

MONTGOMERY WARD OPENS ON SATURDAY

Big Store Completing Preparations for Its Formal Debut Here

H. D. HARPOLD IS LOCAL MANAGER

Force of 35 Employed for Handling Trade in Firm Located in the Mary Foley Building

The big room which is to house the Montgomery Ward and company store in La Grande, is a hub of industry today and has been for the last two weeks.

On this particular Saturday the same kind of chain stores are to be opened in Idaho Falls, Ida., and in Walla Walla, Wash.

Twenty-second store

The La Grande store is the 22nd one in the Portland territory. One hundred and sixty stores have been opened during the past year which is evidence of the rapid growth of the company.

A force consisting practically entirely of local persons is to be employed and will include about 35 in all.

Mr. Bean Here

Charles D. Bean, of the merchandising and advertising department of the Montgomery Ward and company at Portland, is in La Grande this week supervising the work.

Mr. Harpold Manager

H. D. Harpold is manager and W. R. Shrago is assistant manager. Guy Hayden, formerly of La Grande, is organizing the store department.

John C. Freeman, of Pendleton, has come to La Grande to take charge of the display work and H. C. Malt, also of Pendleton, will head the free and automobile accessory department.

Miss Nova Hinnsfield, of La Grande, is to be stenographer, Miss Edith Adams, formerly of La Grande, will be cashier.

The phenomenal success of the store is due in part to the "cash-back" plan, Mr. Bean states.

Mail Order Service

The "in today out today" service which is given mail order customers is another feature of the policy of the store as is also the testing system.

Every piece of merchandise that is offered for sale is previously tested to determine its quality.

For instance, a hack saw blade is run mechanically against a railroad tie until the cutting edge is gone to see if it meets the requirements of resistance and wear.

The testing laboratories are located in Chicago and are headed by Dr. Harvey.

The history of the Montgomery Ward and company store is interesting. It dates back to 1872 when A. Montgomery Ward and George R. Thorpe, of Chicago, originated the first Montgomery Ward mail order house there.

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THE MARY T. FOLEY AND FRED SPAETH BUILDINGS



In the upper picture is shown the front of the new building erected by Mary T. Foley on the corner of Fourth street and Washington avenue back of the postoffice, the main portion of which is occupied by the new store of the Montgomery Ward & Co., which will be opened to the public on Saturday.

The lower picture shows the three-story building completed recently by Fred Spaeth whose plumbing and radio shop occupies the center room. To the left is shown again the front of the Montgomery Ward & Co. store in Mrs. Foley's new building. The first room in the Spaeth building is unoccupied but the room on the right is the home of the Odorous Dry Cleaners, formerly located on Fir street across the railroad track.

Many Buildings Erected Here By The Foley Family

Closely Linked With History of La Grande—First Houses Built Almost 40 Years Ago

The history of building in La Grande has been closely connected with the history of the Foley family and dates back to the coming of J. K. Foley from Kansas City in 1882.

In 1885 a house was built on the corner of Fourth and Washington streets, which was occupied by Mrs. and Mrs. Foley until a few years ago.

In 1887 Mr. Foley built the Golden Rule hotel which faced on Jefferson street next to the ice plant. Hotel built in 1890.

The Foley hotel was constructed in 1890. In 1912 the five-story New Foley building on the corner of Adams and Chestnut was erected and in 1922 an addition was made to the building.

Three years ago the building in which the Grand L. drug store is located, was remodelled and rebuilt by the Foleys and by Dr. Leo Bouvy.

The climax to the building work of the pioneer Foley family is now centered in the building on Washington and Fourth which was begun in July and which, providing the weather remains fair, will be entirely finished within the next three weeks.

KING FEELS GOATHERDS HITOLJ, Macedonia (AP)—King Alexander of Yugoslavia recently dined a picnic lunch with four ill-fated goatherds who were tending their flocks by the way side.

The young rudies and the ruler chatted at length of their life in the mountains.

TAMMANY IN CONNECTICUT TORRINGTON, Conn. (AP)—This town has had a "Tammany Hall" for years, unawares. Years ago a school in a central building was broken up. The man who did the job inserted a cement block with "Tammany Hall" carved in it. The lettering has been noticed only recently.

Massachusetts has an anti-lynching law, passed in 1897, but we're not enforcing it any more. What's the use, with so many thousands of people playing golf?

The annual cost of crime in this country has mounted to \$10,000,000,000. And nobody can say we aren't getting our money's worth.

HIGH-PRICED CHESS PARIS (AP)—The dearest chess board in the world has been offered for sale here. The price asked is 49,999 francs, or \$1,253. Highly decorated, it was made in Italy before Columbus discovered America.

The building has a full basement. The structure is made of brick and concrete and an average of 15 men have been at work on it since July. The room to be occupied by Montgomery Ward and company is 50 by 130 feet in dimension and is completely finished. The three

COMPLETION OF BUILDING STEP AHEAD

Attractive Block Erected on Washington and Fourth By Mrs. Foley

LARGE ROOM FOR MONTGOMERY WARD

Three Other Store Rooms Not Completed But Will Be Shortly, Weather Permitting

On the corner of Washington and Fourth streets in La Grande is an attractive new building which is owned by Mrs. Mary T. Foley of La Grande. It is a one-story brick structure which occupies 25,000 square feet. In the building are compartments sufficient for four stores. One of the rooms has already been occupied by Montgomery Ward and company, which will have its formal opening here on Saturday.

