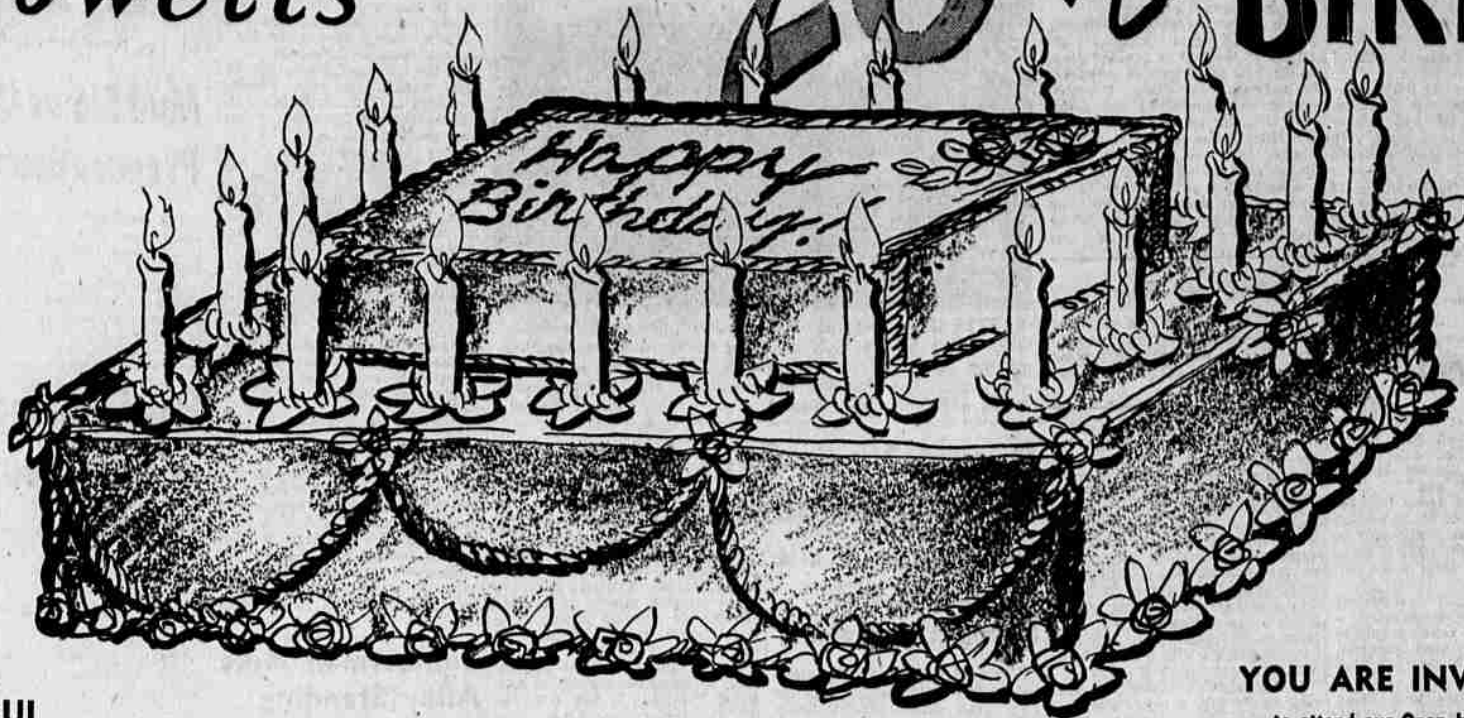


Lowell's 20th BIRTHDAY



WE ARE GRATEFUL...

...for your patronage and friendliness in the past 20 years. We are proud to be a part of this community. We enjoy serving you. Yes, we want your business but we want to deserve it. To this end, we pledge: To continue offering quality merchandise at the best possible market price, to offer the best in service. We are here to serve you and the service is yours for the asking.

A new business came to Roseburg 20 years ago, featuring shoes and accessories. . . Lowell's L. A. Rhoden had faith in the town, and here is where he wanted to establish his business, maintain his home and raise his family. Lowell's was then located in what is now the North half of the F. W. Woolworth store. Five years later, Lowell's moved to their present location, which was the former home of the News-Review. The success and patronage enjoyed by Lowell's has more than justified L. A.'s initial confidence in Roseburg. As Lowell's goes into second generation management, our confidence remains firm that Roseburg is a wonderful place to have a business, home and family. Our plan is that Lowell's will continue to grow and improve with Roseburg, offering quality merchandise, smartly styled in the popular price field. We will continue to offer complete selections of styles, fabrics and prices in ready to wear for girls from size one through ladies sizes to twenty-four and one-half.

