

WHY PICK ON US?

The sage brush is full of amateur economists who claim that prices of Clothing, Shoes, Dry Goods, Groceries, Etc., will shortly return to pre-war levels---

Will They? YES, They Surely Will---

When Railroad fares are back to 2 c a mile.
When Gasoline is back to 15c per gallon.
When taxes are back to 2½ percent.
When a square meal is back to a quarter.
When farm labor is back to \$25 per month.
When Dry goods freight rates to Chicago now \$4.33 are back to \$2.81.
When Grocery Freight rates are reduced accordingly.

When telephones are back to \$1 a month.
When income and excess taxes are abolished.
When clerk salaries are back to \$40 per month.
When steaks are back to 15c per pound.
When skilled labor, now \$1.50 per hour is back to 35c and 45c.
When money is back to five percent.
When haircuts are back to a quarter.
When movies are back to dime.
When a modern house in American Falls can be built for \$1500.

For the Love of Mike!

WHY expect the retailer to go the route alone? WHY expect us and the farmer to go back to pre-war prices?

Why Pick On Us?

Haven't we got to work it out together? Haven't we gone much faster and much farther than the average in reducing prices and making adjustments, we and the farmer? A very obvious fact but one that is often overlooked. The public reads that certain prices have dropped fifty percent and coupled with it is the memory that retail prices in question advanced 100 percent. To one not daily familiar with such figures their may be an apparent discrepancy. So please remember that a fifty percent decrease means a hundred percent increase back to normal.

We Certainly Have

We are Ahead—way ahead of the procession, except for the farmers. Now let the movies, the Railroads, the Standard Oil, the Landlords, and the Bankers and the Draymen and the Barbers and the Coal barons and the Butcher catch up with us. ITS TIME FOR US TO PICK ON SOMEBODY ELSE.

The Retailer Has Been Made the Goat Ever Since the War Began

We are doing our share to get conditions back to normal. To prove it and to enlighten those people who continually insist that prices are not coming down, we are quoting the peak prices and the today's prices on a number of articles (and there are many more) which show the decline since last October. We are continually reducing wherever we can.

GROCERIES				
COMPARE OUR PRESENT PRICES WITH THE PEAK PRICES.			Peak Prices	Now
Sugar	.27	.09		
Flour	5.65	3.50		
Bacon	.60	.38		
Milk	.20	.12 1-2		
Beans	.22½	.08 1-3		
Syrup	1.40	.79		
Coffee	.55	.40		
Cheese	.45	.25		
Soap	.10	.04		
Tomatoes	.20	.12 1-2		
Lard	.35	.18		
Butter	.60	.43		
DRY GOODS				
1 spool J & P Coats Crochet Cotton	.20	.15		
1 yd. Berkley 60 Cambric	.60	.29		
1 yd. Outing Flannel	.50	.25		
1 Gingham House Dress	3.00	2.00		
1 Womans Coat or Suit	50.00	25.00		
Ladies Shoes	14.00	9.75		
Ladies Silk Hose	3.00	2.25		
10 yds. Bleached Muslin	5.00	2.50		
10 yds. Best Grade Percale	5.50	3.00		
5 yds. Linen Crash Toweling	3.75	2.00		
1 all Wool Blanket	18.00	10.00		
1 Cotton full size Blanket	5.00	3.00		
Children's Cotton Hose	.55	.40		
Ladies Lisle Hose	1.25	.65		
MEN'S FURNISHINGS				
Florshiem Shoes	17.75	9.95		
Kuppenheimer Clothes	75.00	40.00		
Clothescraft Clothes	55.00	30.00		
Tiger Hats	8.00	5.00		
Underware	2.50	1.25		
Koveralls	6.00	3.75		
Overalls	3.50	1.75		
Neckties	3.50	1.50		
Socks	.35	2 for 25		
Caps (Regal)	1.75	.75		
Work Shirts	1.75	.75		
Cordovan Puttees	22.00	7.00		
Total	\$320.79	\$170.72		

Your \$170.72 will buy as much goods as the \$320.79 would eight months ago or it is worth \$150.07 more than then. And yet we are told almost daily that retail prices have not declined. We are doing our part to get conditions back to normal, selling dependable goods at the lowest possible price. If there is anything you want in the way of summer merchandise, harvest supplies, etc, it will pay you to come and see what we have to offer. Our prices are as low as it is possible for us to sell merchandise of quality.

BETTER BUSINESS FOR THE
MERCHANT MEANS BETTER
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AND, BOOST YOURSELF