

New Daily Arrivals

FOR OUR

PURCHASING POWER SALE

Which are coming in by daily express from the recent purchases made by our New York buyer, at such prices that it is making it possible to sell goods for even less than the pre-war prices. The system of the buying of this organization has demonstrated to the customers of our store that at no times were they asked to pay within 30 to 40 per cent of what other merchants are forced to charge them for the same high grade merchandise.

How Can We Do It?

For These Reasons:

First—Our tremendous buying power. Our buyer is not seated at his desk in one of our stores. He is always right in the center of the Eastern market, sending to our stores the latest and finest garments at the lowest prices obtainable.

Buying as he does for eight stores, no quantities are too large for him to buy, provided, however, that the goods are of the best in both quality of material and workmanship. They must be up to the high standard demanded by the La Vogue organization.

Second

Our Selling Policy

The merit of our selling policy is this, that regardless of how low the goods are purchased we turn them over at a small margin of profit, believing as we do in quick sales and small profits. By this system of selling we are able to open three new stores in less than six months' time under the difficult conditions now prevailing.

Our policy is adding hundreds of satisfied customers to our stores daily.

Trimmed Hats

The greatest part of our stock of trimmed hats has been divided into five lots and reduced almost unbelievably:

LOT 1 \$3.95	LOT 2 \$5.95	LOT 3 \$7.95
LOT 4 \$10.95	LOT 5 \$15.00	

Suits

Suits made of the finest valour, beautifully embroidered; some ripple; also some long coats, lined with best quality of figured silk; values up to \$65.00. Our price
\$35.00

A large number, consisting of All-Wool Serges, Jerseys and Silvertones. Every suit in the store is reduced to such low prices that everyone can buy a suit for less money than the material would cost you.
\$25.00

Extra Big Coat Special

Coats, all-wool Velours, Silvertones and Polo Cloth; fancy figured linings throughout; also short, nifty Plush Coats,
\$24.50

Wraps in all-wool Velour, elaborately

trimmed in Chenile embroidery, fancy figured Pussy Willow silk linings throughout; assorted colors

\$29.50

Jersey Sport Coats, strictly all-wool, heavy Schriber's Tuxedo fronts, belted and pleated

\$10.95

Bolivia Coats, silk lined, in all the newest shades

\$35.00

All Coats in the store greatly reduced to meet market conditions.

Petticoats

In Silk Jersey, all colors

\$3.95

Heatherbloom Petticoats in White and Colors

\$1.95

With Silk Flounce

\$2.95

Blouses

Silk Georgette blouses in flesh and white, beautifully laced, best of workmanship, up-to-the-minute models,

\$3.95

Dresses

Two hundred dresses in wool, French Serges, Jerseys, Silk and Satin, for less than the price of the material alone

\$12.95

Two hundred Dresses in all-wool Tricotines and Velours, beautifully braided and embroidered, unbelievable values for

\$15.00

One hundred dresses made of high grade Tricollettes, Velvets, Velours and Tricotines at the record-breaking price of

\$19.95

All Dresses greatly reduced to meet the present Eastern conditions.

Silk Underwear

Silk underwear of the finest quality of silks, satins, and Jerseys, trimmed with dainty laces, reduced to prices less than the value of the yard silk.

Here is a wonderful opportunity to buy your holiday gifts. This store is full of suitable presents. A small deposit will hold any garment you may select.



CALIF. STORES OREGON

Klamath's Finest Ladies' Ready-to-Wear Shop

Here is a wonderful opportunity to buy your holiday gifts. This store is full of suitable presents. A small deposit will hold any garment you may select.