

# Blazing the Trail to True Economy at The Paris



Because of our ability to buy and sell large quantities of good merchandise we are able to make quick turnovers, and take a small percentage of gain. Therefore our thousands of new and old customers reap a substantial saving on all goods purchased here.

And every item on this big full page is proof that this store is selling good goods lower than any other store in the state. "This New Customer Drive" has won thousands of friends for The Paris, through the efforts in behalf of your best interest.



**Kaysers Silk Gloves... 1.25**

—Silk gloves will form a very important part of ones wardrobe this season. This line of Kayser's silk gloves

**Little Girls' New Dresses... 1.95**

—Ginghams; that are indeed the cutest styles imaginable and they range from checks and stripes.

**Women's Bloomers at... 1.75**

—Mercerized sateen neatly made with shirred knee and waist band.

**Italian Silk Vests Special... 3.75**

—Italian silk jersey underwear is considered the choicest underwear accessories.

**Good Muslin Underwear... 89c**

—Including gowns and chemist, very soft material, free from dressing. These garments are all neatly trimmed with dainty lace at yoke and sleeves.

## ANOTHER REMARKABLE SALE COATS SUITS DRESSES

# 39<sup>50</sup>

—We have a staff of buyers who are always in the larger markets and who keep us supplied with every thing new that comes out, besides that we make frequent use of the speedy service of telegraph and express so you are always assured of finding the right thing at the right price at this great store, The Paris.

—These suits denote the last word in fashion, have beautiful embroidery designs, panel backs and some have separate vestees. Others have magnificent sash ties. Also a number of strictly tailored models are in the lot.

—The prettiest dress modes that portray copies of original designs.

—You must see them to fully appreciate the value at \$39.50.

**Actual Present Selling Values to \$69.50**



**Suits  
Coats  
Dresses**

The latest express shipment of handsome ready-to-wear that was intended to sell for nearly double this price of \$39.50. Particular attention is called to the superb collection of TRICOTINE NAVY BLUE SUITS, smartly designed and featuring embroidery work, panels, and smart vestees of contrast tones. Come in today and make your selection at this low figure, \$39.50.

**Suits  
Coats  
Dresses**



**See Window Display**

**See Window Display**

**Mail Orders Promptly Filled**

**All Sizes 16 to 44**

**Billie Lee Crepe Aprons 4.95**

—Beautiful Jap crepe with colored embroidery motifs on pockets and front, sash tie backs. All pretty solid colors.

**Children's Coveralls... 1.25**

—Made of good medium weight cloth in khaki color with bright piping at seams and pockets, peg top models.

**Children's Bloomers... 69c**

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

**Carters Knit Union Suits... 1.35**

—The sizes for average women, made of a good grade of combed fine ribbed cotton. —Pink or white, with bodice

**French Kid Gloves, pair... 2.45**

—This is the second shipment within ten days and women are simply "wild" about them. —Two-clasp styles, full pique seams.

**Those Graceful Tubular Mignonette Scarfs**

—Just the thing to wrap about your shoulders these cool evenings when it is pleasant enough to go without ones coat. 2 yards long, finished with deep fringe. Colors navy, jade, henna, gray and beaver. Regular \$6.95 \$9.50 value, special \$6.95

—Ribbon Department.

**New Shipment Crepe Mohair**

—The season's sports fabric. Soft, graceful and chic, 31-32 inches wide, fast colors, washable, unshrinkable, permanent finish and practically indestructible. Comes in stripes and with solid colors to match; yard \$2.25

**Her Majesty Petticoats at \$9.75**

—Direct from the manufacturers at factory price to us, which means a saving of money to you. Fancy jerseys with fancy and plain flounces, satins and taffetas, colors that are suitable for every new shade used this season.

**Cut Glass Fruit Bowls Clear Glass, \$1.85**

—Good large size fruit bowls of clear American cut glass, attractive patterns and several different designs. These bowls are worth much more. "New Customer Drive" special \$1.85.

**Sale! Aluminum Convex Kettles**

—With lids made from pure aluminum with convex sides and closely fitting lids that hold all the heat in the kettle, thereby making the contents heat or boil very quickly—a necessity in every well ordered kitchen. Special—4 quart size \$1.20

**Ratine Sports Blouses \$6.50**

—An entirely new garment created of this beautiful material (Ratina.) —These lovely models come in the slip over styles and are embroidered in many exclusive designs. Colors, henna, copen, tan, rose and maise.

**Intimate Toilet Preparations for One's Boudoir "Special Values"**

- Cuticura Toilet Soap, medicated soap for the face and hands; 75c value ..... **57c**
- White Rose Glycerine Toilet Soap; regular 90c value; special, per box. .... **55c**
- Woodbury's Facial Cream and Cold Cream, 25c values ..... **19c**
- Hinds Honey and Almond Cream, one of the leading skin lotions, 50c size ..... **33c**
- Holmes Fragrant Frostilla; a lotion for the face and hands; special ..... **19c**
- Jergens' Benzoin—Almond face and hand lotion; very special value, bottle ..... **33c**
- Lavoris and Lambert's Listerine; a good mouthwash; special ..... **33c**
- Woodbury's Facial Soap, a cool, sanitary preparation; regular 25c each, 3 for ..... **57c**
- Coleo good toilet soap, selling 3 for 25c or, each ..... **10c**
- Blue Seal Vaseline in glass jars; the standard quality, at nine cents a jar ... **9c**
- High grade Tooth Brushes with bone and celluloid handles, extra special ..... **19c**
- Lux Soap Flakes for all fine laundering; the usual 15c size ..... **10c**
- The celebrated Pepsodent tooth paste, one of the reliable brands, 50c value ..... **35c**

