

# A Store's Permanent Success Is Measured By the Goodwill, or Friendship, That It Can Create

For thirty-two years this store has been striving to grow larger and better by always keeping in mind that we are here to render a service to the public.

In a marked degree, it has been the patronage that the public has given to this store in the past that has made this "The Big Store" of northern Montana—and it is with this thought in mind that we invite you to join us and celebrate this carnival of bargains.

We especially invite our out of town customers to buy at this sale. Your mail orders will be filled—as long as the sale merchandise lasts—if your orders reach us by Saturday, April 12.

**UNDERWEAR SPECIALS**  
 Women's Vests, made of glove silk and selling regularly for \$3.25; colors are pink and white; sale price .....\$2.75  
 Silk Top Union Suits for women; color is pink and they are sleeveless, low neck and cuff knee; \$1.75 value; sale price .....\$1.33  
 Glove Silk Vests for women; pink and white; \$3.25 value; sale price .....\$2.75  
 Women's Union Suits. These knit garments have low neck, lace knee and are sleeveless; pink and white; 50c value; sale price.....50c

**HOSIERY FOR WOMEN AND CHILDREN**  
 Fiber Silk Hosiery for women; a lisle, garter-top hose in all the most wanted shades; \$1.25 value; sale price .....\$1.00  
 Lisle Hosiery for women; black only in this seamless hose, with high spliced heel and toe; 60c value; sale price .....48c  
 Silk Hosiery for women. These are a pure silk hose with garter-top and come in all of the season's shades; \$1.75 value; sale price .....\$1.33  
 Children's Hosiery. This assortment is a combination of broken lots and includes black, white and tan hose; values to 50c; sale price .....29c

**SALE BEGINS MONDAY 9 A. M.**



# ANNIVERSARY SALE



**SALE LASTS ALL WEEK**

## Handbags, Notions, Etc.

- HANDBAGS**  
 Women's handbags with strap back. \$1.50 values. Sale Price .....98c
- CAMEO BROOCHES**  
 Very attractive pink cameos mounted in gold frames. \$1.00 values. Sale Price .....35c
- ALLOVER LACES**  
 White or cream allover laces in either fine or heavy mesh. 18 inches wide and selling regularly for \$1.75. Sale Price, a yard .....69c
- SALE OF NOTIONS**  
 Brass toilet pins, 200 to the package. Three sizes. 8c value. Sale Price .....5c  
 Brass safety pins, 12 pins on card. Two sizes. 5c value. Sale Price .....4c  
 Kid curlers, 3 1/2 inch size, 12 curlers to the bunch. 10c value. Sale Price .....7c
- HUGHES IDEAL HAIR BRUSH**  
 This brush is easily cleaned and the bristles are set in a rubber cushion. \$1.25 value. Sale Price .....98c

## GLOVE BARGAINS FOR WOMEN

Women's Silk Gloves with double finger tips. Colors are black, brown and navy. \$1.50 values. Sale Price, **85c**

Women's Genuine Imported Kid Gloves in Ivory or Tan. \$3.00 value. Sale Price, **\$2.48**

## WOMEN'S NECKWEAR

An assortment gathered together especially for this sale. You will find styles that are very good and exceptional qualities. 75c values. Sale Price, **34c**

## HANDKERCHIEFS

Women's Handkerchiefs of all pure linen. Narrow hem. 25c values. Sale Price, 19c.

