

Third Representative of The Paris Off to Market

The Paris

DRY GOODS CO.

—Free lessons in knitting, daily except Saturday. —Art Shop.

Indicating That This Store Is Preparing for the Best Fall and Winter Business in its History

—Mr. W. M. Baldwin leaves for New York City to join Mr. Aaron Singer and Mr. Fred Fligman in what is calculated to be the biggest buying event ever conducted by The Busy Paris. With this strong buying force now in the market, you may expect unusual activity at this store.

—In the meantime the Hundred Thousand Dollar Sale promises even more and better opportunities to save, because our three representatives will supply us with the best values that a good organization can secure and you may rest assured that your best interests are being served efficiently and economically.

The Paris

DRY GOODS CO.

—Make your crochet hats and fancy sweaters—lessons free. —Art Shop.

Welcome to The Gage Specialty Shop

And all other new tenants in the Steele Block and the Liberty Building.

Welcome to the busy corner and this busy part of the city. Welcome to the busy Paris community that has always been distinguished by its activity.

That your new location will be an advantage to you and your patrons is a foregone conclusion, and that you will continue to grow and prosper is the natural result of your progressiveness.

May each one enjoy the fullest measure of success.

(Signed) THE PARIS DRY GOODS CO.



The First Glimpse of Autumn Suits

Just in Advance of the First Faint Touches of Early Fall, Come These New Suits

For early Fall, we are making a display of beautiful tailors, which lend their beauty so gracefully to the figure. Black and Navy are the colors which have seated themselves on the throne of popularity. The materials favored are Twill Cord, Poiret Twill, Piquetine and Tricotine for the tailored suits, while rich soft fabrics express the dignity of the more heavily trimmed garments.

One may choose at pleasure the length of the jacket. The Miss will probably prefer a shorter jacket. The longer lines will be welcomed warmly by those whose figures are better adapted to this length.



Hi Ho, Off to School We Go!

Soon the school bells will be ringing, then comes Rhythmic, Geography, History and all the other studies—my what a "glorious feeling!" The Paris as usual has made extensive preparations in the interest of school children, especially for the little girls.

Gingham Dresses

—No better opportunity is offered to prospective buyers than right now during this sale. —Superior quality of smart dresses, well made, and sweetly designed, just to suit little Miss Great Falls. —Ages 2 to 4 years in plenty of styles to suit every desire. —\$4.25 pretty gingham dresses, 8 to 14. **\$2.95** —Other groups of girls' gingham dresses up to **\$6.50**

Hair Bow Ribbons —4½ inches wide, in taffeta and moire, the very best quality in all colors. Special yd. **35c**

Girls' Hair Bows —Ready tied in the pretty butterfly fashion. Many fancy designs made of good stiff ribbons. **35c** 3 for \$1.00 or each

Wool Jersey Suits

—The most practical two-piece garment for the high school girl, made of durable wool Jersey material in the Tuxedo form, having a Norfolk belted coat and tailored skirt. —Choose your colors from dark green, brown, cordovan, tan and black. At This Low Price. **\$9.75**

Children's Good School Hosiery Moderately Priced

—Children's mercerized lisle, seamless, light weight, in cordovan, black and white. **55c**

—Children's lisle hose, full fashioned, medium weight, double knee, very good wearing quality, in black and white. **55c**

—Children's Cotton hose, seamless, medium weight, double knee, in black. **65c** 55c and

—Boys' cotton hose, heavy weight, double knee, extra good wearing quality in black. **60c, 65c and 70c.**

—Children's cotton hose, light weight, in black, white and cordovan. 40c and 50c. Special **35c**

—Children's cotton hose, medium and light weight, in good, sturdy quality and fast dye black. Very Special, pair. **25c**

Children's Union Suits

—Early Fall underwear for girls. Musing union suits, medium weight, cotton made, in all styles. —High neck, long sleeves, and ankle length, or Dutch neck, elbow sleeves, and ankle or knee length. Sizes 1, 2, 3. **\$1.10**

Sizes 4, 5, 6. **\$1.25**

Sizes 7, 8, 9. **\$1.50**

Mail Order Service **The Paris** DRY GOODS CO. Parcel Post Service

CALLED "SASSY JANE"; GROWS RICH ON NAME

—Four years ago a pretty girl of 18, June Rand, arrived in Great Falls from an eastern finishing school to spend the summer vacation with her aunt, Mrs. Jacob Sturdevant. She came to Montana because she had read several of the novels of B. M. Power, such as "Chip of the Flying U," "The Lure of the Dim Trails" and others, and she believed that if real romance with a capital R existed anywhere she would find it in Montana. When she found that the glory and picturesque of the range days had vanished, she decided to become a moving picture star. With a slender bank roll she left Great Falls for Los Angeles.

There she could scarcely get enough "extra" work to support herself. While she was sitting in her room, diligently reading the "Help Wanted" columns, opportunity knocked. Two aspiring young actresses, who were living in the same house, dropped in to borrow something from Miss Rand and stopped to admire the pretty apron she was wearing. She confessed to having made it herself and offered to sell it.

Sells to Big Store. The girls bought the apron, and Miss Rand had entered the business world. Her factory was started, although she did not yet realize it. She took orders for more aprons from friends of the first purchaser. After a few days she rented a machine. This, with two boxes purchased at 5 cents each, constituted the initial equipment. Cutting was done on the floor.