YOU ARE INVITED...

...to attend our Open House—be our guest—on March 23, from 9:30 a.m. We will be pleased to serve you a slice of our birthday cake and a cup of our birthday punch.

YOU ARE INVITED...

...to feast your eyes on the lovely new arrivals in merchandise and drink in all the beauty of spring fashions.



COATS by BETTY ROSE

Full length coats with impeccable tailoring, smart but not seasonable, offering the ultimate in value. Solid colors, pattern fabrics. Shadow stripe (similar to illustration). Quality priced. \$59.98

YOUR CASH REFUND **\$6.00**

Other full length coats from 29.98 Subteen and ladies sizes, with a proportionate cash refund on each.

To Celebrate Our 20th Birthday

Lowell's is giving a refund on every purchase of Girls or Ladies ready-to-wear made during our Birthday Week, March 23 to 29.

Lowell's is bubbling over with new styles, new fabrics, radiant spring colors -- all designed to show you at your fashion best for Easter, for Spring, through the Summer.

AND

On each and every purchase made during our Birthday Week, you simply present your saleslip to our Birthday Refund Desk and receive a CASH REFUND equal to ten percent of the sales slip. Cash savings for you as our token of appreciation for the patronage we have enjoyed. To facilitate convenience, we must limit refunds to cash purchases only.

Better Dresses

Washable. Orlon, nylon, Acrlon. Fashion with practicality, styles, colors, fabrics for every taste. Dress (similar to illustration) 100% nylon linen by SHIRLEY LEE. Quality priced. \$10.98.

YOUR CASH REFUND **\$1.10**

Other styles by Doris Dodson and Shirley Lee from 8.98, with proportionate cash refund on each.



Ten Way Suits

Washable linens, worsted gabardines, regular and half size. Two skirts, reversible vestee, lined jacket. (Similar to illustration). 24.98

YOUR CASH REFUND **\$2.50**

Other suits from size 7 to 22 1/2. Proportionate cash refund on each.



COATS FOR GIRLS

Full length coats for Easter and afterwards. Smartly styled in interesting fabrics. Coats (similar to illustration) sizes 7 to 14. Quality priced. \$12.98

YOUR CASH REFUND **\$1.30**

Other full length coats from size 1 through subteens. Prices start at \$6.98 for little bonnet sets. Proportionate cash refund on each.

Washable Skirts and Sweaters

Orlon, nylon, and other washable fabrics are strongly represented at Lowell's Girls Department. Popular priced and during Birthday Week, proportionate cash refund on every purchase.



Knits by Lofties

Designed for faithful wear, fitted perfection, versatile accessorizing. Sizes 10 to 18 in 14 desirable colors. Knit dress (similar to illustration) quality priced \$29.98

YOUR CASH REFUND **\$3.00**

Other knit dresses and suits to \$49.98, with a proportionate cash refund on each.



Better Suits by BETTY ROSE

Boxy and fitted styles. Betty Rose tailoring in trans-season fashions. Suits with Millum linings in fabrics and colors sure to please. Boxy Style (similar to illustration). Quality priced. \$49.98

YOUR CASH REFUND **\$5.00**

Proportionate Cash refund on all Other Suits

LITTLE GIRLS DRESSES

Washable fabrics for party, Easter or school wear. Nylons, picolays, etc. Style similar to illustration in picolay, sizes 7 to 14. Quality priced. \$3.50

YOUR CASH REFUND **35c**

Other dresses from size 1 through subteens with prices starting at \$1.98. Proportionate cash refund on each.



SHORT COATS FOR GIRLS

From size 4 up through subteens. Wearable fabrics smartly styled, well tailored for value. Style similar to illustration sizes 4 to 6X. \$6.98.

YOUR CASH REFUND **70c**

Proportionate Cash refund on all other short coats

Short Coats by Betty Rose

Smartly styled to wear indefinitely, quality wools, tailored to perfection, quality priced. Style (similar to illustration) white and red. \$29.98.

YOUR CASH REFUND **\$3.00**

Other short coats from \$16.98 with a proportionate cash refund on each.



Lowell's