

PRICE CUTTING TO INCREASE DEMAND; KEEP MONEY BUSY

By Walter B. Brown (Editor of the New York Commercial Appeal)

New York, Sept. 27.—Spectacular readjustments in prices of industrial products have marked business conditions during the week. The most noteworthy was the return of Ford motor cars to practically their pre-war basis, representing a decline of about 33 1/3 per cent in price.

A reduction of about 33 1/3 per cent in the price of cotton goods was announced by the Ameskeag company and almost simultaneously two of the largest mail order houses in the country cut their catalogue prices from 10 to 20 per cent.

The question to be determined is whether this readjustment is the forerunner of a period of commercial depression or just the opposite of that, a return to a more normal and therefore a healthier condition of business.

While it is true that some of these price cuts are startling, it must be borne in mind that they are the very things for which we have been praying and working for so long a period.

The break in prices has at times been rather hastily ascribed to the credit reserve board in its announced intention to bring about deflation so far as it lies within its power.

This in itself did not amount to very much even as a demonstration, but it indicated a revolt on the part of the public against the continued willingness to pay the high prices and the beginning of the end of the orgy of extravagance.

The falling off in the demand for clothing made it advisable for the National Cloak and Suit company to conserve its cash resources by passing its quarterly dividend instead of going into the market for funds on the prevailing 8 per cent basis.

Henry Ford's cut in the prices of his cars was accompanied by a characteristic statement from that gentleman to the effect that as long as the war was over war prices could not be maintained.

A concern having such a large output as the Ford Motor company is obliged to look far ahead in making its calculations. The concern's advertisements state that they probably will lose money temporarily in using up the high-priced material they have on hand.

Bankers take the view that price cutting will stimulate general demand, which, in turn, will keep money employed.

Secretary Alexander of the department of commerce believes that production will not be affected and that buying will be stimulated.

The people have money to spend and are willing to spend it, but the point has been reached where they are demanding full value for their money.

Children's teeth are most affected by the film. Young teeth seem most subject to decay. Dentists advise that Pepsodent be daily applied from the time the first tooth appears.

Pepsodent brings to women whiter, prettier teeth. But that means cleaner teeth and safer. The luster comes from constant film removal and the high polish given to the teeth.

Present this Free Tube Coupon this week to MEIER & FRANK COMPANY, 5th and Morrison FRANK NAU, Prescription Druggist, 6th and Alder OLDS, WORTMAN & KING, 10th and Morrison THE OWL DRUG CO., Broadway and Washington WOODARD, CLARKE & CO., Alder at West Park

NOT ENOUGH STEEL This was shown by the fact that the American Woolen company for the first three months of 1920 made profits equivalent to its outstanding common stock, so that whether or not it turned over to the government in the form of an excess profits tax, it could still afford to make a very deep cut without having to curtail wages.

The disappearance of premiums for steel and cancellation of orders for that product have led to a belief in some quarters that there was a serious depression at hand. This is not at all likely, for there is altogether too great a demand for steel, because of world shortage, to make possible any serious depression for a long time to come.

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BISHOP SHEPARD ANNOUNCES NEW PORTLAND PASTOR

Reading of appointments Sunday afternoon by Bishop W. O. Shepard

closed the official sessions of the Western Norwegian-Danish M. E. conference in session at the local First church. Both Portland churches were assigned new pastors.

The Rev. C. August Peterson, former Sunday school missionary, was selected to succeed the Rev. Elias Gjerding of First church, who has been given a year's leave of absence to assist in work at the local Methodist Box Concern office.

The Rev. Gustav Storaker was appointed to the Vancouver avenue church, to succeed the Rev. A. Christensen, who was transferred to Denmark a few weeks ago by the bishop.

Other special appointments are: The Rev. H. F. Nelson of Astoria to editorship of the denominational paper published at Seattle; O. A. Dopplough, financial agent of old folk's home at Oakland; O. O. Tweed, financial agent of Minister's Aid society; A. Snesstad, year's leave to attend Harvard university.

