

1 ANNIVERSARY SALE 1

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Great Profit Sharing Event

It is just one year ago that this store opened its doors to the public of Great Falls and vicinity. The generous patronage ever since the opening day, we attribute not only to the class of merchandise we sell but to the honest methods we pursue in selling it. **HONEST ADVERTISING AND ONE PRICE TO ALL.**

In appreciation of your generous support, we have carefully planned this sale. **THERE WILL BE BARGAINS IN ALL DEPARTMENTS.**

Everything Reduced 25% to 50%

This sale does not consist of a few leaders, but includes **EVERY ITEM IN OUR STOCK.** If you find anything that is not reduced at least 25 per cent it is an oversight and we would esteem it a favor if you will draw it to the attention of the management. Just now there is a movement among public spirited merchants throughout the country to endeavor to reduce the H. C. L. by giving general reductions of 15 to 20 per cent. You have read of this being done in other cities, but we are the first to present this opportunity to the public of Great Falls by offering more radical reductions.

NO APPROVALS

Sale Starts Monday, 10 a. m.

NO EXCHANGES

COATS REDUCED 25% to 50%

Every spring coat and wrap is included in the great Anniversary sale—nothing is reserved—some have only been in stock a few days. Sports models, three-quarter length coats, motor coats and new summer wraps. One special lot consisting of \$22.50 and \$25.00 values.

Specially Priced at \$14.95

And no less remarkable is another group of sport coats in Jersey and Polo Cloth that sold regularly at \$35.00 and \$37.50.

Specially Priced at \$24.95

All Other Coats and Wraps Reduced 25 to 50%

ONE-HALF DRESSES ONE-THIRD

We have assembled our whole stock of Spring Dresses into two big groups for this sale. One at ONE-HALF and one at ONE-THIRD OFF the original price. Never before has such an opportunity presented itself at this season of the year.

EVERY DRESS IS INCLUDED NOTHING RESERVED

MATERIALS	STYLES	COLORS
Taffetas	Ruffled Skirts	Black
Georgettes	Draped Skirts	Navy
Satins	Elbow Sleeves	Copen
Tricolettes	Monk Collars	Brown
Tricotines	Puffed Hips	Gray
Serges	Beaded Models	Taupe

THE HALF PRICE GROUP		THE ONE-THIRD GROUP	
\$22.50 Dresses	\$11.25	\$22.50 Dresses	\$15.00
\$30.00 Dresses	\$15.00	\$32.50 Dresses	\$21.65
\$39.50 Dresses	\$19.75	\$39.50 Dresses	\$26.35
\$45.00 Dresses	\$22.50	\$45.00 Dresses	\$30.00
\$60.00 Dresses	\$30.00	\$55.00 Dresses	\$36.65
\$75.00 Dresses	\$37.50	\$59.50 Dresses	\$40.65
\$95.00 Dresses	\$42.50	\$65.00 Dresses	\$43.35

ALL EVENING DRESSES AT HALF PRICE

SUITS HALF-PRICE

Our entire stock of Spring Suits at HALF PRICE. The materials are principally tricotines and men's wear serge, all made up in smart, stylish models. There are many plain tailored suits that it would pay anyone to buy now for early fall wear.

All \$45.00 Suits, now	\$22.50
All \$49.50 Suits, now	\$24.75
All \$59.50 Suits, now	\$29.75
All \$65.00 Suits, now	\$32.50
All \$75.00 Suits, now	\$37.50
All \$85.00 Suits, now	\$42.50
All \$100.00 Suits, now	\$50.00

JERSEY SUITS Reduced One Fourth

Jersey suits made up in smart sports modes for summer wear reduced ONE-FOURTH

\$35.00 Jersey Suits	\$26.25
\$37.50 Jersey Suits	\$27.15
\$42.50 Jersey Suits	\$31.85
\$45.00 Jersey Suits	\$37.50

CORSETS

Here is your chance to buy corsets at a saving of at least 25 per cent. Madeleine, Successo, Madame Irene and Thompson Glove Fitting Corsets are all included. One table filled with broken sizes, and numbers we are discontinuing. Values up to \$10.00

ALL OTHER CORSETS REDUCED 25%

Another big lot of Madame Irene, La Victoire and Successo Corsets at HALF PRICE.