Making aprons for friends and acquaintances was well enough, but not startlingly remunerative, so Miss Rand decided to go after "big business."

She made a half dozen dainty

models, put one of them on and rode downtown to a department store, where she hunted up the buyer. He liked the aprons and said he would try a few of them. When the order was completed she delivered the aprons to the store and asked for payment, for she owed for all the material and some girls she had hired. The receiving clerk told her curtly that he could not pay her for them because they had to go through the regular channels and the bill had to be O. K'd. Miss Rand then went to the manager. He in turn called up the buyer and impatiently said: "There's a sassy little Jane here who says you ordered some aprons from her. Are they all right and what is the amount?"

Fortune for a Name. After being assured that everything was correct, he asked Miss Rand to whom he should make the check payable.

"Make it out to Sassy Jane," she said. That was the beginning of Sassy Jane aprons. From that minute "Sassy Jane" plunged into big business. She borrowed from a bank, rented additional sewing machines and hired extra help.

Today she employs more than 600 persons and has made a fortune at an age when many girls are just stepping out of college.

"Women's opportunities are unlimited in the business world," Miss Rand recently wrote her aunt. "I sometimes wish I were stranded again with only a couple of dollars cash. I believe I could make another fortune, in less than three years, too. It might not be in gingham aprons. It might be chemicals, auto specialties, baked goods, candy, neckties, baby clothes; why, anything at all."



The New Fall Shipment of "Sassy Jane" Dresses

are here and you will know why they won such fame for their maker.

—Developed in that sturdy Japanese Crepe, in striking color combinations, they come mostly in solid colors and are suitable to wear on the porch, for visiting, street, motoring and in one's boudoir.

NEW MODELS **\$2.95 TO \$11.75** CLEVER MODES

New Styles in Fall Footwear

—Note the exceptional values compared to former seasons. Expert fitting service our shoe hobby.

Two-Strap and Buckle Pumps of soft Van Dyke color calfskin with darker Scotch grain ball strap and counter foxing.

Heavy flexible welt soles and military heels; new narrow square toe; very stylish, at, per pair. **\$10.00**

—Same shoe in all over dark brown calf with one strap and buckle, per pair. **\$10.00**

—Soft dark brown Kid Lace Oxfords with ball straps and fancy trimmings, welt soles and military heels; very trim yet comfortable. Per pair. **\$8.00**

—Same shoe without ball straps and trimmings, per pair. **\$7.50**

Closing Out Summer Dresses Special 6.75

Values Up to \$19.50, Including Voiles Swiss, Organdy and Gingham

—It would pay you and pay you well to purchase a few of these models and put them away until next year, or select one or two and use them for the better home wear.

—The graceful, flowing lines are so becoming and youthful. All sizes, all colors, many styles.

—Dresses that are original and exclusive in designs.

New Tricollette Sweaters Special 9.75

A Money-Saving Purchase and Sale of Beautiful Tuxedo Models

—These were bought by our New York buyers and hurried back to us. It is another big event in the Hundred Thousand Dollar Sale.

—The quality of these sweaters is exceptional and they come in the good-looking Tuxedo style. The colors are well assorted.

—Such sweaters as these will be good any season of the year.

Do you love Philippine Underwear?

If so, this offer should interest you.

These exquisite gowns are made of very fine material, in many designs, and the embroidery work is done by hand.

These gowns have the regulation top, or hand scalloped edge.

The quality of these garments is far superior to the regular domestic grade. Regular **\$4.95** \$7.50 value

Flowered Voiles and Flaxons

One immense table loaded down with these nice fabrics, that come in about fifty different designs.

These materials are of such good textures and in the rich dark shades making them practically seasonable the whole year.

They make up into charming models to wear at home, for visiting, and many other purposes. Values up to **\$1.25. 25c**

First Mention of the Fall Millinery Review

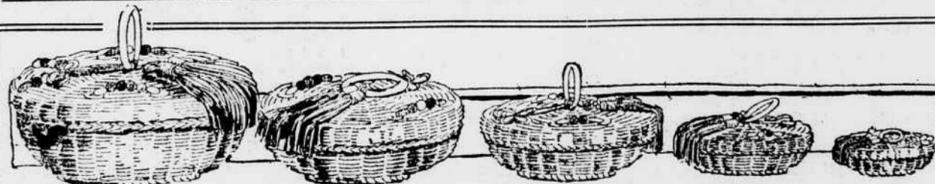
An Extensive Display Interpreting the Early Mode.



—These new models are fresh from their makers and bear the authentic imprint of fashion's best themes.

There are Smart Tailored Styles, Artistic Semi-dress Creations, Dress Hats, and the Sport Felts.

The big range of shades permit one to make satisfactory selection. We are glad to announce that the most noticeable innovation and one of the achievements of the store is the unusually low quotations. Come in and see these new comers; you will like them.



Imported Japanese Decorated Baskets In Rich Oriental Colorings Are Useful as Well as Ornamental

—This large size basket makes a desirable fruit holder, an ideal centerpiece for table. **\$1.95**

—The next size also is used mostly for fruit baskets, sometimes for for sending candy and luscious fruits and nuts. **\$1.65**

—Here is a nice basket for sending candy and luscious fruits and nuts. **\$1.15**

—The coloring on these baskets snacks strongly oriental; this medium size at **65c**

For a pound of candy to give away or for a sewing basket this is a good size. **35c**