

SALE CONTINUED

MOORE'S CASH STORE

MUST SELL GOODS. Ordered to vacate present location by April 5

Entire stock at sale prices; new Spring goods included in this sale

\$25 Phonograph and 11 Records for \$18.00

Men's 50c Fleeced Underwear 34c

Table Linen, Daisy Cloth, Outing Flannel, at sale prices

65c Overalls, 25c; 75c Overalls, 55; \$1 Overalls, 75c

Broken sizes of \$3.00 SHOES, \$1.00

Where lines are broken we make this extra cut in price to keep stock evened up

Notions at Cut Prices

- 5c Stocking Darner 2c
- 5c Cake Turner 2c
- 5c Egg Whip 2c
- 10c Double-bladed Mincing Knife 3c
- 20c Picture Frames 5c
- 15c box Writing Paper 9c
- 10c Saxony Yarn 7c
- 5c San Silk 2c
- 10c Painting Books 5c
- 5c Cake Spoon 2c

Cost No Object—We Must Sell

Intelligent buyers will be able to discern from this price list the difference between many so-called special sales and the real bargain event.

\$9.00 Suit Cases

All leather, fancy lined, sale price,

\$6.95

50c all over Lace
19c a yard

Men's \$6.00 high cut Shoes
\$3.95

Men's \$3.50 corduroy Pants, new style
\$2.75

Moore's Cash Store

Independence, Oregon

MAIL ORDER VS. HOME TRADING

"Back again, Mr. Business Man!"
"Glad to see you. Have a chair. Do you know I'm anxious to learn how advertising is going to fix those mail order houses."

"Pardon me, but I do not like your expression. The mail order house has as much right to do business as Brown your competitor across the street. You cannot hope to have it exterminated by law, boycott or other unfair means. The only way to solve this problem is to meet its prices. You can do this on a cash basis, and that is the only sensible way to sell. Be so busy telling the public about your store, your goods and your prices that the mail order houses do not appear to trouble you in the least. Quote the mail order houses' prices beside yours to show that you mean business. Do not attack their integrity. They are not all frauds, as some merchants would represent them to be."

"But people should be loyal to their home merchants"—

"Very true, but this argument has been abused. Stories of the patron who got 'cheated', of the dollar that did so much in the community before it was sent away, the theory of paying taxes, etc., are all so weak or lacking in logic as to be an injury to our cause. If you are to pull customers from the catalogue houses, it will be with proof that you sell equally low, not by satire or abuse. They are to be won, not forced. Then, too, many merchants who are selling too high or are inexperienced and not in the least fitted for their business, dealers who gossip, are unfriendly and unaccommodating or who cheat or mistreat their patrons all claim the support of the community on the loyalty to home industries plea. To do so is to seek charity, not business. Even charity covers no such sins. Now honestly, do you expect patronage merely because you are a merchant in this town."

"What grounds, then, should I take in asking patronage?"

"Put it thus: 'You buy where you can buy the cheapest, and I will do the same. Remember, when making comparisons with catalogue prices, to add something for transportation, the delay, the trouble and expense of ordering, and the like. If I can furnish you the goods equally as low, considering these advantages, buy of me, because it will help to build up the town. That is all I ask.' To what one thing do catalogue houses owe their growth?"

"I must confess it is good advertising."

"Yes; their whole existence is due to it. They cannot live without it. They are unnatural institutions, could never have started if local merchants had realized the possibilities of advertising. But it is not too late to use against them this very instrument that has been their making. And that is the only successful way to combat the mail order evil — advertise."

—From a series of articles written by Henry Herbert Huff and copyrighted by American Press Association, 1909.

State of Ohio, City of Toledo, Lucas County, ss.

Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the city of Toledo, county and state aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of catarrh that cannot be cured by the use of Hall's Catarrh Cure.

FRANK J. CHENEY
Sworn to before me and subscribed in my presence this 6th day of December, A. D. 1886.

A. W. Gleason
(Seal) Notary Public
Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surfaces of the system. Send for testimonials free.

F. J. CHENEY & CO., Toledo, O.
Sold by all druggists, 75c.
Take Hall's Family Pills for constipation.

If you like the Enterprise, give it your patronage. If you can spare the money, pay something on subscription. Your expiration is printed on your paper.

Station Posters
With the assistance of the typesetting machine in which was recently installed in this office we are in a position to do all kinds of printing superior to any other shop in the country. The Enterprise is on a par with any printing institution of Portland. How about your station bills? Let them be done at the Enterprise office.

Receipt books made to order at the Enterprise office.

NEW SUITING

We are showing some beautiful shades in the new mercerized poplin, the material to be used so much this season for tailored shirt waist suits

Waists stamped to embroider \$1.89 on any color

The Needlecraft Shop

Mrs. S. C. Wall

270 N. Com'l. St. Salem, Oregon

Wood Yard

We deliver large or small orders of Fir, Oak or Ash wood promptly.

HENRY MOTT

Both Phones INDEPENDENCE

When You Sit Down To a Meal

In this restaurant you are sure it will be excellent as to food, cooking and service. The surroundings speak for themselves, and the bill of fare tells mutely of fine eating at little prices. Come in and bring a friend or two along. You will all be pleased.



White House Restaurant
Wm. McGeehan & Son, Proprietors
SALEM OREGON

HAUSER BROS. Proprietors of Salem Gun Store

Fire Arms, Ammunition, Athletic Supplies
Fishing Tackle, Bicycles and Cutlery

Trojan Stumping Powder—No Thawing Headache
Salem Oregon

D. TAYLOR BARBER TUB AND BATHS IN CONNECTION

Main Street, Independence, Oregon.

SALEM LAUNDRY CO. GUARANTEES YOU PERFECT WORK

WHAT HAS LONG BEEN NEEDED BY CITIZENS OF INDEPENDENCE

The Independence Cleaning and pressing parlors are prepared to call for and deliver all work, and guarantee prompt attention and satisfaction. We make combination Suit and adjustable Skirt hangers to your measure. Be sure and see them. Give us a trial for good work and the prices will be right. Work done while you wait.

L. L. BUCKNER & CO.

Home Telephone Co. 1612
Corner C and Railroad Streets Independence, Oregon

SPRAYING MATERIAL

Roche Harbor Lime, Japanese Ground Sulphur in linen sacks. No lint. Dependable lime and sulphur spray.

ACID HYDROMETERS

WILLIAMS DRUG CO.

SUNSET

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