

WE MUST
RAISE
MORE MONEY

WARNING AND FINAL ULTIMATUM

The desperate need of more money to meet creditors' demands knows no bounds in the way of price-cutting

Cold Stern Facts to Face

CREDITORS WILL WAIT NO LONGER THAN DECEMBER 10TH FOR MONEY

From the copy of telegram shown below, you will note there is very little time to lose:



RECEIVED AT

430 Second St., Phone 39.
12 S. F. CW II, Collect.
WX New York, N. Y., 10:52 a.m., Nov 16, 1921
M. I. BLOTCKY:
Care LaVogue, Chico, Calif.
Creditors will wait no longer than December tenth for money.

McKANN CO.
8:30 a.m., Nov. -6, 1921

To Meet the Stressing Demands We Must Raise Money Quickly

Big results were obtained with the first announcement of our Creditors' Sale, but we are still short, hence this is our Last Drive.

Copy of a frank statement given and published with the first announcement, that will bear repeating now:

These facts I authoritatively give out, as the head of the LaVogue Stores.—M. I. BLOTCKY

Several months ago when the wholesale prices had declined to the new low level I, as buyer for our chain of stores, ordered and bought merchandise on a gigantic scale. From day to day I planned and created and laid in stock at hammered down prices. Relentlessly and steadily I pursued each purchase, making it inevitable that a plan so thoroughly carried out would produce bargains that would meet the most exacting demands of all our trade.

SINCE THAT TIME, with our money all invested, the unfortunate has occurred. The country was scoured from end to end and all the ready cash closed in. Our creditors were forced, and they, in turn, made demand upon us for immediate payment.

WE HAVE NO ALTERNATIVE—WE MUST MEET THE DEMANDS OF OUR CREDITORS AT ONCE. WE HAVE NO CHOICE. THIS HIGH GRADE, UP-TO-THE-MINUTE STOCK OF FALL AND WINTER MERCHANDISE MUST BE UNMERCIFULLY SACRIFICED.

The wise maxim, "Better to be safe than sorry," is our guide in the warning of the final ultimatum received regarding creditors' demands. Although big business was secured in first response to our Creditors' Sale, but as the time is drawing near to December 10th, we are still short, hence we are going to conserve the best interests of our good established business by conducting from now until Saturday, December 10th, inclusive, a Herculean Money-Raising Sale as a

FINAL DRIVE TO MEET CREDITORS' DEMANDS

We will not stop to consider cost nor value, but will offer our fine and high-grade merchandise to the public at such sacrificed and hammered-down prices that must result in preventing any possible failure in raising the money by Saturday, December 10th. COME READY TO MAKE YOUR SELECTIONS AND TO BUY.

<p>EVERY SILK GARMENT, Women's and Misses' Underwear at Cut Prices</p>	<p>Several hundred Women's and Misses Dresses in Silks and Satins, Taffetas, Georgettes, Crepes, in blacks and colors. Big variety of attractive styles to suit all; these dresses are distributed and on display at our different stores, offered at one price, to meet creditors' demands. Values in the lot up to \$39.50. To meet creditors' demands these dresses will go—YOUR CHOICE</p> <p>\$10.95</p>	<p>Evening Gowns in fancy colors and fancy shades, values up to \$45.00, at \$19.95</p>
<p>Women's Jersey Silk Petticoats, Creditors' Sale Price \$1.95</p>	<p>DRESSES AND GOWNS THAT SOLD UP TO \$125.00, embracing the cream of the creations in finest Silks and Satins; choicest weaves, and the pick of best makes. Creditors' Sale Price—YOUR CHOICE</p> <p>\$59.50</p>	<p>Wool Coats in Velours, Polo. Many fur trimmed and embroidered \$19.95</p>
<p>Women's and Misses Jersey Sport Coats in black and colors; Creditors' Sale Price \$3.95</p>	<p>Highest Grades Tailored Suits, Finest Materials, Fur trimmed. Values up to \$150.00. Creditors' Sale Price—Your pick at \$49.50</p> <p>Women's Beautiful Suits, in Tricotines, Poriet Twills, Broadcloths. Values up to \$75.00 Creditors' Sale Price. YOUR CHOICE at \$33.33</p> <p>Women's and Misses high-grade Suits, in Broadcloths, Tricotines, Serges. Values up to \$49.50, Creditors' Sale Price—YOUR CHOICE \$19.95</p> <p>Splendid grades of Jerseys, Serges, Sport Suits, \$25.00 value. Choice \$15.00</p> <p>Special lot of Fine Suits, values up to \$22.00. YOUR CHOICE \$12.50</p>	<p>Every Dress and Gown in the house, including original values to \$125.00, at \$59.50</p>
<p>Your pick of Women's plain and novelty wool skirts, values up to \$9. Creditors' Sale Price \$4.95</p>	<p>EVERY SUIT IN THE HOUSE, original values up to \$150, at \$59.50</p>	<p>Every Suit in the house, original values up to \$150, at \$59.50</p>

GREAT MILLINERY EVENT Two to Three Hats for the Price of One

<p>Special Stitched Felt Hats in colors at \$2.50</p>	<p>Your choice of any Trimmed Hats, originally sold up to \$15.00, at \$5.95</p>	<p>All wool Suits of new models, at \$12.50</p>
<p>Fine and Stylish Trimmed Hats, values up \$9.50. YOUR CHOICE at \$3.95</p>	<p>Choice of any Hat in the house that sold up to \$30.00, will go at \$10.95</p>	<p>White Voile Waists, regularly priced at \$3.50 95c</p>

Women's and Misses' Plush Coats, trimmed with Chinchilla cloth. Choice at **\$15.00**

LA VOGUE

CALIFORNIA AND OREGON

All Furs Reduced