The conference also voted to make the minimum salary \$1200 and parsonage. Where churches are unable to raise this sum, the home mission board will assist.

Sunday morning and afternoon Bishop Shepard preached to a packed house, and Sunday night the church was crowded when the Rev. F. L. Treilstad of Seattle gave the closing address.

SELECTIONS NAMED The appointments follow: Pacific district—C. J. Larsen, Salem, superintendent; H. Elvigen, KallsPELL, Mont.; A. Odegaard, Great Falls; C. Wangberg, Helena and Butte; O. T. Field, Spokane; H. Helgren, Moscow; James Olson, superintendent Alaskan

missions, with headquarters at Petersburg; John Nelson, Bellingham; H. E. Anderson, Everett; Abraham Vermeide, Seattle First church; F. L. Treilstad, Seattle Emanuel church; F. Scarvia, Cove and Fragaria, Wash., and Puget Sound circuit; N. L. Hansen, Tacoma; C. Martinson, Aberdeen; F. Larsen, South Bend; C. August Peterson, Portland First church; Gustav Storaker, Portland Vancouver avenue church; Albert Slepnes, Astoria.

Sues Well Driller For \$1500 Damages

Baker, Sept. 27.—Dan M. Jones, Saturday, entered a suit in the circuit court against Ben M. H. Preston for \$1500 damages. It is claimed in the complaint that the parties involved signed a contract whereby Preston was to drill a well 250 feet deep, but that only 207 feet were drilled. Under a supplementary contract, it is claimed, the drilling was to be continued if a test of the well proved unsatisfactory.

Proposal to Buy Buck Lake Turned Down by Ashland

Ashland, Sept. 27.—At a special election Thursday the proposition to buy Buck lake, which is situated 34 miles east of the city, for the sum of \$100,000 was snuffed under by one of the biggest vote were cast here.

The first snow of the season fell on Pacific district—C. J. Larsen, Salem, superintendent; H. Elvigen, KallsPELL, Mont.; A. Odegaard, Great Falls; C. Wangberg, Helena and Butte; O. T. Field, Spokane; H. Helgren, Moscow; James Olson, superintendent Alaskan

O. A. C. Senior Class Has 283 Members; Officers Installed

Oregon Agricultural College, Corvallis, Sept. 27.—Miss Mamilla Mills, senior in home economics, from Forest Grove, was elected vice president of the senior class to fill the vacancy left by the failure of Miss Virginia Smith of Ontario to return to school. Miss Margaret Watson of Corvallis was also elected member of the Women's League, and all class officers were installed at the regular meeting of the class Friday.

Wife to Join Mayor Robinson in Coblenz

Aberdeen, Wash., Sept. 27.—Mrs. H. F. Robinson left Monday for Portland to meet her daughter-in-law, Mrs. Don Robinson of Vancouver barracks, with whom she will leave for Coblenz, Germany, on a transport to join Major Don Robinson, United States army. Major Robinson, since the end of the war, has been in the Georgian district helping to solve the problem of feeding the starving population. He has recently been transferred to Coblenz.

Milton Grocery Is Damaged by Flames

Milton, Or., Sept. 27.—A grocery owned by Mr. Schutt, a newcomer, caught fire from a shed in the rear of the store. The shed was destroyed and the contents of the store badly damaged by the flames and water. The building was saved.



You Can Listen to the Very Last Note

When you play a record on the Columbia Grafonola, you can listen at ease to the very last note. The Columbia Non Set Automatic Stop operates on any record, long or short. Built right into the motor. Invisible. Automatic. Nothing to move or set or measure. Just start the Grafonola, and it plays and stops itself.

The Columbia Tone Leaves enable you to control tone volume with the utmost accuracy and ease. The Straight Tone Arm insures that the music will develop fully and naturally. You get from the Columbia Grafonola's reproductions exactly the music the artists themselves produced on the original wax of the records.