Fine Lawn Handkerchiefs with narrow hem. 8c value. Sale Price, **5c**

## RIBBONS

Taffeta and Satin Ribbons in a large range of colors and widths. Values 20c a yard. Sale Price, **12 1/2 c**

Plain Taffeta and Fancy Ribbons that sold regularly for 55c. Sale price, a yard **29c**

## Our Linen Department Offers You These Savings

- Yard wide longcloth. 35c value. Sale Price, yard .....28c  
 Yard wide muslin (bleached). Extra fine quality. Sale Price, yard .....22 1/2 c  
 50 dozen sheets (seamless), 81x90 in size. Sale Price, each .....\$1.69  
 Turkish towels (bleached), size 18x26. Sale Price, each .....28c  
 Yard wide cambric. 30c value. Sale price, yard .....23c  
 50 dozen pillow slips, size 42x36. Sale Price, each .....32 1/2 c  
 50 bedspreads, regular size. Sale Price, each .....\$2.45  
 Mercerized tablecloths, good patterns, size 54x80. Sale Price, each .....\$1.89

## Special Anniversary Sale Combination

As a special inducement for everyone in Great Falls to attend this Festival of Bargains, we offer this combination of 4 cakes of PALMOLIVE SOAP  
 1 jar of PALMOLIVE VANISHING CREAM  
 1 can of PALMOLIVE TALCUM POWDER

All for only **90 cents**

We limit the sale of this combination to one only to every customer as we want everyone who attends this sale to have an opportunity to take advantage of this offer.

—Main floor, just inside the door.

## Drug Sundries That Will Interest You

- Djer Kiss Face Powder. This celebrated French powder in all tints is one of the biggest favorites. A 75c value. Sale Price .....59c
- Perin Lora Face Powder. A very fine face powder that comes in all tints. 25c value. Sale Price .....18c
- Listerine—  
 \$1.00 size bottle, Sale .....85c  
 50c size bottle, Sale .....39c  
 25c size bottle, Sale .....19c
- Frostilla—A very popular lotion for the hands and face. 25c value. Sale Price .....19c
- Pond's Cold Cream—  
 50c size jar, sale .....38c  
 25c size jar, sale .....19c
- Tooth Brushes—Hughes' Autograph toothbrush enables you to know your brush by your signature. 50c value. Sale Price, 39c

## These Are a Few of the Good Things the Basement Has to Offer

- Antelope Apricots, No. 3 can .....20c  
 Muscat Grapes, No. 3 can .....20c  
 Antelope Yellow Cling Peaches, No. 3 can .....25c  
 Antelope Loganberries, No. 3 can .....25c  
 Antelope Sliced Peaches, No. 3 can .....25c  
 Antelope Bartlett Pears, No. 3 can .....20c  
 Wanda Royal Anne Cherries, No. 3 can .....30c  
 Kumer's Hominy, No. 3 can .....17c  
 Saragen Tomatoes, No. 3 can .....19c  
 Alamo Tomatoes, No. 3 can .....16c  
 New England Boiled Dinner, No. 3 can .....18c  
 Bonita Hawaiian Pineapple, No. 2 can .....28c  
 Gold Leaf Blackberries, No. 2 can .....23c  
 Monso-n Sweet Potatoes, No. 3 can .....27c  
 Carnation Milk, large can .....14c  
 Carnation Milk, small can, 4 cans for .....25c  
 Clean Easy Soap, 20 bars for .....\$1.00  
 Goblin Soap, 6 bars for .....25c  
 Hershey's Chocolate, a bar .....5c
- Basement Grocery.

## A Monday Special in Our Silk Section

The two items we are telling you about in the following are on sale MONDAY ONLY. Each day of this Anniversary Sale you will find a new and remarkably low priced special in our silk section. WATCH OUR ADS FOR THESE ONE-DAY SPECIALS.

- ALL SILK MESSALINE**  
 36-inch wide all silk messaline in a wonderful array of colors and shades. At present day prices this quality should retail at \$2.25. Sale Price, a yard .....\$1.49
- BLACK DRESS GOODS ONE-THIRD OFF**  
 Black dress goods, suitings and skirtings are included in this assortment of black fabrics. There are gabarines, poplins, tricootines, cashmeres, mohairs and many novelty weaves. They will be placed on sale, MONDAY ONLY, at ONE-THIRD OFF
- Main Floor, First aisle.

**32 SUCCESSFUL YEARS**

**New Envelope Chemise**  
 In two lots  
**98c and \$1.45**  
 These muslin envelope chemise have just been unpacked. Choose these early as we predict that they will not last long.

