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REDUCTION IN PRICES IS GREAT

Average Reduction of 40
Per Cent Reported
by Penney's

NEW CREATIONS WILL BECOME POPULAR

Price Level Is Now Close
to Normal Pre-war Level
—Pacific Coast Style Ex-
periment Station of the
Country.

"Our customers this fall will find that on the average merchandise has dropped 40 per cent from the 1920 high level," C. E. Short, manager of the local J. C. Penney store said in discussing the changes in prices in the merchandise lines handled by his company during the past year. "Prices are not exactly down to pre-war levels but they are the lowest since the peak of high prices was reached. An average of 40 per cent sounds rather heavy and exaggerated, yet all one has to do to prove is to make

a personal investigation. It is now possible to buy clothing for two at almost the same price as one person paid for an outfit last year."

Then Mr. Short pointed out that besides the decrease in prices there are other signs that indicate a return to safe and sane policies of normal times. The quality of merchandise has increased considerably, he said, and the construction of the materials, the weaving and quality of the raw material, has had more care put in to it than during the past few years. This is indicated by the fact that stores have less defective merchandise to contend with now than during the war years and the two years immediately following.

Beauty In Patterns.

The colors and patterns this season are the prettiest that have ever been carried in La Grande, according to Mr. Short's opinion. The styles too will make a much better showing this winter than in other years. There have been some changes in styles since the high price levels have been left behind. The styles today are better and more practical than a year ago. One of the reasons why the prices are so low is that the designers have had in mind the economic side and have succeeded in evolving styles that may be called more economic than those brought out during the lavish war times and the period immediately following.

New Creations.

There are many new creations in the Penney store and many changes in styles. For instance, the corset lines are all being modeled on entirely new principles and in the shoe department the styles have narrowed down to a very few styles, and only one or two heels in most of the styles. The extreme styles in both men's and women's shoes are a thing of the past.

Women have also narrowed down in variety during the past year while ladies hats will be along the feathered styles this fall. A wide step has been taken by the designers of men's suits. Mr. Short pointed out that they are now much nearer than heretofore so far as design goes and the lines along which they are built are much better. The materials are better and the style and fit of the ready-made garments are far more attractive than ever before and measure up to the tailored to measure product in every respect. The workmanship on ready-mades is now the same as that done in the best tailored shops in America, Mr. Short stated, and styles are being made to fit every man instead of only in a very few styles.

Big Price Drops.

To illustrate some of the big drops in prices Mr. Short pointed to a number of articles in the present stock. There are overalls in the store today that sold for \$2.89 a year ago and today sell for only eighty-nine cents. Workshirts that were \$1.98 a year ago are now seventy-nine cents and gingham for which forty-five cents a yard was received a year ago bring only nineteen cents today. The cheapest work shirt a year ago sold for \$4.98 while today the same shirt sells for only \$2.49.

Boys' suits with two pieces of trousers are found priced as low as \$6.99. During the war and the two follow-

Nearly Twenty Years in Mercantile Business

Among La Grande's merchants Clint Van Fleet, proprietor of Clint's Clothing, stands out as one of those who in every respect a La Grande product. He went to work as a boy and worked his way up rapidly and is now sole owner of one of the prosperous men's furnishing stores in the city.

This month it will be just nineteen years since Clint entered the mercantile business in this city. On that day he went to work for John Collier, who at that time conducted a store in the Huntington block.

A year later the Golden Rule store was organized and he took a position with the new concern in which he later acquired an interest. He was put in charge of the men's furnishings and shoe departments shortly after making connection with the new concern and until it was dissolved he held this position.

The Golden Rule store formally quit business on December 31, 1918, and Van Fleet remained with the company until February 21, 1919, the intervening time being taken up in closing up the affairs of the company. This was on Saturday and that night he left for Portland and bought a stock of goods. On April 12, 1919, he was ready to open his new store, of which he was and still is sole owner, in the present location on Adams avenue between Fourth and Depot streets. For five months he did all the work

connected with the store and then he was joined by his brother, A. Van Fleet, who has held a position as salesman ever since.

The store is today devoted to men's and boys' furnishings and represents a complete assortment of those furnishings.

Since Van Fleet first entered the mercantile business here in the fall of 1902 there has been much change in La Grande. A picture of John Collier's store in the Huntington block shows the old wooden sidewalks along Adams avenue and the unpaved streets of those days. The surface of the street, the picture evidently being taken after a rain, appears to be of a battery consistency, far different from the present excellent roadway.

Some views of the inside of the store of John Collier when Van Fleet first entered the mercantile business when compared with the present store of an Fleet show that there has been much progress made in the mercantile business in the last nineteen years.

For instance, the display counter over which Van Fleet presided at that time had no glass show cases and everything was placed on the counter in the cartons in which it came. The old-fashioned ready-tied four-in-hands were a particular attraction at that time, few of the present styles being sold at that time.

