

# New Arrivals

We have just received complete new line of the following and urge your early selection while the assortment is largest.

- Rugs** in room sizes from \$4.75 up.
- Linoleums** Six and twelve foot widths.
- Go Carts** The kind that stand the wear.
- Curtain** Serim and Art Burlap by the yard.

**Vacuum Cleaners** and Carpet Sweepers.

The famous O CEDAR MOPS and Furniture polish.  
 "Springer" Ironing Boards, Save time and patience.  
 Camp Outfits Cots, stools, stoves etc. Also please note we carry such things as Casters, Chair Seats, Curtain rods and poles, polorings, silk floss by the pound for pillows Window shades etc. etc.

YOU'LL DO BETTER HERE.

## Alles Furniture Co.

Florence

In the New Building  
 Next to the Woolen Mill Store

# The Path to Profit

The trade drawing power of a well lighted store or shop is too well recognized to require discussion.

If you have any doubt about it, try and place a few more Magda lamps in your store and show window and watch results,

You also profit by using electric lights in your home.

Electric Light is most healthful, safest, most convenient and the most economical light in the long run

**Florence Electric Company**  
 IS HERE TO SERVE YOU

COMPLETE LINE

# GROCERIES

FANCY AND STAPLE

JOE MORRIS JR. MAPLETON, O

# Jared Scott THE SQUARE DEALER.

THE BEST GOODS—LOWEST PRICES

New Goods a Specialty Second Hand Goods a Necessity

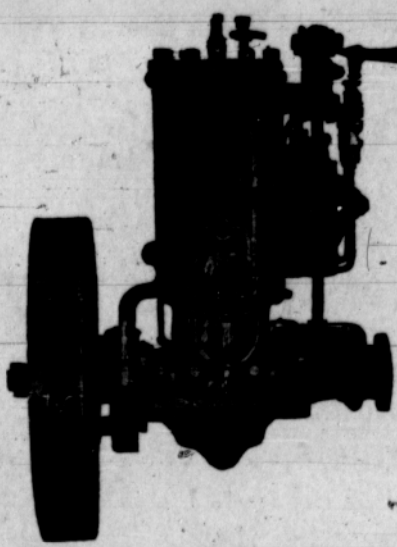
Bear this in mind; my goods are the best money can buy and the price the cheapest, quality of goods considered

COME AND SEE ME

ACME, OREGON

# SPECIAL PRICE

## Fair Banks Morse



6 H. P. Marine engine with complete equipment, including oil tank, feed and exhaust pipe.

800 revolution, 3 port, Jump spark, Throttle lever, split bearing, hand holes, removeable top, force feed oil system, Finger grips on fly wheel, etc.

10% from regular Price.

## L. J. Pourtales

THE HARDWARE MAN

Florence, Oregon

### INDLAN CREEK ITEMS.

May will surely be a "flowery" month if these "April showers" have anything to do with it.

C. U. Beers delivered a dressed beef at Mapleton Monday for Clyde Mead, who is supplying meat for some of the R. R. camps.

Mrs. Mae Tabor is visiting with her brother Wise Phelps, near Goldson.

Frank Mead has been ill with with an attack of appendicitis following the grippe. Dr. Lund was summoned from Mapleton. He is reported to be slightly improved.

Lulu Mead, who has been employed at Mapleton, was called home Friday on account of the serious illness of her brother.

The Misses Beers, Wilson, Messrs Lamb and Prindell were guests at Ralph Taylors Sunday.

Charles Mann, who has been quite ill at Mapleton, was brought home Friday.

Babe Mead is spending a few days at Mapleton.

J. Wilkinson and family spent Easter Sunday with Geo. Beers.

The recent lecture at Herman, given by Dr. Hodge, was well attended and the school exhibits held in connection with it, some very good work by the children was shown.

First comes "April Fool jokes," then its Easter. Don't ask the Deadwood boys what the joke is!

Everybody get ready for the Carnival. Miss Scop.

Watts carries a large stock of Jewelry. Come and look at it. A pleasure.

### Phonographs, Pianos Pictures

We have bought Mr. J. K. Lowe's music store and have several PICTURES to sell cheap. Call in and look them over.

We also have several Sewing Machines to sell at a bargain so if you are in need of a Sewing Machine give us a call when in town.

#### Columbia Phonographs and Records

We have for sale the best Graphophone and Records on the market. When in town we would be pleased to have you call in and let us play some of the records for you.

#### Starr Pianos

We are agents for the Starr Piano which is one of the best on the market. Call in and let us show you this Piano. It can be bought at a bargain.

We have on hand sheet music which you can buy cheap. Come in and look it over.

G. N. WAYMAN MUSIC STORE  
 Office of Wayman Agencies

# The Biggest Event Ever Held On The Siuslaw River Now In Full Force---Our Reorganization Sale

The biggest event of the Siuslaw—the great sale of entire stock of General Merchandise will be given on April 10—everything in the store offered at absolute cost prices.

This is the explanation: I have been seven and one-half years in business in Mapleton and now, after this period of successful merchandising, I am going to admit to partnership my son, Norman J. Morris. As everybody knows, in a transaction of this kind, cash is the best medium of exchange; consequently, in order that we may arrive at the proper cash value of our entire stock, we are going to hold a great Re-Organization Sale and sell everything in the store, regardless of what it may be, at absolute cost price. This is a tremendous elimination of profits, but you know Joe Morris, Jr., and Joe Morris, Jr., always keeps his word, and when he says cost prices, he means that he will stick to it. This is a cash sale—we must turn the stock in the shortest possible time. Many of the lots offered are new Spring Goods; in fact, some of these merchandise lots will be opened the first day of the sale. Included are small lots, large lots, complete assortments, anything and everything you want. Nothing is reserved except the cash register and the fixtures of my store. Here is the way to know what you are buying and what you are paying by my cost mark. Here it is:

C A S T E R O I L X Y  
 1 2 3 4 5 6 7 8 9 0 Repeater

Read this, clip this cost mark from the add, bring it with you, add 10 per cent additional for freight and insurance, pay the money, and you take the goods. All I want to do is to turn my stock for cash in the shortest possible time, so that myself and Norman J. Morris, my son, can start business on an equal bases. Remember, I am selling out but not quitting. Come early on the 10th.