One glance at the Grafonola's Streamline Cabinet shows you that it is in artistic keeping with modern furniture design. And remember that the Non Set Automatic Stop is found



Exclusively on the Columbia Grafonola

Standard Models up to \$300. Period Designs up to \$2100. COLUMBIA GRAPHOPHONE COMPANY, New York

Columbia Grafonolas and Records

Are Sold by the Following Dealers: Wm. Gadsby & Sons, Oregon Eilers Music House, Reed-French Piano Mfg. Co., Schwan Piano Co., Vern L. Wenger, McCormick Music Co., S. & D. Phonograph Shop

FREE This Week Only At any drug store named below, a 10-Day Tube of Pepsodent. Simply present the coupon. Watch the results—they are quick and apparent. You will know then what this method means, both to you and yours. Go get this tube today.



We Invite You To see how really clean teeth shine

All statements approved by authorities

Your teeth are coated with a film. When fresh the film is viscous—you can feel it with your tongue. Later it forms a cloudy coat. It enters crevices and stays. It dims the teeth, and now we know that it causes most tooth troubles. There is now a way to end it. This week your druggist, if you ask, will give you a 10-Day Tube. Get it and see what it does for your teeth. Learn what film removal means.

These methods have been combined in a dentifrice called Pepsodent. Millions of people have come to employ it. You can see the results wherever you look—in glistening teeth, in teeth you envy, maybe. A new dental era has begun, due to these discoveries. And these are benefits everyone should share. So you are urged to let this 10-Day Tube show what Pepsodent can do.

Brings five effects

Pepsodent brings five distinct effects. All are apparent, some are quick. A few days' use will leave no doubt about them. And a little book will tell you what each one means to you.

One ingredient is pepsin. Another multiplies the starch digestant in the saliva to digest starch deposits that cling.

The alkalinity of the saliva is multiplied at once. This is to neutralize the acids which cause tooth decay.

Two factors directly attack the film. One of them keeps teeth so highly polished that film cannot easily adhere.

Every application brings the Pepsodent effects. Together they mean tooth protection like you never had before.

Watch these effects. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coat disappears.

Compare your teeth now with your teeth in ten days. Then judge this new-day method by what you see and feel and know.

Old ways don't end it

Old ways of brushing do not end film. Millions of people know that. Teeth discolor and decay despite the daily care.

The reason lies in film. It clings and hides, and very few escape its damage. It is the film-coat that discolors, not the teeth. Film is the basis of tartar. It holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea. All these troubles have been constantly increasing—some have grown alarming. And all because we knew no way to daily fight the film.

A new dental era

Dental science has for years studied to combat film. Ways have now been found to do it. Able authorities have proved those methods by many careful tests. Now leading dentists everywhere are urging their daily use.



Men who smoke will see a quick, conspicuous change

Tobacco stains the film-coat on the teeth. So men who smoke will see a great change quickly. But millions of teeth have that same film-coat with a lesser stain.

Children's teeth are most affected by the film. Young teeth seem most subject to decay. Dentists advise that Pepsodent be daily applied from the time the first tooth appears. Otherwise, decay is almost certain.

Pepsodent brings to women whiter, prettier teeth. But that means cleaner teeth and safer. The luster comes from constant film removal and the high polish given to the teeth.

Pepsodent PAT. OFF. REG. U.S. The New-Day Dentifrice Present this Free Tube Coupon this week to MEIER & FRANK COMPANY, 5th and Morrison FRANK NAU, Prescription Druggist, 6th and Alder OLDS, WORTMAN & KING, 10th and Morrison THE OWL DRUG CO., Broadway and Washington WOODARD, CLARKE & CO., Alder at West Park

10-DAY TUBE FREE Present this coupon, with your name and address filled in, to any store named. It is good for a 10-Day Tube of Pepsodent. Your Name: Address: Out-of-town residents should mail this coupon to The Pepsodent Company, 1104 So. Wabash Avenue, Chicago, and the tube will be sent by mail. ONLY ONE TUBE TO A FAMILY Oregon Journal, Portland, Or.