

IT'S A WONDERFUL STORE! A WORLD OF FASHION AT LA POINTE'S*



*It's a wonderful store
for Fur Trimmed Coats*

*because we are recognized by America's leading furriers
to be experts in this very specialized field of fine furs.*

*It's a wonderful store
for Dresses*

*because we personally select every Dress in our wide
selection from the finest American designers to bring
everything that's fine and new at the lowest possible price.*

*It's a wonderful store
for Sportswear*

*because this is Mr. Franz's Pet Department and you
will find his personal selection of Leather Coats,
Car Coats, Skirts, Sweaters, Blouses, Pants,
Co-ordinates, and all kinds of leisure wear.*

*It's a wonderful store
for Lingerie and Robes*

*because here, too, we bring you the finest personally
selected collections. Maximum fashion—Minimum money.*

*It's a wonderful store
for Jewelry and Accessories*

*because we bring you a wide choice of fine
costume jewelry and handbags, many imported
from all over the world. Our exclusive line of
hosiery "better than gold" is recognized
as one of the finest.*



*LA POINTE'S
NOW AT HOME IN MEDFORD

*With the same quality, fashion, beauty, and
low prices that have made La Pointe's famous*