

A Living Model—

What's the matter?
These suits are different!



none other than yourself—is used in the tailoring of a suit made to your individual measure by Ed. V. Price & Co., Chicago's famous exclusive merchant tailors, of whom we are sole representative here.

This fact is a guaranty that the suit or overcoat will be

The Best Obtainable, and not to be excelled by the work of even \$50 and \$75 tailors who operate on a much smaller scale, although our price for same quality is less than half as much.

Your choice of 500 Fall fabrics and 28 exclusive style designs made up in a manner that will satisfy completely. Ask to see cloth Nos. 4735, 4751, 4755, 4823, 4840, then leave your measure.

"Clothes for Men Who Care" THE TOGGERY

SALEM - - - OREGON

INSURANCE

Anyone wishing good reliable Fire Insurance
Call on or write to

S. E. BURK, INDEPENDENCE, ORE.

Agent for Beaver State Merchants Mutual of Portland and the Bankers Merchant Mutual of Forest Grove.

Capital Business College

Prepares young people for bookkeepers, stenographers, correspondents and general office work. The development of the Northwest will afford openings for thousands in the next few years. PREPARE NOW. Send for catalogue.

W. I. STALEY, Principal - - SALEM, OREGON

Opera House, October 13, 1908.

THE PLAY YOU WANT TO SEE

William H. Rasmus presents
ALCAZAR STOCK CO.

—IN—
the beautiful pastoral play

"Our Minister"

This is the second visit to our city of the Alcazar Stock Company, which has scored such an unprecedented success.

POPULAR PRICES

Seats now selling at the usual place.

Notice of Meeting of Board of Equalization.

Notice is hereby given, that on Monday, the 19th day of October, 1908, the board of equalization will meet at the county court house at the city of Dallas, in the county of Polk, state of Oregon, to examine and correct the assessment rolls, to correct all errors in valuations, descriptions or qualities of land, lots, or other property or incorrectly assessed as to description or quantity, or where assessed in the name of a person or persons not the owner thereof or assessed under or be-

yond the actual cash value thereof and to assess all lands, lots and other property appearing to have been omitted or that was not assessed.

Petitions or applications for the reduction of a particular assessment shall be made in writing verified by the oath of the applicant or his attorney, and be filed with the board during the first week it is by law required to be in session, and any petition or application not so made, verified, and filed shall not be considered or acted upon by the board.

C. L. GRAVES,
Assessor of Polk County, Oregon.
Dated September 24, A.D., 1908.

West Side Enterprise

Issued weekly from Independence Oregon Chas. E. Hicks, Publisher and Proprietor.

Entered at Independence, Ore., post-office as second-class matter.

Subscription, \$1.50 Per Year



The big clothing sales which are now on, as will be seen by scanning the big ads which are appearing in the West Side Enterprise, suggests that it is a good time to buy. And people are taking the "hunch," too. Stores which are running these ads are crowded to the doors and it is almost hopeless to try to get a clerk. It's worth your time to go if you don't intend to buy. One thing, more than anything else, is emphasized as a conclusion respecting the large attendance at sales: that the time has come in the country when pages of advertising in town papers get the results which city papers have been getting for many years. Time was when it was thought you couldn't believe what you read in the ads. The merchants who will stoop to misrepresent in his advertising in this day is courting a premature end. A glance at the country papers from all parts of the state shows this to be true, and a visit to the towns of a state discloses many phenomenal rises in the industrial world of men who appreciate the worth of their home papers and who are not afraid to use them. They have made it more through the reliability of their advertising than through any other virtue. Consistency enters into the matter. The merchant who runs a page now and then cannot expect to get the steady flow of custom that the merchant gets who runs a half page all the time. And at the same time the steady advertiser pays little more for his publicity than the man does who runs a page now and then and gets out a lot of bills. What is paid for the page and the bills would carry the other merchant's ad for about two months. It is because he contracts his space at the lowest rate and does nothing but newspaper advertising, and instead of mailing out bills he applies it all to the one end. Newspaper advertising is the best there is—positively the best. The politician does his through the newspapers because it is dignified, and dignified advertising is what pays the merchant.

The Century Club, a commercial organization, is one of the most important features which has been completed in Independence, both from a commercial and social standpoint. It starts out under splendid auspices, having as it does a membership chosen from the city's most select population, including prospective membership under consideration by the board of directors at this time. The demand for such an organization has been felt for years past, and it remained for a few brave men to shoulder the burden and push the organization. With this body in organization Independence is placed immediately in position to forge ahead, catching step with the many other towns of Oregon which are awakening to the advantage of securing the fruits of homeseekers who will settle on the Pacific coast in the next few years.

The club has comfortable quarters in the brick building in which the creamery is located and their rooms are fitted with nice furniture, with every provision for the comfort of the members.

The work of his Satanic majesty has never in the history of the world been so popular that society cared to see it depicted in picture or play and the drama, "The Devil," which is now being played all over the United States, must of necessity run a short season of popularity. A class of fiction which has been written portraying the sensational and playing upon the passions of humanity, discovering the evil works of misguided emotions, can never be popular with society. The picture is true to life; too true; the very fact of which will prove the downfall of its attempt. The drama, however, is the sensation of the hour in all the cities of the country, and the foregoing is but a prediction of its final reception. It presents that side of human sociology to which modest society does but cover its eyes; to behold which is but to defame the higher moral elements of our moral fibre.

TRESPASS NOTICE.

Hunting is strictly forbidden on the Stewart place. Trespassers will be prosecuted.

MRS. M. W. STEWART
S. E. CARMACK.

10-29

FURNITURE SALE



The
House Furnishing
Company
Salem, Oregon

You ought to buy from your home merchant. But there are times when it becomes necessary to go abroad for things you cannot find at home. This is the class of trade for which we are looking. If you want something out of the ordinary we had interest you. We have a large line of exclusive designs in

Rugs and Carpets

and fully prepared to execute any order, large or small.

BE SURE OF THE PLACE

The House Furnishing Co.

177 Liberty Street, Salem, Oregon

Prepare now for the RAINY SEASON

Don't wait until the Fall rains to get your Suit and Overcoat. Come now while you can get the best selections of

BISHOP'S READY TAILORED CLOTHES

Suits, \$10.00 to \$35.00; Overcoats, \$8.00 to \$35.00. All in the best styles and latest models.

BOY'S SCHOOL SUITS

We have a line of rain proof Suits that are just the thing for school wear.

PRICES \$4.50 TO \$7.50

Salem Woolen Mill Store

SALEM, OREGON