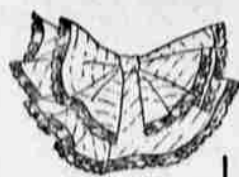


SPRING ACCESSORIES SPEAK WITH A FRENCH ACCENT



Neckwear

Clever, necessary and captivating . . . scarfs, bows, collars . . . Just the thing for that extra touch of loveliness.

La Pointe's
OREGON

KLAMATH FALLS

LAKEVIEW

SPRING BLOUSES ARE CHOSEN FOR SPECIFIC PURPOSES

The tweed suit demands one particular type of blouse, the more formal suit, another, and the spring blouse embraces both types. For sports-like tweeds, there is nothing quite as smart as a shirt. They are being shown in both bright colors and pastels which are equally smart. Man Tailored. Some of these sports shirts are

made just like a man's with slits at the side to enable them to tuck in neatly. This is a feature for which women will be grateful for the pleasure of wearing many a good suit has been marred by a blouse that simply wouldn't stay put.

Necktie Silks
Necktie silk blouses with long sleeves are another smart feature. These are shown in dot and crossbar patterns that are decidedly smart. Necktie silks

look exceptionally well with tweeds and you can usually find just the right shades to harmonize. Striped satin which looks quaintly old fashioned and extremely interesting is another fabric which comes under this same category.

Lingerie Blouses
There is nothing quite so refreshing and youthful as a lingerie blouse of organdy. Many of them are very lacy and frilly, with jabots and capelet suggestions. They are crisp and fresh looking in whiet, but are

also being seen in pastels. Georgette is also being used for this type of blouse, and is usually done in white. These are the smartest type blouses that can be found for wear with more formal suits.

Sweaters, Too
If you are partial to sweaters, there is a whole new crop of them, all looking delightfully hand made, and costing such a little that you can easily afford a whole wardrobe of them.



Gloves

Iris and Fownes in kid . . . Fabric and a new knit mesh, elaborate cuff treatments.

La Pointe's
KLAMATH FALLS OREGON LAKEVIEW

Spring Season Stresses Suits as a Smart First Fashion

The collection of suits this season is varied enough to give every woman exactly the kind of suit she has been wanting. The important collections have included types from the classic tailored jacket suit to more versatile three and four piece costumes.

Suit Fabrics

Two-toned yarn-dyed worsteds and flecked tweed mixtures play important roles as fabric tweeds. There are a great many imported tweeds following the decidedly smart and popular vogue for British clothes. Blues and the brown and tan ranges are of foremost importance, while where patterned fabrics are introduced, they are usually a conservative check.

Types of Suits

Women who want a lot of suit for their money should certainly make anyone of the four-piece versions their choice. These suits usually consist of skirt, a blouse or sweater, jacket and topcoat. This costume offers almost endless opportunities to enlarge the wardrobe. Many times the topcoat is full length, but whether it is, or is three-quarter or seven-eighths, it can still be useful as an extra coat to wear with other dresses or skirts. The short jacket may combine itself with a contrasting skirt and thus make one more costume. The three piece suit comes in this same category, consisting of skirt, jacket, and topcoat. Sometimes the skirt and jacket may be of check with the topcoat a harmonizing monotone tweed. The coats may be reefer, balmacaans or swagers.

Hip Length Jacket

Another important and very new looking suit is the hip bone length jacket with matching skirt decidedly nipped at the waist, after both Chanel and Schiaparelli. These jackets are usually fastened at the side or center front with just a single clip or button, and the shoulders usually padded a bit to suggest a slightly square shoulder. These suits are seen with and without topcoats.

English Types

Decidedly of British feeling is the shorter jacket suit of Norfolk inspiration. These belted jackets are distinctive and so new looking, they are sure to be a favorite of many women. Women who lead suburban lives have long been seeking just such a suit. Many of these are shown with a balmacaan type topcoat and the combination is very chic.

Dress and Coat

It has been many seasons since this type of suit has been seen and it is sure to have a popular acceptance. The dress is usually one piece with wool skirt and silk top. The coat may be full, or three-quarter length, and is lined with the silk of the dress top. This suit will be a favorite of larger women who feel that wearing a blouse and skirt is not becoming and who still have a yearning for a suit.

BE SURE TO SEE THE BUSINESS AND PROFESSIONAL WOMEN'S STYLE REVIEW

Pelican Theatre

March 23rd

SPRING OPENING



Which way will the wind blow this spring? It blows in all directions, so swiftly, so smartly that no velocimeter could measure its pace. Coats fly forward! Dresses blow backward! Hats sail upward! Shoulders droop downward! If you want to see the clothes that this windswept silhouette has whipped into spring, then drop in on us soon, for they are so smart, they're certain not to stay in our stocks for long.

LA POINTE MODELS

- Sybil Tibbals
- Agnes Stovall
- Aline Irwin
- Mildred Smith
- Gladys Stevens
- Cecelia LeMire
- Edith Reymors

SHOES

By BUSTER BROWN

La Pointe's

KLAMATH FALLS

OREGON

LAKEVIEW

FEMININITY IS THE RULE IN NEW NECKWEAR

The lacer and frillier the neckwear the smarter the costume . . . that seems to be the fashion role for spring. For ever so many of the new dresses are trimmed with a touch of lace, or organdy or the newer organza. It is a fresh touch that adds just the proper fillip to any dress be it dark, pastel or print. Many a last season's frock is saved by one of these clever little collars. Cuffs are shown on some of the sets, but with three-quarter sleeves so important, cuffs are taking a back seat. White is the principal color, though some pastels are seen.

