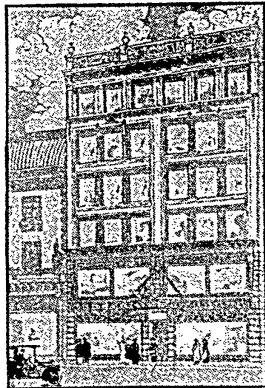


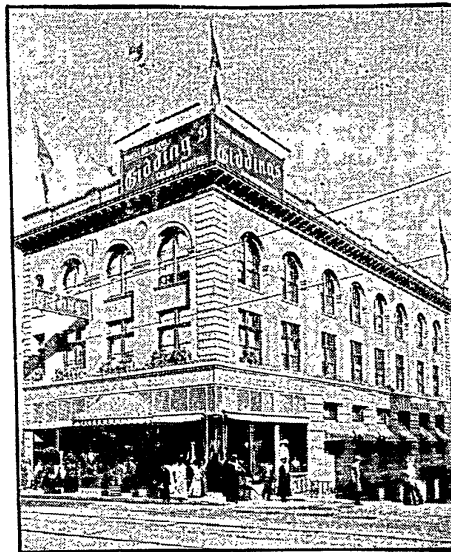
An Anniversary Sale—Our Birthday Celebration



J. M. GIDDING & CO. OF NEW YORK.
 (Fifth Avenue at Forty-Sixth Street.)



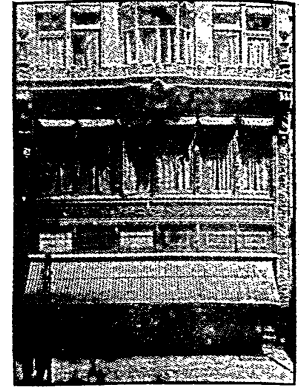
"The Crest of Quality"



J. M. GIDDING & CO. OF DULUTH,
 The Mother Store of the Gidding Organization.



"The Crest of Quality"



J. M. GIDDING & CO. OF CINCINNATI, O.
 (Showing Three Out of Five Floors.)

MARCH 26th is the Store's Birthday!—We've been in business eight years, and are going to hold a three days' jubilee commencing Monday and continuing Tuesday and Wednesday. This is to be, without exception, the greatest and most unique event the Gidding Store ever held.

¶ This is **not** a sale of goods made for sale purposes—We offer you **nothing** during this event, excepting the goods we are **proud** to offer you at **regular prices** and under the regular Gidding guarantee of **Quality, Style and Make**.

¶ The combined forces of the entire Gidding organization have left no stone unturned to produce **values** commanded entirely by our tremendous tri-store outlet on exclusive wearables. We propounded our plans to our best makers, whose lines we control, for our three institutions—asking their co-operation and in many instances they have put forth their best efforts to contribute to this Birthday event, **regular merchandise** at liberal price concessions. Combined with these unusual values we have selected from stock **favorite lines** of staple merchandise at **Anniversary Prices**—Every Department contributing a **Birthday Gift**.

\$25 Suits—Anniversary Price **\$17.50**

Several plain tailored styles, including an attractive two-button cutaway model.—Fine Black and Navy Serges—Also Novelty Stripes and Mannish Worsteds.—Strictly correct, up-to-date styles, bought in the regular Gidding way, but specialized as an Anniversary Leader at \$17.50.

\$29.50 Coats Anniversary Price **\$22.50**

As a Special Birthday offer we have selected one of our very Nobby New Novelty Coats in Mixtures and Plain Serges; made with large double rever, low side fastening, large handsome novelty buttons and throw collar.

\$18.50 and \$19.50 Junior Coats—Special at \$15

Two Nobby Styles in plain and smart mixture materials—Sizes to fit High School Girls, College Girls, Misses and Small Women.

\$9.75 Lingerie Dresses—Special at \$5.95

Several styles in fine Batistes, High or Dutch Neck models, daintily embroidered and lace trimmed—All sizes in the lot.

