

And · Now · Comes · A · Beautiful · Fashion · Shop · To · La Grande

FREE

Every visitor to The FASHION on the Opening Day will receive a Special Gift---FREE!

The Fashion
New La Grande Hotel Building

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The Fashion
La Grande's Newest and Finest Specialty Shop

Part of the plans of the management of the new La Grande Hotel called for part of the ground floor space to be devoted to Specialty Shops of the finest character, so it is with pleasure that we announce the opening of "The FASHION," owned and operated by the Louis Manufacturing Co. of Portland, owners and operators of many women's ready-to-wear and millinery shops in Oregon, Washington and Idaho. The Louis Manufacturing Co.'s stores are known only as quality stores, and gives to smaller towns new styles from Fifth Avenue, New York, enabling women from smaller towns to wear the same smart apparel as those of larger cities, and at the same low prices. Another feature of the Louis organization is that stocks are always new, assortments move rapidly and each week new styles, new models and new patterns are shown in their respective stores. Thus you have the opportunity of seeing smart things as soon as they are created.

The FASHION.

OPENING SALE

Begins Saturday, November 26

At 9:00 A. M.

It is the intention of the Louis people to instantly have La Grande and all the surrounding country become acquainted with what is destined to be its most popular store.

For the Opening Sale Saturday, women's new apparel and hats will be sold in many instances at less than the actual manufacturer's cost. Prices quoted below form a partial list of the wonderful values that await your selection at The FASHION on Saturday.

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Come early, see the newest and loveliest things The FASHION is displaying. It will help you realize that this is really an exceptional store with exceptional values in distinctive and better style ready-to-wear and millinery. Doors open at 9 o'clock.

Extraordinary Price Offerings Await You Saturday

A New Store -- New Merchandise -- New Fixtures -- Be Here When The Doors Open

\$4.95 HATS

To introduce The Fashion's superb showing of new and beautiful hats, you have these marvelous values.

\$2.85

NEW \$12.50 DRESSES

Only because of our unique buying facilities are we able to show really very stylish dresses at this exceptionally low price. Each one a brand new, fashion-right model. Values to \$12.50

\$6.85

SMART \$12.50 COATS

Who ever heard of a really stylish coat at this low price? New dress and sport coats in a variety of smart styles for winter wear. Do not miss this group of wonderful values to \$12.50.

\$6.85

\$5.95 HATS

Silks, satins, velvets and metallics--the newest the season has to offer--at an exceptional price.

\$3.85

See the Window Displays

New Stylish Dresses

\$19.50 Dresses

An attractive group of becomingly styled dresses, in an array of new styles for every occasion.

Values to \$19.50

\$9.85

\$29.50 Dresses

Carefully chosen to meet the need for the utmost in style, yet so modestly priced as to be unusually good value.

Values to \$29.50

\$14.85

NEWEST \$6.95 HATS

Not only the latest, but showing many beautiful advance spring styles; in satin, silk, metallic, velvet, felt, etc. A wonderful value.

\$4.85

Values to \$6.95

\$39.50 Dresses

The price does not convey the extraordinary nature of this wonderful offer of new and beautiful dresses.

Values to \$39.50

\$19.85

New \$59.50 Dresses

High-grade, distinguished styles that satisfy the taste for ultra fashionable modes. Such a saving calls for early attention.

Values to \$59.50

\$24.85

New \$3.95 Hats

The outstanding value in our Millinery Department! New silks, velvets, felts, etc., trimmed in the smartest and most becoming warp. Surely a value unprecedented in La Grande.

Values to \$3.95

\$1.85

Our Finer Coats

At Unusual Reductions

Reg. \$69.50 Coats

Distinctive and stylish coats of the better class. Handsome fabrics, handsomely styled, at a low price.

Values to \$69.50.

\$29.85

REGULAR \$75.59 COATS

Coats that reflect unusual styling; lavishly trimmed with furs. Those who want the best in style, fit and fabric, will find the selection pleasing.

Values to \$79.50

\$39.85

Come Early Saturday

Beautiful New Coats

\$19.50 Coats

A low price that emphasizes the importance of The Fashion values. All new models.

\$9.85

\$29.50 Dresses

Carefully chosen styles that offer a certain and satisfactory selection. Correctly styled of correct woollens, and trimmed with furs.

\$14.85

LOVELY \$10.00 HATS

Fascinating styles expressive of springtime sunshine--modes that are actually fashioned for early spring. An array of charming hats that will make choosing a delight.

\$5.85

Values to \$10.00

New \$39.50 Coats

No woman with a sense of value but will be charmed with the unusual elegance embodied in these new and beautiful coats--truly a marvelous value offering.

Values to \$39.50

\$19.85

\$59.50 Coats

Obviously made to provide the utmost in style, at a price that makes choosing a delight.

Values to \$59.50

\$24.85

Opening Sale Begins Saturday, November 26 at 9:00 A. M. --- Plan To Be There

You Are Invited--

Come to The Fashion Saturday, if only to view the mode of the moment in fashionably correct dresses, coats and hats.

The FASHION.

The FASHION

New La Grande Hotel Building

Everything New--

What an opportunity this sale provides--beautiful apparel and hats, authentic to the last detail. Yet permitting the most unusual savings.

The FASHION.