Frisco Ladies to be Up-to-Date in Nickers

SAN FRANCISCO, Sept. 8.—Word having come from New York and other eastern cities that business and professional women have adopted knickerbockers, San Francisco women who have used a sort of modified masculine attire in hiking, riding and golfing, are said to be considering the use of "knickerbockers" for street wear.

Several stores have the new apparel on display, and it is said to find favor with women who feel rebellious against the reported decree of Paris that skirts be lengthened, thereby hampering freedom of movement.

While the dress-reformers have been debating, Miss Doris Bothwell, an artist of San Francisco, has acted. Miss Bothwell has adopted the garb of Chinese women, and says she finds it "wears like iron," and enables her to move faster. Besides, it is cheaper, and it was this factor that first caused Miss Bothwell to adopt it.

When invited to a formal affair, she said she bought a Chinese silk suit for \$20 and liked it so well she replenished her wardrobe completely with Chinese costumes. For a street suit of silk and wool she paid \$10, a work suit cost \$5 and several extra street coats were purchased for \$5 and \$10. When going out on a cold night, she puts on an extra coat or two.

FOR TAXI

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Baked in La Grande Bread is Now the Most Popular

During the past year the bakery business in La Grande was given a new impetus, John C. McPherson taking over the bakery business. Now known as McPherson's Bakery, about a year ago and developing it to such a degree that today it is one of the largest baking establishments in the state east of Portland.

In the past home-baked bread has not been as popular with La Grande housewives as it should have been but Mr. McPherson has given much attention to building up a home trade in bread so that today the Portland bakeries are selling comparatively little bread here.

While lower prices have become effective in many commodity lines, the price of bread remains the same; it has been the past year. Ten cents a loaf is, however, a reasonable price for bread that weighs a pound 24 hours after baking and this means that 18 ounces of dough must be sealed into the pan for each loaf. This law was enacted during the war in Oregon and so eral other states. Before the war Oregon bakers, as bakers still do in other parts of the country, used whatever amount of dough they felt would make a loaf which could be sold at a price bringing a profit and satisfy their customers. The practice in this state was to sell loaves that sealed 12 ounces into the pan and of course weighed less than that when they were baked.

Loaves of that size, if they could still be legally sold in Oregon, could sell for a third less today than the prevailing price or, in other words, like many other commodities, bread could be sold at a third less than a few months ago if the bakers could go back to their pre-war loaves.

This is not the only factor entering into the cost of bread-making. Flour, one of the main ingredients, today sells for \$8.50 a barrel. Before the war it sold for \$4.50 a barrel. Sugar is another commodity that bakers use in large quantities. That sold for \$4.50 a sack before the war and today it is selling around \$8 a sack. Other raw materials used in baking have also failed to get entirely to the pre-war levels.

Another important factor which Mr. McPherson called attention to is the cost of labor. The wage scale of bakers was comparatively low when the war broke out, bench hands receiving only \$18 per week. Now Mr. McPherson pays his bakers \$45 per week. "There isn't a man in my shop today who isn't getting \$45 a week," he said.

Report of a bread selling for less than ten cents a loaf from several other states are explained by the absence of the bread law, the cost of labor and raw materials in those states are probably as low as here, or very near it. In Oregon, the lack of regulation of the bakers' loaf makes it possible to sell loaves much smaller than the standard Oregon loaves and sell them at a price of as low as seven and eight cents without running the risk of having to do business at a loss.

DIVERSITY OF FURS IS FALL NOTE

Spanish Influence Felt in
Smaller Capes in Many
Points

FULLNESS IN SKIRTS IS SHOWN IN COATS

Fox Scarfs Will be Worn
This Winter; Fur Collars
are to be the Thing on
Coats and Suits for the
Ladies

So deeply has woman enjoyed the comfort and charm of rich furs that she refuses to limit them to a single season, that of winter. All the year round she wears them now, thereby causing a great consternation in the minds of the conservative, who are still grazing in wonder, and throwing up their hands in horror over the advent of the summer fur piece.

Now that autumn is with us again, and the first chill days bring a sharp nip to the air, the well-dressed woman turns to her furrier expecting to find new styles, new wraps, and is not disappointed. She finds prepared for her selection a diversity of coats and capes, so that each time of the day finds its own fur piece whether mild journeys to the opera, takes the air up on the avenue, or spends a lively afternoon upon her skates.

For this fall, when she comes to make a selection, she will find some of the old favorites, and some new furs. Not, of course, that any fur is new, but each season is sure to place special emphasis on some one fur. This year will see many wraps of caracul, Hudson seal, mink and marten will be worn and all the gray furs.

Spring brought in gray costumes, gray shoes, gray hats. And fall will follow with this pretty and universally becoming color in furs. Squirrel and mole will be foremost naturally, and all the furs that take a gray dye. Caracul will take gray as also red and white fox. The red fox dyes a deep blue, that resembles the expensive blue fox.