### All our Men's Hats

entire stock is included. One big lot comprising the celebrated "Lion" Brand. This is a brand that is the only real competition admitted by "The Stetson" firm. All makes and styles offered in this great Re-Organization Sale—all sizes and colors included. Your choice at exactly what they cost us, plus ten per cent for freight and transportation. Complete lines of Spring Straw Hats just received from the East. Offered at less than we paid for them. The most recent styles—men's, women's and children's—are included. Absolutely new in every respect; in fact, the cases have not been opened since they arrived at the store and will not be unpacked until the first day of the sale. Your choice at less than

### Regular Cost Price

### Oil Clothing Offered in this Sale at Cost

Your choice of entire stock Oil Clothing during this sale at less than cost. We are overstocked on these goods, therefore we are putting forth a special effort to clean up every piece of Oil Goods in the store—including our Coats in short medium and full lengths in various styles—Rubber Boots, mid and waist styles and in all sizes—also our complete stock of Men's Rain Coats and Sou'westers. In fact almost everything you can think of in this line will be included. Buy now at what I pay for the goods.

### Graniteware and Kitchen Utensils at Cost During this Sale

Chinaware and Pitchers, Fruit Jars, Nappies, Bowls, Berry Sets—everything you can think of in China or Glass, offered in this sale at cost. Bring your favorite mail order catalog and compare prices that prevail in Portland, Seattle or Chicago with the prices we ask you for this merchandise, and you will find our lower.

### Dishes, Plain and Fancy, Sets and Single Pieces at Cost

Also the best quality of Porcelain. Everything in pots and pans and everything you need for the kitchen included in this sale at cost. We are selling out and cost prices prevail. Goods of this quality have never been offered at such sensationally low prices before.

### Extra Special Offer in Fine Piece Goods

Complete lines of Ginghams, Percales, Madras Linens, Lawns, Indian Linen, Dress Linings, Satens, Muslins, Sheetings, including all the widths and colors, offered during this sale at exactly cost prices. Special—regular 8c Calico offered you as long as the lot lasts at only 5c per yard. Crepe Curtain Scrims in fancy and plain materials, also Flannelets and various patterns included in this sale at absolutely cost. Buy Early, for the Choicest Values Go the Quickest.

Special to out-of-town Patrons: To every purchase of \$20.00 worth or more merchandise, I will pay the transportation both ways on all river boats. It does not cost you a cent to attend this sale—I pay the way.

# JOE MORRIS, JR.

General Merchandise Store  
 Mapleton, Oregon

### Men's Women's and Children's Shoes For Cost

Shoes for men, women and children included in this sale at cost. Buy shoes for the whole family now and you will save dollars in doing so and your dollars are as good to you as they are to us. Pumps and Oxfords—all these are in the latest and most fetching style for women. 137 pairs of Krause Bros. Shoes at absolute cost price. We are closing these out because we cannot afford to guarantee them to you because the company will not guarantee them to us—consequently we are going to dispose of every pair of Krause Bros. Shoes in the store at absolutely cost prices. Included in this are Men's, Women's Youths' and Children's Shoes, all styles included. We feel safe in saying that these shoes will be worth to you what you will have to pay for them during this sale.

Men's and Women's Copeland-Ryder Shoes—the regular Jefferson Brand—you know the grade, the best shoes in the market—offered during this sale at cost. 30 to 40 pairs of Men's Hunkinori, 18-inch, Viscelized Calf Shoes that retail regularly at \$3.00 the pair, offered in this sale at cost prices—12-inch loggers, spring and common heels, oiled and uncorked, genuine French Kip, outside counter and inside counter and pocket counter. These in men's sizes only, and worth \$7.50, offered in the great Re-Organization sale at cost. Read the cost tag add ten per cent for freight and insurance, pay the money, and the shoes are yours.

### Reorganization Sale of Groceries

The best stock of Groceries on the Siuslaw. Standard and preferred goods are included. Extra specials: Puree Tomatoes, 10c per can, 3 cans for 25c. Standard Sugar Corn, 10c per can, 3 for 25c. No matter what you want in groceries, buy it now, storing up for the future, and you will save dollars during this sale.

I have just returned from Portland and my sale prices on Hams and Bacon are cheaper than you can buy these meats for in any big city. The choicest hams and bacon now offered at cost. Buy all you want. CANDIES AND FRUITS—Our complete stock of candies and all fruits in the store offered during this sale at cost. All fancy vegetables, including 50 cases of tomatoes, solid pack, sold during this sale at cost. Iowa sugar corn at cost. Buy all you want.

### Mr. Gardener-- Garden Seeds

Mr. Gardner—Buy your supply of Garden Seeds at less than we could buy them in Portland. The price of Garden Seed is getting higher and higher. We buy from the Portland Seed Co. direct, and pay the lowest price possible. If you bought in Portland yourself or by mail from the Portland Seed Co., you could not duplicate the low prices that we offer you during this sale. Also included are all kinds of Garden Seeds and Package Seeds from D. M. Ferry. These will also be offered at absolute cost in this great event. Buy your needs on the opening day of the sale and save a big per cent of your money.