TIARAS STILL SMART FASHION

The tiara gave women a brand new power and glory this past winter season. Many of the younger set had never worn them before and it presented a brand new thrill. For spring they continue to be smart, and there are so many styled and made of so many different materials that everyone finds it easy to find one that is becoming.

For Sportswear

The tiara has so far been confined only to the evening picture, but with hair being piled higher on the head it is logical that some women will want an inconspicuous sports tiara. To keep their hair in place. These are being made in composition, light and flexible, and are being made in such a manner that they will really stay on and serve a definite purpose in active sports. For early spring they are being shown in black, brown and navy. For summer they take on more novelty and will appear in refreshing pastels.

Rhinestone Jewelry

Rhinestone jewelry has an important place in the spring picture as it had this winter. In necklaces, clips, bracelets and earrings it has its definite place in the afternoon and evening picture. Rhinestone stars, crescents, bird and flower motifs are seen on smartest heads in the evening. A great number of spring dresses, both print and plain depend on rhinestone buckle for a touch of brilliance.

SYNTHETIC SILKS ARE IMPORTANT

Synthetic silks are those gay deceivers that look very much like the real thing, yet cost so much less. During the past few years these yarns have been perfected and the fabrics woven from them have become really fashionable. They come under several heads—there are the rayons, bembers, acetates. They are sheers, crepes, rough weaves, chiffons. They make up well, and give excellent service.

Necktie Patterns

A smart series of conservative necktie patterns has been designed for this spring. These make ideal sports dresses and blouses. The all-over floral printed in small designs on dark backgrounds is another very smart and popular rayon print.

Evening Fabrics

Many of the smartest satin evening dresses which one sees have been made of rayon. It is highly lustrous and holds up extremely well.



EASTER MILLINERY

Featuring

A stunning array of Easter Bonnets in all the newest shapes and shades. The 'of-the-face model promises to be a leader this spring . . . All the new straws and fabrics.

\$295 and more

Our Millinery Department is Proud to Announce the Arrival of the New **KNOX** Hats for Spring and Summer

La Pointe's
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KLAMATH FALLS

LAKEVIEW

Lingerie and Corsets Stress Natural Figure Lines

Supple, Uncorseted Look is the Desired Appearance of the Smart Woman

Much of the success of the sleek silhouette depends upon the lingerie which is worn underneath. In the new slips and panties much attention has been given to the cut of the garment. They are made to hug the hips flatly, without any extra fullness. Skirts have a bit of a flare which is decidedly in keeping with the wind-blown silhouette. Much dark lace is being shown for spring, but it is expected that the lighter laces will far exceed the dark by summer when thin dresses are worn. The slip with the adjustable shoulder strap is very much among those present. While this is not a new feature, it is decidedly an important one. On each strap is a little metal catch affair through

which the straps may be pulled to any length desired, eliminating the bit of tacking that used to be necessary.

Concerning Corsets

The most popular foundations of the spring season are those that give the figure freedom and a smart uncorseted look. These garments are usually made of mesh, batiste, crepe de chine and satin of a firm texture. Lastex which gives garments the two way stretch is of paramount importance. While lastex was formerly used in garments for young, slender figures, it is now being introduced into garments for the larger woman, and is meeting with great success.

Seamless Hiplines

The seamless hip is an important

new note in corsetry. With no seams there can be no possibility of a line showing through the most tightly fitted frock. In these garments the fabric is given a diagonal pull at the sides which makes boning entirely unnecessary. The restraint of the garment lies in its fashioning. This garment comes not only in sizes for smaller women, but in large sizes as well.

New Garter

The unsightliness of a garter showing through a tightly fitted frock has long been one of the bug-a-boos of the corsetiere. The spring season introduces a new type of French garter which eliminates all garter bulges. They are made of a double faced satin webbing of lastex.

Rounded Bustlines

The bustlines most in favor with well dressed women is a nicely rounded line, and not an extremely uplifted effect. There are several new styles in bras-

siers which follow this back to nature trend. One of them is a little affair made of a few straps and bands under the bust which give support but do not confine, and leave the upper portion of the bust entirely exposed. This type has been designed expressly for youth.

Clip Brassieres

Instead of the customary hooks, a new brassiere uses a back slip as a fastening. It works with ease and is especially convenient because it makes possible the fastening of the brassiere as low as the wearer wishes for low décolletages without in any way minimizing the uplift silhouette.

Petticoats Again

Don't be surprised to hear the swish of a taffeta petticoat again for that is the latest fashion revival. They are made to fit slimly over the hips, are gored to flare slightly and are finished with hem ruching. These are recommended for wear under both day and evening dresses.



THEME HOSIERY

Shoer . . . lovely chiffon service and service chiffon in all of the beautiful new spring shades to complement every dress and ensemble.

For Spring
\$100 pr. and more

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LAKEVIEW