Your furrier will tell you that wraps and capes have it all their own way. One reason for the absence of the choker this fall is the presence of handsome fur collars on many of the new suits. For this reason throw away your scarf. For this reason throw away your scarf. For this reason throw away your scarf.

For Sports Wear.
One may mention one exception, and that is a throw for sports wear. With their usual cleverness the furriers have designed one or two garments for skating with a charm all their own. The throw especially is a long cozy affair, gaily striped crossways with gray and white, the gray of squirrel and the white of ermine. The white being gathered, the whole had an uneven shirred effect, ending with a lovely little ball of squirrel. A short jacket of gray and white was also designed for the skater.

Spanish Influence.
Among the smaller capes the Spanish influence is traceable in points back and front. Seal is good and Jap marten. One of the seal capes was a cleverly designed affair with a straight band on each shoulder, about three inches in width. The back is loosely gathered onto each shoulder band, making a graceful drape. Each front is gathered onto each shoulder making two points. And as a final touch each point ends in a ball. A Jap marten cape boasted a very pretty mitered back ending in a point below the waist line. Two points finished the front.

Some of the coats, unbelted, show a fullness in the skirts. Others are tight about the hem, being held together in the front, with a wrapped effect. Dolmans are good in the long coats, sometimes with sleeves, sometimes not.

One of the soft elegant wraps comes from squirrel and seal. A cozy deep cape of squirrel would shelter one's face from the cold, while the seal cape of the same material of gray tone is more gracefully made. The seal cape is more gracefully made. The seal cape is more gracefully made. The seal cape is more gracefully made.

combined both in dainty squirrel. To this the skirt of mole was gathered and slashed in front, so that one might slip one's arms through.

And this year, as if the charm of fur were not sufficient of itself, the designers must needs show their ability by combining wonderful fabrics for linings. Really one would want to alternate, one day wearing the coat fur side out and the next day turning it so that the lining shows. In fact the well-known cloud with its silver lining has nothing on many of the new wraps.

Linings Are Important.

One of these in a wonderful Chinese blue crepe de chine, was spotted with silver flowers woven into it, and not satisfied with that, it wore a deep band of cloth of silver all about its hem, elaborately embroidered.

A two-toned lining of putty brown grosgrain, with piping of the putty made another interesting and durable lining. "Wallpaper" linings, they say, are not really good this fall.

Oh yes, one must not forget the handsome dolman this two-tone lining graced. It was deeply yoked of seal. Its rich collar was a soft mink while its cuffs showed mink with natural tails, about four on each cuff angling free.

One of the novelties for the coming season is natural pony. Its delicate fawn shade blends prettily with beaver. An excellent all-around utility coat combined these two furs, the collar deep and of handsome beaver.

There are so many pretty furs, and they are made into such good looking styles, that they are worth the initial expense. For a comfortable fur coat will outwear a cloth one, and there are always the possibilities of remodeling.

And this, too, is sure. It is a rare woman to whom furs are not becoming. To be sure, she must carefully select her own particular style of garment and type of fur, but the result is bound to be satisfying. Her innate sense of appearing well-dressed rejoices in the soft elegance of her apparel and so she will find herself a bit more sparkling, a bit more elated, a little more sure of herself. What more can be asked of mere clothing?

School Books.

At Silverthorn's they pay you cash money for school books that have been used if in good condition. Do not put off until the last moment to do this— as busy days you cannot hope to get the attention you can get this week for next week the rush is bound to be very great at Silverthorn's.



AT SHERRY'S
THIS WEEK

VALLEY IS BEYOND ALL COMPARISON

Non-irrigated Lands of the
Grande Ronde Excell
Idaho Cases

DIVERSIFIED FARMING BUILDS PERMANENTLY

Crops This Year Greater
Than Expected Here
While Idaho Wheat Suf-
fers from Heat and Pests

The farmer is one of the mainstays of the Grande Ronde valley. He has been plugging along pretty steadily for fifty or sixty years in this section and has somehow or other always gotten ahead of the game even though occasionally there were lean years when things didn't look quite as bright as he wanted. Some places in the valley are irrigated but the bulk of the farming is being done on unirrigated land.

Across the eastern border of Oregon lies southern Idaho. Southern Idaho has only recently been put on the map as an agricultural section for the vast expanse of desert land will yield but a scant living for the farmers who try to raise crops without first putting water on the land and the latter has only been accomplished on a large scale during the past decade or two.

Sometimes the Grande Ronde farmer hears the tales of the wonderful crops produced when the desert of Idaho is watered and, especially when it seems to be a short crop year here, he may feel inclined to leave his ranch in the valley that has proved over and over to be a mighty good place for a farmer. If he answers the call of the Idaho booster he almost invariably joins the ranks of the regretters once he is settled in his new home. For there is nowhere in the United States where farm crops are raised without toil and whenever a real record crop is produced the farmer well deserves the luxuries of life that he is then enabled to buy.

(Continued on Page Six.)

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