**Another Big Sweater Event**

—When every one wants light weight wool sweaters. —Lassie Sweaters with lace vests and collars, Lassie sweaters with Angora trimming, tuxedo sweaters, navy, brown, henna, white, tan, gray, black, jade, orchid, red, copen, orange, maize, green, Nile, tangarine, dew ..... **\$3.95** Regular values .... **\$7.50**

**Tussah Silk Bloomers \$2.50**

This quality of "silk-like" mercerized material renders good long service and they are pretty.

Shirred knees and waist band. They come in all colors.

**Plaid Sports Skirts \$7.50**

—And we commend them to your favor as a rare economy. Smartly designed of broad checks, plaids and broken stripes in woolen materials. —Many desirable tones that mate with ones sports togs.

**Tub Silk Petticoats All New Shades \$5.95**

Just opened up in time for this Saturday and you will agree that they are extra good values. They have the adjustable waist band which fits snugly over the hips.

Choice of many of the newest colors.

**A Comfortable, Smart Shoe**

—There is no need to wear shoes that tire your feet, cramp your toes, restrain and weaken your arch muscles. There is a good shoe which is smart in appearance as well as correct in shape—the Cantilever Shoe.

—Its primary purpose is to make the foot comfortable. But it is also good looking, and has those excellent features which brought it the endorsement of health and educational authorities and foot specialists.

—The lines of the Cantilever Shoe are so graceful that you would hardly imagine it possessed a natural sole line, good heels rightly placed, a flexible arch permitting free circulation and free action of the foot muscles.

**Your Health**

—The woman who risks her health by wearing poorly shaped shoes is invited to come and see the Cantilever models. Many women who have changed to Cantilevers for daytime wear acknowledge that good-looking shoes which are properly shaped are a source of satisfaction and happiness.

—By wearing the Cantilever Shoe, you will have foot comfort and the peace of mind that follows when the feet are no longer a source of annoyance. Try it.

**Dozens of New Trimmings Hats**



**Saturday Special 3<sup>50</sup>**

—Grouping of about 50 of this season's smartly trimmed hats that are worth several times more than \$3.50. There are many colors from which to choose and a style for every face.

—A sale that is very unusual for this early date in the season.

—Millinery Section.

**COLORED CURTAIN MADRAS, YARD 85c**

—For soft effective draperies at a modest price you will find colored madras ideal. In all the most wanted shades of blue, rose and brown. Just 1/4 what it sold for a few months ago.

**SUN FAST MADRAS, YARD \$1.25**

—The Paris' own special quality, highly mercerized Scotch madras. A large pattern range and all the very best colorings.

**KAPOCK SUN FAST AND TUB FAST DRAPERIES, \$2.25 to \$3.50**

—We specialize on high grade drapery fabrics, and you will find here a color that will lend itself to your particular color scheme.

**LACE CURTAINS AT, PAIR \$1.75**

—Included are scrim with lace edges and motifs in the corners, scrim with insertion and plain hemstitched marquisette. Qualities that you were paying \$2.75 to \$3.50 for last season.

**DAILY SPECIAL**

**Leatherface Canvas Gauntlets 29c**

For Men or Women.

—Garden gloves, furnace gloves, auto-grease gloves, work gloves. —For any kind of rough wear these gloves are needed and this is the lowest price that we have been able to quote in at least five years. Per pair, 29c. Mens Section, Notion Department.

**Unusual Wash Goods Values Today**

- FANCY DOILIES** Real hand embroidered maderia doilies, pure round thread linen, scalloped, 10 inch round ..... **69c**
- LUNCH CLOTH** Japanese blue print lunch cloth for the breakfast porch, summer home, Size 60x60 in. square... **\$1.95**
- PEQUOT SHEETS** Best quality. Pequot Sheets, full size, 81x90. Special, each **\$1.69**
- BATH TOWELS** Fancy colored Turkish bath towels, Jaguar body, soft heavy nap. Blue, pink, yellow, helio border, Each **\$1.25**
- ART LINEN** Natural color pure all linen for scarfs, center pieces, table runners, 18, 20, 22, 23, 27, 36, 45 and 54 inches wide. **85c \$1.15, \$1.29, \$1.39, \$2.00** and ..... **\$2.50**
- NEW PERCALES** Standard quality percales, 36 inches wide, large variety patterns, coin dots, candy stripes, figures, checks, special, yard ..... **19c**

**How to Make The Simplest Gown Look Smart**

Have It Fitted Over One of the New



**Corsets**

—If you belong to that class of women who are inclined to be stout, a

**NEMO SELF-REDUCING CORSET**

will give you slim, graceful lines without sacrificing your comfort and health.

—Notice in the illustration the small abdominal straps which permanently reduce the abdomen by gentle auto-massage. This is only one of this model's patented features. Come in and learn about the others.