**Muslin Gowns—2 Lots**  
**\$1.39 and \$1.98**  
 Muslin gowns of high quality and exceptionally well finished.  
**WHITE CREPE BLOOMERS**  
 Both regular and extra sizes are included in this assortment, which are priced for this sale at, each .....\$1.00

**GREAT**

**GARMENT SALES ON SECOND FLOOR**

**Suits, Coats, Dresses, Blouses, Skirts, Petticoats**

All new merchandise that has been purchased for this sale—shown for the first time Monday. Buy your Easter Outfit at the Big Store During This Sale.

**\$19.75** Women's and Misses' High Grade Suits, Coats, Dresses, Skirts **\$19.75**

Values from \$35.00 to \$45.00—the best values of the year. See the garments for your self. See the display in the corner window.

**25 DOZEN CORSETS, EACH \$1.00**  
 25 dozen of these new corsets have just been unpacked for this sale. A most remarkable lot to offer at this price. Sizes 20 to 32. Sale Price, **\$1.00.**

**CORSETS, EACH \$2.49**  
 This lot is composed of high grade, well known brands in front and back lace corsets. Colors are pink and white and there are styles for every figure. Sale Price, **\$2.49.**

**BROCADED CORSETS, \$3.95**  
 Be sure and see this special lot of brocaded corsets, in both front and back lace styles. These are unusual values at, each, **\$3.95.**

**DRESSES FOR THE CHILDREN**  
 Gingham Dresses in both plain colors and plaids. Made in high waisted effect with belt, and pleated skirts. Some have white pique collar and cuffs while others have collars and cuffs of self material. Ages 3 to 6. Values to \$2.25. Sale Price, **\$1.69.**  
 Chambray and Gingham Dresses for girls from 6 to 14 years old. These dresses are made in sailor effect and high waisted styles, with belt and pockets. \$2.75 values. Sale Price, **\$2.39.**

—Second floor.

**THINK IT OVER—3600 GOSARD BANDEAUS AND BRASSIERES AT 50c EACH**

This is by far the largest shipment of bandeaux and brassieres that has ever been shipped into Great Falls. There are fifteen styles—styles that we have been selling every day but now they are being discontinued. We were very fortunate in being able to buy this assortment at a very low figure—and thus we are enabled to sell you these garments that sell regularly from 75c to \$1.25 for the extremely low price of **50c each.**

—Second floor.

**STRIPED GINGHAM PETTICOATS IN TWO LOTS \$1.39—\$1.69**

These are good washable under-skirts for everyday wear. Both regular and extra sizes are here and you are assured of real values. Sale Price, **\$1.69 and \$1.39.**

**SILK PETTICOATS \$3.35**  
 A wonderful assortment of materials and colors, including 15 dozen flesh and white tub silk petticoats. All to go on sale at, Sale Price, **\$3.35.**

**SATEEN PETTICOATS \$1.89**  
 Many of these petticoats have light colors; plain white and black; light figured and dark figured patterns. Sale Price, **\$1.89.**

**SILK PETTICOATS \$5.35**  
 All new shades in these silk taffeta and silk jersey petticoats. You may have your choice at the Sale Price, **\$5.35.**

**APRONS**  
 High Grade Percales and Chambray Aprons—A wonderful assortment in light and dark colors as well as figured designs. Sale Price, **\$1.69.**

**Striped Percale House Aprons—10**  
 dozen of these splendid house aprons in a variety of stripes. All sizes are here. Sale Price, **\$1.49.**

**SWEATERS AT ANNIVERSARY SALE PRICES**

**Slip On Sweaters \$6.95.** These are the new style slip-on sweaters and are all wool. There are sixteen shades and four styles and the sizes range from 36 to 46. \$10.00 values. Sale Price, **\$6.95.**

**Sleeveless Slip On Sweaters \$1.95.** Just the thing to wear under your suit coat. An all-wool garment that comes in sixteen shades and sizes from 16 to 46. Sale Price, **\$1.95.**

**WAISTS WAISTS WAISTS**  
 Beautiful silk blouses at Anniversary Sale Prices—**\$3.35, \$4.35, \$5.35.**

**WHITE VOILE AND COTTON WAISTS**  
 In new weaves and extraordinary values. Anniversary Sale Prices, **\$1.49 and \$2.49.**

—Second floor.

