those that have always distinguished The Paris Hosiery.



**WOMEN'S PLAITED SILK STOCKINGS \$1.25 Values. 90c**

—These stockings are good serviceable qualities, with lisle tops and sole, in cordovan, piping rock, black and white.  
**FULL FASHIONED SILK STOCKINGS \$1.75**  
\$2.50 Values.

—Women's pure thread silk and lisle top stockings, full fashioned. In black, white, piping rock and champagne.

**PURE THREAD SILK STOCKINGS \$2.50**  
\$3.45 Values.

—Women's silk stockings in pure thread silk and lisle tops, cordovan, taupe, black, white, full fashioned.

**EXQUISITE ALL SILK STOCKINGS \$2.95**  
\$3.50 Values.

Silk from tip of toe to top, medium weight, with double sole and high spliced heel. Full fashioned, leading tones.