

Public Confidence Is The Measure of a Store

And Success Depends on a Store's Faithfulness to That Trust



—Through the big drive launched two weeks ago, The Paris again emphasizes its policy of taking the public into its confidence. Explanation was made that increased volume would help us to reduce prices in some instances and to hold other prices from being higher.

—Each day the event has been more successful for you and for us. The benefit has been mutual and new customers by the hundreds have been added to our list and these "New Customers Drive Specials" will add more patrons for this store.



New Bags in Many Unique Designs

—Here you will find bags of every description, silks, leather, beaded, crepe, every design has some special beauty or point of service to recommend it. There are hand tooled bags, art craft, Mallison crepe, new beaded bags in Chinese designs, spider, ostrich and suede leathers, and a handsome array of silk bags.
\$1.25 to \$32.50

KID GLOVES \$2.45
—2 clasp imported French kid gloves with neat embroidered backs, in leading tones. All sizes. Special \$2.45.

STAMPED DRESSES \$1.95
Children's stamped dresses, ages 2 to 4 years. All made ready for you to embroider. Special \$1.95.

PLAID STOCKINGS AT 85c
Fiber plaited hose, mixed, which makes them wear well and look like silk, all colors. Special 85c.

SILK TOP UNIONS \$1.69
The regular \$2.65 value. Fine jersey silk, top combined with lisle body, bodice and shoulder straps, flesh color. \$1.69.



MAIL ORDERS PROMPTLY FILLED

SEE SPECIAL WINDOW DISPLAYS

Another Style Conquest Presented

Manufacturers' Disposal of Import Copies

Suits Coats and Dresses

Worth \$100.00 to \$149.50

—The most remarkable suit selling event Great Falls has ever witnessed. High grade suits released to this store will be presented Monday, copies

- By Chermite, Bernard
- Mme. Paquin, Lanvin
- Martial and Armand
- And other French makers.

—Two and Three Piece Suits with embroidery designing and panel back jackets, refined and graceful. Shot and cut steel beads richly edge the panels and pockets of many.

- Piquettes, Tricotine
- Poiret Twills and
- Cheruit Twills, Gabardine
- Twill Cords, etc.



TODAY'S ACTUAL WORTH \$100.00, \$125.00 AND \$149.50.
—Finest springtime modes at this unusual price, because of our superior buying power in the world's best market places.

Suits Coats and Dresses

Worth \$100.00 to \$149.50

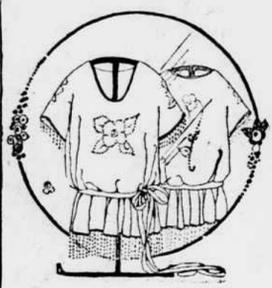
—Wrappy coats that indeed are the most beautiful creations imaginable. Large cape collars, double tiers, full silk linings and rich embroidery work.

- Marvella Cloth
- Ramona, Chamoistyne
- Twill Cords, Piquette
- And other leading fabrics.

—Dresses Copied From Import Originations. Refined and exclusive creations. Basque dresses, quaint, fluffy designs, directoire and dozens of the very finest gowns and dresses that are fashioned of these popular materials.

- Canton Crepe, Georgette
- Roshanara Crepe
- Piquette, Tricotine
- Crepe de Chine, etc.

Special Group of BLOUSES



Comprising georgettes, crepe de chine, satins and various combinations. The recent selling price \$8.50 to \$10.00—
\$6.50

—This is a fortunate arrival that will be a new feature in this week's "New Customer Drive."

—As the summer season comes on the popularity of the separate garment is more manifest; a blouse and sports skirt make a good combination.

—Every wanted color is represented here and most of the blouses are richly trimmed with lace and embroidered designs.

More New Aprons In Youthful Designs



—And several big shipments have been opened up for "The New Customer Drive."
—Springtime is apron time and as nature begins to bud, how one likes to don a pretty apron and go a gardening, or flower hunting.

Gingham Aprons

—Just beaming in all the new plaids, stripes and checks. Swagger pockets, combination collars and cuffs with rick rack trimming.

—There are Billie Lee crepe aprons in neat designs, percale aprons in light and dark figures. A wonderful group **95c TO \$5.00**

Boys' Blouses "Special" 75c
Ages 10 to 15 Years.

—Made of cheviots and shown in stripes and neat figures. Soft collar blouses.

Boys' "Rah Rah" Hats \$1.95

Just what every boy wants to bring out his sporty appearance, is shown in rich navy blue color only.

Basement Sale

of Beautiful Home Draperies, Rugs and Kitchenwares

CASSEROLES WITH NICKEL-ED COPPER FRAMES, EACH \$1.95
—The inserts are the finest Betsy Brown oven ware, clean white porcelain inside, and rich brown outside. The frames are the best nickeled copper—good looking and strong.

2 QUART SIZE ALUMINUM PERCOLATORS AT \$1.50
—2 quart size of pure spun aluminum percolators that just arrived for the big New Customer Drive.

CUT GLASS WATER SETS, PITCHER, 6 GLASSES \$3.50
—Thin blown, clear glass with neat cut designs. The regulation dinner size in two distinct styles. Pitcher and 6 glasses, New Customer Drive special \$3.50.

New Drapery Cretonnes
The former selling price 65c. 36 inches wide, in a good durable quality that will launder well, light and dark patterns, yard **39c**

Fancy Drapery Crtonnes
About one-half of their former selling for similar materials last season. Good medium weight, that drapes well, in rich color effects; yard **55c**

More Beautiful Cretonnes
A large assortment of most exquisite designs, and colorings, richly printed stripes and light effects, wonderful values in the group; yard **75c**

Colored Curtain Madras
Just half of what similar goods sold for last season. Soft effective drapery in these soft tone colors, blue, rose, tans, etc.; yard **85c**

AXMINSTER RUGS, 27x54 INCHES, HEAVY QUALITY, AT \$4.75
—Very effective patterns in mulberry, rose, blue, tan and gray.
—The 36x72 size, special **\$7.75**

ROOM SIZE RUGS, AXMINSTER, VERY SPECIAL AT \$39.00
8 ft. 3 in. by 10 ft. 6 in.
—It is a pleasure to offer again these dependable character rugs at this low price.

NEW OVAL RAG RUGS BY EXPRESS
—Many women have been waiting for these quaint old time rugs that are so dearly a part of happy home life.
—The oval rugs are decidedly new and the color blendings are wonderful; moderately priced.

Special Group of SWEATERS

Including big shipments of this season's newest conceptions. The recent selling price \$6.50 to \$8.00—
\$3.95



—Beautiful tie back and vestee front sweaters that are knitted of all wool yarns. Many of them have lace ruffled vestees and collars, some show gold roping at cuffs and bottoms.

—Large net and lace collars are features of some models.

—The riot of colors in turquoise, helio, kelly, flame, maize, tan, blue, navy, black and white. Choice of the big group \$3.95.

Woman Instinctively Appreciates Luxury and Comfort

—And that is why she takes particular delight in a Nemo corset.
—They not only fashion your figure into its own natural beauty lines but preserve your health as well. There are many styles of



NEMO CORSETS

—worked out scientifically to conform to the different types of figures. The Wonderlift Self Reducing and other special models, fancy brocades and plain coutil.

—Our expert corsetiers will advise the best model for you and fit you correctly **\$5.00 TO \$9.25**

Girls' Bloomer Dresses \$3.95
Ages 2 to 6

Beautiful little models with bloomers to match, differently trimmed and made of pretty gingham.

Boys' Suits, Special \$2.85
Regular Prices \$3.75 and \$3.95

Wash Suits: Two piece and one piece models made in all the best styles.