Anniversary Sale of Millinery

By way of a Special Anniversary Offer, we have selected special Groups of New, Smart Styles in Tailored Street Hats which we sell in group as follows:

50 Hats \$7.50 to \$8.50 | 25 Hats \$12.50 to \$15

\$5

\$10

These are regular Gidding Styles, designed for regular Gidding Selling, selected at random as representatives of the Millinery Department in this Special Price Birthday Jubilee.

\$29.50 & \$35 Suits at \$25

100 Selected Garments

Nobby Man-Tailored models in the Serges, Whipcords, Diagonals and English Suitings—Full ranges of sizes.

Onyx Hosiery

Regular 50c Quality

at **3 Pr. for 1.00**

The Famous "Lavender Top" and standard "400K" qualities—Two of our best Staple Sellers, known to all our customers and inquired for every day in the year!

(Limited 3 pair to a customer.)

Also 25 Dozen

McCallum's \$1.50 Silk Hose

Black and all colors **\$1.00**

Anniversary Sale of Waists—The Biggest Event of the Year

\$5 to \$12 Lingerie Waists at \$3.95

600 Dainty Garments, many taken from our new fresh Spring Stocks; the rest consists of a special lot obtained from one of our highest class makers for this event—Every Waist of the regular High-Class Gidding Caliber.—In fine French Batistes and Voiles handsomely trimmed with hand embroidered designs, Irish Crochet, Cluny and Valenciennes Laces; many in the popular side-frill effect.

\$1.50 and \$1.75 "Gabby Blouses" and Lingerie Waists . . \$1.00

Of white Soisette with large soft tailored circular collar and cuffs of contrasting colors or light stripes; "V" neck finished with large Windsor Bow tie—Also Dainty Styles in simple Lingerie Waists for practical wear.

Girls' Dresses

Regularly \$1.50 to \$2.25

\$1.00

150 Colored Wash Dresses, for Girls from 1 to 14 years of age.—Practical Styles for every day School or play Wear—Plain colors, spots, checks and plaids—High or Dutch neck styles, with Kimona or set-in Sleeves.

What sensible mother would bother to make play dresses when she can buy them for a price like this?

Hand Bags

\$4.00 and \$4.50 Values

at **\$2.50**

Five Dozen new spring Bags of the regular Gidding Standard, from our regular makers, in genuine Pebble Seal, Pin Seal and Walrus. Mostly black, but a number of colored bags are included in the lot.

Kid Gloves

\$1.50 Qualities at **\$1.00**

Regular Spring lines of extra quality Real Kid Gloves—Black, White and all the new Spring shades of tan—all sizes.

A rare chance for the women of Duluth to obtain their Easter Gloves at Wholesale Cost.

200 Night Gowns & Combinations \$1.50

Regular \$1.75 and \$2.00 Values.

We have selected many popular priced lines from our regular New Spring Stocks—A splendid variety of lace and embroidery trimmed styles

150 White Petticoats \$3.50 to \$5 at . . \$2.95

All sizes—Many styles, trimmed with embroidery flounces, Platte-Val, Shadow Laces, Linen Laces, Tucks, etc.

Successo Corsets \$2.75

\$3.50 and \$4.00 Values

Full lines of sizes in the new spring models with extreme long hip and low busts.

\$1.25 Brassiers at 65c

The famous Bon Contour Brassier (crosses in the back). Of fancy Madras, neatly boned, made with shield under arm and finished with French heading and embroidery edge.

White Serge Coats

For Little Tots

\$5.75 Values **\$3.75**

Smart little styles of fine quality Serge, braid trimmed and lined throughout.

Third Floor Section.

Spring Coats

for Girls

\$6.75 & \$7.50 Values **\$5**

A new shipment just arrived—We bought them to sell at \$6.75 and \$7.50. Plain tailored styles with checks and nobby grey or tan trousers—6 to 14 sizes.

First Floor.

Owing to the extreme values offered we must make these restrictions:—**No Approvals, No Exchanges, No Lay-Bys, and No Phone Orders**