



# WELCOME WEEK

MONDAY

APRIL 2d

THROUGH

SATURDAY

April 7th

An invitation is extended to everyone to spend some part of the week beginning April 2d attending this store's important spring event—Welcome Week. The purpose of this event is two-fold. We want you to become more familiar with the store and its representatives and we want you to see how well prepared we are to render you efficient merchandise service in the coming spring season.

For your inspection and approval we have assembled a wonderful array of spring merchandise which in point of beauty and variety eclipses that of any former event. Styles and fabrics which are typical of Dame Fashion's demands for Spring are gathered here in displays which will inspire your highest admiration. The setting is ready, we invite and urge you to come.

## Many New Silks are Shown For Welcome Week Shoppers

While there is always a demand for the plain tafetas and satin finished silks, the novelties are claiming much attention for the coming season. Our showing for Welcome Week reveals many striking effects in fancy silks which will immediately appeal to lovers of the unusual in dress. The showing of silk alone will well repay those who pay us a visit during the coming days.

## Beautiful Wash Fabrics Await Your Inspection

This is undoubtedly an unusual season for wash materials. No design is too large or too striking to be strictly stylish; and the variety of designs embraces every variation from the oriental effects to large plate size dots. The brilliant colors which are employed and the unusual designs offer a selection which is exceptionally attractive. Welcome Week finds this section at its best.

## Wool Dress Material for Early Spring Wear

Those planning to make suits, dresses and skirts for early Spring wear will be interested in the displays presented for Welcome Week shoppers. Among the collections are many of the ever-popular poplins, serges, broadcloths, etc., as well as a pleasing assortment of novelty checks and plaids. The showing is complete in every particular.

## New and Novel Neckwear in Great Variety

It's almost impossible not to find in our selection of neckwear some style that will be sure to please. Such a variety of styles of neckwear is seldom seen. Large, medium or small collars, embroidery or lace trimmed collars, crepe or organdy collars, elaborately trimmed collars or collars with simple but effective touches. The wide diversity of style affords all ample opportunity for choice.

## Welcome Week's Showing of Suits is Unusually Charming

Interesting to an unusual degree is the display of suits in the ready-to-wear section. One may choose from the strictly tailored models, the semi-tailored or the novelty effects which are finished with a variety of pleasing "touches," notable among which are single and double or pendant belts, flaring, extending or turnback cuffs, novel stitched designs and many other features, all of which add an irresistible charm to this season's garments. In contrast to the sombre nature of the fall and winter apparel the colors employed in the new fabrics lend a note of cheerfulness which is most delightful.

## Authentic Styles in Coats for Early Spring Wear

The new coats for spring offer many opportunities for the woman of discriminating taste to express her own preference and select garments which emphasize her own individuality. Apart from their actual individual charm and beauty they have great interest in that they correctly portray the authoritative styles of the season. Every new detail which has been created by the foremost designers is shown in the extensive display assembled for Welcome Week.

## The New Skirts Will Please You

Because of the diversity of styles, materials and finishing details we say with assurance that the new skirts will please you. The many novel ideas such as patch pockets, single and double belts, yoke seams around the hips and many different pleated effects and the unusual variety of materials employed present an array which is irresistibly charming. You cannot fail to be highly pleased.

## Spring Shoe Styles

Every new style and color combination of colors is represented in the Welcome Week displays. Footwear of every description expressive of excellent taste and good shoe judgment, is now here awaiting inspection of those interested. In early season styles. We extend a cordial invitation to all to come and examine the newest and authentic styles.

## The New Spring Dresses

show many new and novel effects which are unmistakably "1917". The waist line is re-discovered, and straighter lines are favored. Baroque embroidery is the favored trimming of every dress whether of serge or the beautiful silks so popular for this spring.

## Our Undermuslin Display Merits Approval

Fascinating to an unusual degree is the display of undermuslins for the coming season. Daintily fashioned garments, artistically trimmed and made up from materials which will delight all women are shown in great profusion. Selections offer the best choice now, during Welcome Week.

## For the Housekeeper---Draperies

With the coming of spring comes also the necessity for renewing supplies of curtains and draperies and in this respect the housekeeper will find us well prepared to be of material assistance. For Welcome Week we are showing many new drapery effects which will certainly please lovers of "the home beautiful."

## New Patterns in Room Size Rugs

Even though prices have advanced so rapidly we are showing a splendid assortment of rugs in many beautiful designs and colors, at prices which will at once impress you with their reasonableness. We suggest Welcome Week as an ideal time to see the newest arrivals.

## The Beauty of the New Waists

The real charm of the new waists lies in their simplicity and yet while they are simple in character, there is enough novelty in the trimmings to make them unusually attractive. Diversity of style in the collars, cluster tucks, lace inserts, and embroidered effects—all of these and many other novel ideas are shown in our display specially arranged for Welcome Week.

## Authoritative Corset Styles

Since so much of the success of the outer apparel depends on the correctness of the corset it is obvious that the corset must be given much consideration. Our new Spring models emphasize in an unmistakable manner the new lines. Selection from our stock insures a perfect foundation for your new Spring garments.

## Complete Showing of Dress Accessories

Not a detail has been overlooked in our preparations for the coming season. Everything necessary to complete the Spring outfit has been provided. Gloves, handbags, hose, handkerchiefs and the many essentials are shown here in selections which meet every need. Thoroughly reliable qualities and most moderate pricings is the keynote of our extensive displays.

## The Millinery Department's Contribution to "Welcome Week"

Prominent among the Spring displays is our showing of fascinating hats for the approaching season. Spring millinery shows every indication of abounding in novelties. Shapes are novel and trimmings are decidedly out of the ordinary. Many alluring models in continental effects, turbans, small close fitting styles, sailors of many varieties, developed in braids and combinations of silk and braid and adorned with cleverly arranged trimmings are shown in favored shades. Hats for street wear or dress are here in extremely interesting variations, making a visit to this section exceptionally delightful.



# ROWLES & PARKER

Rensselaer, Indiana