

WELCOME WEEK



FROM
MONDAY
APR. 10th

Welcome to You, Welcome to Your Friends And Welcome to the New Season

UNTIL
SATURDAY
APR. 15th

To show and suggest, to assist you in every way to get acquainted with the new merchandise for Spring and Summer, all these and more are a part of Welcome Week at this store.

Now that every corner of the store is freshly stocked with the new goods in harmony with the season's most correct fashions, we welcome you to come, to inspect and enjoy and learn all about the correct styles for Spring.

Our Welcome Week displays are unaffected by the scarcity of merchandise as this event was planned previous to the time when shortage of goods and war prices took their present firm hold on the market. Here you will see the newest and best merchandise in varieties sufficiently broad to fulfill every individual requirement and taste. The values reflect well upon our foresightedness in buying early.

WELCOME WEEK The Dress Goods



The new wool suitings for Spring are shown in such a broad variety of distinctive patterns and rich colorings that Welcome Week will suggest the weave most becoming for your spring outfit. Stripes and checks are again popular. Prices Range from50c to \$2.35 per yard

WELCOME WEEK The New Silks

Our showings of spring silks offer many new and pleasing patterns, particularly for waists and dresses. Welcome Week should see you here viewing these displays, complete to the last detail of fashion. Figured effects, plaids and stripes of various widths are in the lead. Vivid colorings are noticeably prominent. Prices Range from75c to \$2.00 per yard

The New Wash Goods

We welcome every woman in the community to see the beautiful assortments of new wash fabrics. Figured patterns, flowered effects in dainty pastels and a wonderful outlay of stripes comprise our offerings. Voiles, marquisettes, crepes, batistes and tissues are a few of the fabrics on display. Prices Range from12c to 68c per yard

Welcome week presents opportunities you should grasp to study the new fashions, to inspect the new merchandise, to compare and judge values but you need feel in no way obligated to buy simply because you come to look. This is our Spring Opening and a week of special welcome to all.

Everyone in this store has made a careful study of the new season's styles and you'll find waiting here a welcome willingness to help you in every possible way to learn what's most suitable for your appearance and use this spring and summer. Again we welcome you.

WELCOME WEEK The New Millinery

Beyond all question the most delightful display of millinery we have ever shown. Hats that radiate the brightness of spring sunshine are here in such a variety of riotous colorings that must please the eye and many shapes that give the wearer an added bewitchingness or an air of extra smartness.

Ladies and Misses Trimmed Hates\$2.25 up
Children's Trimmed Hats\$1.00 up

WELCOME WEEK The New Corsets

A variety of new styles is shown in our spring lines, giving prominence to higher busts, somewhat shorter skirts and slightly curved waistlines as style features. Every figure can be properly fitted here with the assurance of comfort and satisfaction.

Ladies and Misses FAMOUS WARNER'S
CORSET'S in coutil and batiste.....50c to \$3.00

WELCOME WEEK The New Suits

On this occasion you will have the opportunity to view the most fashionable suits for Spring and Easter. Every favored style is introduced in these ample displays. Rich quality silks and combination silks and wool comprise the wide range of fabrics certain to fulfill the individual requirements and tastes of every style-loving woman. Each model is a splendid example of master tailoring and design. The ultra-stylish models show the new cape or standing soft flaring collar effects. Prices range from\$11.85 to \$28.50

WELCOME WEEK The New Coats

Welcome Week presents the new types of coats for every occasion. The designers have given much attention to the finishing touches of the collars, sleeves and pockets which are of a novel form. America's foremost manufacturers have contributed their best for this occasion and you should see them. The tailoring, the fabrics the exclusiveness of the styles reflect the master skill of the designers. Prices range from\$7.40 to \$20.00



WELCOME WEEK The New Footwear

Our Spring stocks of footwear will be complete for the occasion and a number of styles will be introduced to all visitors in this section. White seems to lead in footwear for women, while in the men's lines either black or tan is favored.

WOMEN'S SHOES AND SLIPPERS
Women's White Canvas Slippers ... \$1.68, \$1.75, \$1.98, \$2.19
Women's Black Slipper, patent or kid, one to five straps, pumps \$1.48, \$1.98, \$2.19, \$2.28, \$2.48, \$2.98, \$3.28, \$3.48 and \$3.78
Women's Shoes and p...eaoimfwyppn
Men's Shoes, lace or button \$2.48, \$2.68, \$2.87, \$3.25, \$3.50, \$3.95, \$4.50, \$4.75, \$5.00
Misses' and Children's Shoes and Slippers, prices from60c to \$2.48



WELCOME WEEK FEATURE

We have engaged the services of an efficient designer to assist our patrons who wish their new outfit correctly modeled or advice as to the selection of dress materials or outer apparel. This service will cost you nothing.

WELCOME WEEK The New Suits for Men

Every man and young man should take time to visit our clothing section during Welcome Week as all the prevailing styles in suits for Spring and Easter will be on display, convenient for inspection. Tastes both extreme and conservative will find styles, fabrics and values here to their liking. The special displays of new furnishings add considerable interest to Welcome Week in this section. Come!

MEN'S SUITS in this seasons latest weaves and styles \$9.87 to \$25.00

WELCOME WEEK The New Men's Furnishings

There in the most popular of the new styles, patterns and colors—shirts and ties for the coming season. As usual, the qualities are beyond question.

MEN'S NEW SPORT SHIRTS with plain collar, in stripes 98c and \$1.50

This event represents the broad-minded service which at all times governs this store. It's purpose is to show you the newest and most correct and most popular fashion ideas. The Welcome spirit is evident throughout the store, inviting you whether you expect to buy or not, to come to look, to learn and to enjoy.



Study R. C. U. Values

Welcome Week presents a splendid opportunity to study R. C. U. Values. Many of the lines on exhibition were purchased this spring under the guidance of this retail organization of more than 400 middle Western merchants who have successfully eliminated the middle man from their buying by using the co-operative method of purchasing direct from the manufacturers. Their annual purchasing power is now \$35,000,000 which enables them to give R. C. U. patrons more actual value for their money. Watch for R. C. U. values, inspect them and you'll be convinced.

The Golden Rule Co.

The Golden Rule Co.

W E L C O M E W E E K