

LaPointe's

IT'S A WONDERFUL STORE
In The Medford Shopping Center

OPENING FEATURE VALUES

opening feature value

FORMALS**\$25.**

As bright as the formal evenings ahead. A collection of frothy formals. Very, very specially priced to be a stunning opening attraction.

opening feature value

Nylon Jersey Jacket Dresses**\$14.98**

These are the famous "Casualmakers." National best sellers at \$17.95. We introduce them at this special low price.

opening feature value

Lacy Nylon Slips**\$3.29**

An exciting price to make you come to see LaPointe's lingerie. Frothy with ruffles and embroidery. Nylon tricot. Many styles.

opening feature value

Helanca Sweaters**\$3.29**

We specialize in these. Guaranteed machine washable and machine dryable miracle sweaters. \$3.29 for the short sleeve pull-over, \$4.98 for the long sleeve cardigan.

opening feature value

Magic Crepe Print Dresses**\$12.98**

Imagine your savings when you see these slim or full skirted casuals. Dresses to make you feel your best from morning to evening.

opening feature value

Mink Trimmed Cashmere Coats**\$89.95**

The ultimate of luxury. Large black-dyed ranch mink collars top these beautiful coats of 100% imported cashmere. Hand picked details, exquisite tailoring. Beige, bamboo, black.

opening feature value

Slim Or Pleated Skirts**\$11.**

Nationally \$16.95. Specially purchased for our opening. Famous St. Mary's wool in plaids, stripes and solids. Many styles.

opening feature value

Leather Jackets**\$23.**

Usually \$29.95. Soft cabretta leather, four buttons, back yoke, interesting pockets, smart details. White or beige. Elegant!

opening feature value

Robes**\$3.49**

Colorful printed cotton flannel robes. Cozy for cool mornings. Washable. Also, lovely nylon robes at the same very low opening price.