

Second Week of The Big New Customer Drive

And All Great Falls Has Awakened to this Tremendous Event and from the outside Points too, Many Customers and Mail Orders Come Pouring In

The Paris

Store Hours
From 9 to 6

The Paris

Prompt Mail
Order Service

"We shall give the best obtainable values every day, because we want to serve you best. That's the keynote of this movement and the rest of the scale includes good merchandise, authentic styles, broad variety and reliable service.

—It is all because by increasing volume to a considerable extent, overhead costs are lowered and you are given the benefit of the extreme savings. It is a worth while and profitable movement for all the people of this vicinity.

Muslin Garments Special 89c

—Gowns, ensembles, chemise and bloomers, attractive models, made of good muslin, neatly trimmed.

Ribbon Camisoles Special \$1.85

—Beautiful flowered ribbons fashioned into dainty camisoles, brown, navy, tan and black. Shirred tops.

Window Curtains Special \$1.75

—Hemstitched marquisette curtains, 2 1/4 yards long. Good quality in several patterns with neatly hemstitched edges.

Women's Unions Special 95c

\$1.35 and \$1.50 Values
—Women's fine quality union suits, in standard makes; broken sizes.

Women's Blouses Special \$1.00

\$2.00 Values
—Sheer white organdie and voile blouses that are slightly soiled, but dandy values.

Children's Bloomers Special 69c

—They come in black and white only and are made of good saaten. Shirred knee, waist.

Children's Hair Bows Special 50c

—Beautiful big fluffy butterfly bows, already tied. Many different colors, suitable for the petite little miss.



April Silk Sale

Mail Orders Promptly Filled on All Goods Advertised at The Paris

Starting the Month of April Right With an Unexpected Shower of Good Values. Here Is a Sale of Silks and Woolens That Should Attract Many of the New as Well as Old Customers to Our Dress Goods Departments This Week

—This store is well known over this state as the leading silk house. During this week we will demonstrate our silk and dress goods pre-eminence in a big distribution of the choicest and most charming fabrics of the season at marked savings. Note the exceptional qualities and come here this week for real economies.

Mail Orders Our Specialty, and We Ship Them by Next Train Service

NAVY BLUE SERGE
Thoroughly sponged and shrunk, 54 inches wide, 100 per cent wool in a smooth quality; good for all year uses. Special, per yard..... **\$2.75**

ALL WOOL BROADCLOTH
Here is a super special in short lengths that we desire to close out. Widths from 48 to 54 inches; former values from \$5.00 to \$7.75 yard. A yard.. **\$2.95**

NAVY BLUE TRICOTINE
A beautiful all wool fabric so popular this season; 36 inches wide, in a soft good shade of navy. Special, per yard..... **\$1.65**

POLO CLOTH COATING
Polo cloth, the season's popular fabric for sport coats, neat checks or plain, 56 inches wide and all wool. per yard..... **\$1.95**

WOOL MIXED SUITING
Rare values in these woolen mixed outtings that are so popular for all outing and sports suits and skirts. Regular \$3.50 value; yard..... **\$1.95**

TUBULAR WOOL JERSEY
54-inch all wool jersey tubular, in a variety of the most called for shades. Our regular \$3.50 quality, special at, yard..... **\$2.65**

VELOUR SKIRT PLAIDS
Velour plaids and stripes, 54 inches wide, all wool; half a dozen selected patterns to choose from. These are \$6.00 and \$7.00 values. Yard..... **\$3.95**

BEAUTIFUL POIRET TWILLS
That are used in the finest tailored suits and dresses; also popular for capes; 54 inches wide; midnight and tan, per yard..... **\$6.00**

MARINETTE CREPE DE CHINE
Marinette crepe de chine, one of the heaviest crepes made; comes in Copen only; is 40 inches wide and a regular \$3.50 quality. Special at, yard..... **\$2.20**

NATURAL SILK PONGEE
Here is a splendid weight in a perfectly clean all silk natural color pongee. Our regular \$1.50 quality marked to sell for only, yard..... **\$1.15**

BLACK SILK MESSALINE
Lustrous fine black silk messaline, 36 inches wide. The proper silk for an inexpensive frock. An easy \$2.25 value now selling at, yard..... **\$1.45**

BARINET SPORTS SATIN
40 inch baronet satin in the better grade only. Employed in tuxedo jackets, skirts and sport apparel; very reasonable at, yard..... **\$3.75**
Gray—Black—White

BEAUTIFUL SATIN CHARMEUSE
In the charming high colors for afternoon and evening gowns, 36 and 40 inches wide; coral, Madero, Copen, champagne; \$3.50 value, yard..... **\$1.69**

SWISS CHIFFON TAFFETA
Our beautiful lustrous Swiss finish chiffon taffetas, yard wide, in the predominating shades of navy, midnight, black, brown, Madero and Belgian. blue, yard..... **\$1.89**

NEW PAULETTE CREPE
Paulette crepe, 40 inches wide, the new crepe similar to georgette crepe only much heavier, in all staple shades, now-selling at, per yard..... **\$4.50**

Women's Silk Vests Special \$3.45

Extra Special Values
—Women's jersey silk vests that are elaborately embroidered, bodice tops. Flesh and pink.

