

*LaPointe's*  
IT'S A WONDERFUL STORE

# OPENING FEATURE VALUES

These Values Being Offered In Klamath Falls And Our New Store In Medford

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

**Wool Jersey Dresses**

**\$15.95**

Lovely sheath full - skirted wool jersey dresses. Some with jackets. In lovely pastel colors as well as royal, cherry or white. National best sellers at \$19.95.

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**

**\$15.95**

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

**Wool Skirts**

**\$5.79**

Specially purchased for our new Medford store opening. Stripes, plaids, checks and tweeds. New in every respect. New in style, new in fabrics, in colors.

opening feature value

**Car Coats**

**\$15.95**

Specially purchased and specially priced. Pile lined or quilt lined. Wools or poplins. Shawl collars and hoods. Rib knit trims, pile trims.

opening feature value

**Printed Robes**

**\$4.79**

Very colorful to brighten dark winter mornings. A large variety of styles, all completely washable. An opening attraction.