The building is one of the most attractive business structures in La Grande and is modern and of an up-to-date type of structure in every respect. The best heating, lighting and plumbing fixtures have been installed.

Extends Business Section

With the completion of the structure the business section of La Grande proper will be considerably extended. The section of the city from beyond Fourth street to Greenwood and from Washington to the railroad tracks, now marks the boundary lines of the business section.

Attractive wide and deep display windows are located in each room facing the street.

The building is situated directly adjoining the new Spaeth building which is a similar structure and which adds much to the appearance of the street at that particular section.

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ASK CHAMBER TO RECEPTION FRIDAY NIGHT

The new Montgomery Ward & Co. store in La Grande has extended invitations to members of the chamber of commerce, of which it is the newest member, to attend the pre-opening reception which will be held in the new store on Friday evening, from 7:30 to 8:30 o'clock.

"We feel that this will give our organization an opportunity to become acquainted with all of the members of the chamber, and also enable you to acquaint yourselves with our stock and system of merchandising," H. D. Harpold, manager, states. "In entering your beautiful and progressive city of La Grande, we hope to be identified with every civic movement, and so conduct our business so we may be looked upon as a real asset to this community," he concludes.

Hoffman did the plastering, the Electric Service Co. had the electric work, Lynch and Leighton did the painting and P. J. Lilly had charge of the concrete work. Charles H. Miller, of La Grande, was the architect.

That the coming of a chain store in a town is a decided asset and never a drag back to business prosperity was definitely proved during the summer when an extensive survey was made of the influence of the chain stores on the independent merchant. The investigation was carried out at the instigation of independent merchants.

The report given following the investigation shows that in every town in which Montgomery Ward and company is located there comes a substantial increase in the tax base. More is brought in than is taken out.

Brings More Buyers The merchants in the towns included in the survey were unanimous in their statements that the chain store increases the size of the retail trade, bringing buyers in town who would otherwise use the mail order store.

The survey was made of a representative territory and included the centers, the far western and the middle United States. It was sponsored by the Dry Goods Merchant's Trade journal and the Dry Goods Reporter, trade magazines.

The facts were obtained by talking to the merchants in the towns studied and obtaining from them the figures from which the conclusion is drawn.

FRANCE LIKES MOVIES ROUBAIX, France (AP)—Cinema enthusiasts abound in the north of France. Of a population of 250,000 in Roubaix and the sister town of Tourcoing 75,000 go each week to the movies.

A liberal was elected president in Nebraska. All comments on the success of the election have been withheld until we find out whether the parties are winning votes or more are going down.

Forty thousand dollars' worth of brandy was found in a carload of horses' hooves, says a news item. A carload of horses

Handsome New Spaeth Building Is Adjoining Montgomery Ward Store

Modern Heating Plant Installed; Gives Warmth to New Business Block

Big Chain Store Brings Business Into Community

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WE CONGRATULATE

Mary T. Foley and Fred Spaeth

They Have Given La Grande

TWO FINE BUILDINGS

Both Plastered

By

Harry Hoffman

Plastering --- and Lots Of It

In addition to the Mary T. Foley building on the corner of Washington avenue and Fourth street, the handsome new building recently erected by Fred Spaeth, between the Foley structure and the Blue Mountain electric company building on Washington avenue completes the upbuilding of the block bounded by Fourth, Washington, Adams and Depot.

Mr. Spaeth, a veteran in the plumbing and heating business in this city and who has recently added radiators to his firm, decided to erect the new building several months ago and started early this year on the actual work. He was formerly located on Fir street but his business rapidly outgrew the smaller quarters.

Three Store Rooms In the new building, a concrete structure with a brick veneer front, there are three store rooms. The dimensions of the building are 70 by 30 feet and there is a 20-foot space in the rear for loading.

The fronts of the three store rooms are modern and attractive, keeping in step with the latest developments in exterior.

A full concrete basement was built and in this part of the building is located the modern heating plant which not only provides warmth for the Spaeth building but also for the Mary T. Foley building.

The store room occupied by the Odorous Dry Cleaners was especially built for this firm. The cleaning room is fireproof and meets all specifications of the underwriters.

The Spaeth room include a large show room and the office in front and the spacious basement is used as a storage room and for the heating plant where in sits the first Brown automatic coal stoker.

The shops are in the rear on the upper floor.

The radio department, recently added by Mr. Spaeth, is managed by E. R. Hainsfield, who has been in the radio business for considerable time and is regarded as one of the experienced radio men of this city.

The heating system is the Hoffman vacuum job one of the latest things in this line. Mr. Spaeth also handled the plumbing and heating fixtures in the Mary Foley building.

The building contractors for the Spaeth building were John Glatfelter and Frank DeWanna. Harry

Yes-- We Did the Plumbing and Heating In Our Own Building

ALSO--- For Mary T. Foley In Her NEW BUILDING

Drop in Saturday SEE --- The New Colored Bathroom Fixtures The Lyric Radio

Fred Spaeth Next to Montgomery Ward & Co.