



Follow Milady's Frock Through the Ages--Into La Grande

A fig leaf, a bearskin, a toga... hoops, puffs bustles, trains... short skirts, knickers, beach pajamas... Milady's costume has undergone vast changes during the centuries!

And in her changing costume we see mirrored the very periods of civilization! Mme. Pompadour's curls and frivolous ribbons tell much more than the story of gay court lady... they bespeak the brittle artificiality of the entire Louis Quinze period. The demure gray gown and stiffly starched cap of Priscilla Alden talk of the severe and God-fearing Puritans, modest and self-effacing in all things.

Today the frocks and coats and hats... everything we find in the women's apparel shops of La Grande... tell a flashing, fascinating story of this new age!

La Grande's stores are live, vibrant organizations, operated by wise merchandising men and women who send their buyers to the fashion centers of the globe for new and different things that women wear. They serve as an admirable background to the social structure of this great city of the Northwest.

If you want style and quality buy in La Grande, where the fashions of the world are brought to you with courtesy and economy.

New clothes for a new age!

—And Follow the Advertising of Women's Wear Shops in The Evening Observer

During 1929 the merchants of La Grande who feature women's wear broadcast their message of styles and prices through the columns of The Observer. The great volume of this advertising is a true expression of confidence from merchants who realize that the women in this territory read The Observer.

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