Elastic Girdles, especially suited for athletic wear. Regular \$3.00 value

Our expert corsetier will assist you in selecting the corset best adapted to your figure. If you wish to be fitted she will be glad to make an appointment with you for after the sale.

KIMONOS

Cotton crepes in plain colors, figured crepes and imported Japanese crepes, plain and fancy silks made up in attractive oriental style. One special lot of plain cotton crepe, attractively trimmed with satin. Colors, rose, blue and pink. Regular \$1.95 and \$2.25 value

Another special group consisting of plain and figured crepes and imported Japanese garments that are hand embroidered. Regular \$7.95 and \$8.50 values

All Other Kimonos Reduced One-Fourth

HOSIERY

COTTON — LISLE — SILK
All reduced One-Fourth.

Here are three extra special values. Ladies' fine quality lisle hose in black, white, cordovan, bronze and grey. Regular \$1.00 value

Ladies' fibre silk hose in black, white, cordovan, tan and bronze. Regular \$1.25 value

Ladies' Silk Hose, this is a combination of pure thread silk and fibre, we recommend it for its wearing qualities. Colors, black, white, cordovan and the new Field Mouse shade. Regular \$2.00 value

All Other Hosiery Reduced One-Fourth.

PETTICOATS

Petticoats made of high grade satin, black ground with neat colored figures. Regular \$2.00 values

Petticoats made of "Silktaff" a cotton material that has the appearance of taffeta and is guaranteed for one year, they have a deep flounce of pure silk taffeta. All the wanted colors. These sold last year at \$3.95. SPECIAL FOR THIS SALE

Petticoats of all silk jersey with taffeta flounce, these are exceptional values, they come in high colors, Kelly, Purple, Rose and Copen. Regular \$8.75 values.

Sale Price

All other Silk Petticoats Reduced One-Third.

ALL DRESS SKIRTS Reduced One-Third

Plain serges in black and navy novelty wool plaids, satin and taffeta skirts and sports models, in rich, fancy silks are all included in this exceptional skirt offering.

One special group of novelty skirts in rich wool plaids, in accordion pleated models and silk sports skirts in Baromette Satin, Fan-tastic, Kumis-Kumisa and Tricolette. This is a lot that was bought at special prices by our New York buyer and have just arrived.

Special Anniversary Sale Price

EXTRA SIZE SKIRTS—One group of large size skirts, 27 to 36 waist measure. Made up in a fine quality of silk poplin. Black, navy and taupe. Regular \$12.00 values; special

Every Other Skirt Reduced ONE-THIRD

WAISTS

Georgette Tricolette

Here are some exceptional waist bargains. Finest quality of georgette in white, flesh and all the light spring shades. Wonderful assortment of styles, long and short sleeves, plain tailored models, other trimmed with dainty lace and bead embroidery. Some Silk Tricolettes are included, real tricolettes, not a cheap imitation.

Regular \$8.75 Values	\$4.95
Regular \$10.00 Values	\$5.95
Regular \$12.00 Values	\$6.95
Regular \$13.75 Values	\$7.95

ALL OTHER SILK WAISTS REDUCED ONE-THIRD

BATH ROBES

It is not often that the opportunity presents itself to buy such a staple article as a Bath Robe at a saving of 25 per cent, but during this sale EVERYTHING is included.

We have a good assortment to select from, some are made of the famous Beacon Blankets in attractive patterns and colors. One lot specially priced at

ALL OTHERS REDUCED ONE-FOURTH

CHILDREN'S COATS
Made up in attractive styles. Plain serges in navy and tan Shepard Checks, plaids and stripes in novelty materials. Silk Coats in Navy, Copen and Black. Sizes 4 to 10 years.

One Lot Values up to \$7.50 Val. up to \$10.00
\$2.95 \$4.95
All Others Reduced ONE-THIRD

NECKWEAR—Half Price

One big lot of collars and vestees in lace, organdie and silk at just ONE-HALF the regular price.

ALL OTHER NECKWEAR REDUCED ONE-THIRD

McNAIRS

BAGS BAGS BAGS

One table of Bags and Purse. Silk hand bags in black, navy and grey. Leather bags and finger purses. Regular \$3.95 values

Every other bag in the stock, including silk and beaded styles in new shapes. Canteens of patent leather.

ONE-FOURTH OFF