## \$6.50 to \$10.00 Values in Spring Millinery

That will sell during this Anniversary Sale for .....\$4.95  
 This lot includes satin hats and hats of satin and straw combined.

—Millinery Section, Second floor.

## Shoes for Less at This Anniversary Sale

- Men's and Women's Slippers of Japanese straw, lined with pink or blue Turkish crash. 100 pairs at this special sale. Sale Price .....\$1.25
- Children's and Misses' Barfoot Sandals of white and brown calf. Also child's patent, gunmetal and kid strap slippers. Sizes 6 to 11. Sale Price .....\$1.89
- Women's and Misses' Button Oxfords and pumps that are suitable for house wear. Small sizes only. Sale Price .....\$1.69
- Misses' and Women's Button Shoes in gunmetal, patent cloth top, patent mat top, and kid. Sizes from 1 to 3 1/2. Sale Price .....\$1.89
- Youths' and Misses' School Shoes in gunmetal calf, both button and lace. Also a few patent cloth top lace shoes suitable for dress wear. Sizes from 9 to 2. Sale Price .....\$2.95
- Men's Work Shoes in black elk and heavy brown calf. Chip-pewa make. Sale Price .....\$3.85
- Shoe Section, Main floor.

## Wash Fabrics in This Anniversary Sale

- Percale, 36 inches wide. New styles and designs in light and dark colors. Good quality, fast color. 35c value. Sale, a yard .....25c
- Ginghams, galatea cloth, kiddie cloth and chevrons, all in a varied assortment of colors. 40c value. Sale, a yard .....19c
- Foundation SILK, in all the wanted shades for dresses, waists and lingerie. Beautiful finish and excellent wearing qualities. 75c value. Sale, a yard .....49c
- Mercerized Poplins in such colors as tan, brown, lavender and different shades of blue. 49c value. Sale, a yard .....35c
- Natural Linens in widths ranging from 30 inches to 36 inches. Different weights and qualities suitable for suits, dresses or skirts. Values to \$1.00. Sale, a yard .....39c
- Black Sateen, highly mercerized finish, heavy quality and a bargain at our regular price, which is 50c. Sale, a yard, 39c
- Percales in a large assortment of light patterns only. This is a staple percale with a fine linen finish. 25c value. Sale, a yard .....19c
- Dress Ginghams in a wonderful range of plaids, stripes, checks and solid colors. 35c value. Sale, a yard .....25c
- Plisse Crepe in neat, dainty floral patterns, especially adapted for undergarments. 65c value. Sale, a yard .....49c
- Khaki Cloth, 36 inches wide. Fine for outing skirts, suits, kites, jumpers, etc. 75c value. Sale, a yard .....59c
- Main Floor, First aisle.

## A Few Anniversary Sale Prices on the Main Floor

- RIBBONS**  
 These ribbons come in hairbow widths, plain and fancy patterns in all the most wanted colors, and there are plenty to select from. Anniversary Sale Price, a yard .....23c
- BOUDOIR CAPS**  
 One special lot of boudoir caps that come in silk crepe and wash satins. The colors are pink, blue, lavender and maine. Anniversary Sale Price, each .....69c
- CHILDREN'S WINDSOR TIES**  
 These ties are made of good heavyweight silks and come in all colors. Anniversary Sale Price, each .....29c
- HOSE**  
 Pure and fiber silk women's hose with lisle toe and heel and 8-inch garter top in the following shades: Black, silver, beaver, Russian calf, bronze and grey. Regular \$1.25 value. Anniversary Sale Price, a pair .....97c

# Strain Brothers