Jersey Silk Bloomers Special \$4.45

Extra Special Values
—Shirred knee and elastic top, emerald, brown, navy, purple, flesh, white and black.

Silk Top Unions Special \$2.15

Values to \$2.95
—Pink and white, bodice top and plain band finish, fitted knee.

Infants' Coats Special \$4.95

Regular \$6.50 Values
—Infants' white corduroy coats, 6 months and 1 year ages. Embroidery workings on collar.

Children's Dresses Special \$1.95

—Some so neatly trimmed. Former selling price \$2.50 and \$2.75. Ages 3 to 14 years at \$1.95.

Children's Rompers Special \$1.95

Regular \$2.75 Models
—Models that are smocked and embroidered in dainty needlework of a contrasting color. Pockets and belt.

Children's Play Togs Special \$1.00

—Children's play togs made of good fast color or navy blue material trimmed in red, peg top, each \$1.

Cotton Napkins	Twill	White Outing	Pequot Sheets	Ginghams	Lunch Cloth SPECIAL	Cambric Special	Barber Towels	Organdies	Dress Voiles
Made from Indianhead shrunk cotton muslin; size 18x18; hemmed, ready for use; dozen \$1.00	Black bloomer twill; durable cloth for skirts, bloomers linings, boys waists; 36 inches wide. Special, yd. 35c	Bleached baby flannel, soft twill fleece for children's wear; 27-in. wide, good quality, yd. 19c	These sheets are known as the best quality; full size, \$1.40, "Special" \$1.69	—2000 yards short length Toile Du Nord dress gingham, plaid dress gingham, plaids, checks, stripes, 1 to 10 yard lengths. Special yard..... 19c	—Mercerized cotton damask lunch cloth, all over spot patterns, plain hemmed, size 4x45; \$1.75 value. Special at..... \$1.00	—Berkley No. 100, nainsook finish, fine cambric for gowns, 36 inches wide. Special yard..... 29c	Regular size barber towels, soft finish, hemmed; they make a good wash cloth for children's use. Dozen.. 75c	Imported dress organdie, permanent finish; colors amber, deep pink, coral, Nile blue; 45 inches wide; per yard..... 79c	Figured dress voiles, georgette crepes effect, for smart street wear; 36 inches wide; per yard..... 69c

Gingham

Gingham Week

Introduces Many Pretty Gingham Weaves and brings us some of the most attractive dress patterns of the season. And they are all so moderately priced as to inspire everyone to make a charming gingham frock for summer wear.

DRESS GINGHAMS
—1000 yards goods quality dress gingham, plaids, checks, 1 to 10 yard lengths, 27 inches wide. Ready for smart frocks, yard..... **19c**

CHECK GINGHAMS
Scores of Different Designs.
—32 in dress gingham in little checks and big checks, small plaids, large plaids, yard..... **29c**

NURSES GINGHAMS
—Plaids, checks, pin stripes, nurses' stripes, shepherd checks, baby blue checks, 27 inches wide; all so new and crispy, yard..... **25c**

PLAID GINGHAMS
—Yellow plaids, blue plaids, pink plaids, small checks, large checks. Big assortment from which to choose. 32 inches wide, yard..... **39c**

Unusual Corset Sale, \$2.95

Models Worth \$5.00 to \$8.50 for Average Stout and Slender Figures

—Consisting of fine new models chosen from our spring stocks representing broken sizes and odd groups. —Here are the lines that contribute to this special sale, which are known for their past service to the women of this community.

"Daily Special"

Chiffon Velvet \$3.98

Last Year's Price Was \$9.00

—A most unusual purchase of this fine soft chiffon velvet, which is extensively used for the smart separate country club coats and coatees. Mostly black, a few colors. The prettiest combination sports suits will be composed of coats made from these charming chiffon velvets.

"Tuesday Special"

Undermuslins \$1.45
\$1.75 and \$1.95 Values
—Consisting of gowns, chemise and corset covers, including extra large sizes; they are all neatly trimmed with lace.

Undermuslins \$2.45
Values Up to \$3.75.
—A big table of gowns, chemise and skirts, made of nainsook and soft muslin; all neatly trimmed.

Special Group of Suits,

Coats and Dresses

\$24.50

There are suits in the smart tailored effects, suits for the business woman, and still the more dressy models.

Coats feature a large collection of beautiful sports and dressy coats, youthful and clever, all sizes and colors.

And the dresses, "Oh, how lovely," never were the styles so charming to woman's grace. Taffeta, satin, tricotine, serges and combinations.

