

W.H. Moehlenpage

Following from the *Greenfield Republican* Holiday Issue 1902-1903

GREENFIELD MERCHANTS.

THEIR ENTERPRISING AND STRAIGHT FORWARD BUSINESS METHODS HAVE MADE GREENFIELD A MOST SATISFACTORY MARKET.

W. H. MOEHLLENPAGE.

One of the best appointed dry goods stores in Greenfield is Moehlenpage's on Washington street near Jefferson. Being a persistent advertiser, Mr. Moehlenpage has built up an enormous business. Every day is Saturday at his store, and the public of Greenfield and vicinity have recognized the fact that every day is bargain day there also. Every season the proprietor goes to the Eastern markets and buys in large quantities the best and latest in domestic and imported goods. A critical buyer, Mr. Moehlenpage always succeeds in getting the cream of the market and at figures which enable him to give to his customers the benefit of the discounts obtained by purchasing in large quantities and at opportune times. At Moehlenpages full value is received and the most courteous treatment accorded non-buyers as well as buyers. In addition to the dry goods department proper there is an annex in which are displayed an unusually fine line of Carpets, Wiltons, Axminsters, Brussels, Velvet, all in the latest and handsomest designs. The carpet department has proven a success, for the policy that gives life and strength and character to the rest of this modern establishment is also in force here. It is the experience of every business man that customers are won not only by excellence of goods and low prices, but also by uniform courtesy to non buyers. The latter is certain to be in need of something some time and they will naturally bestow their patronage on the merchant who has treated them with consideration and not as a hold-up man ready to take their money at the first opportunity and indifferent as to whether they ever come again or not. Moehlenpage is a household word to hundreds in an around Greenfield, and the fact that an article comes from Moehlenpage's is sufficient proof, not only of its ex-

cellence, but of the buyers judgement in securing good goods.

The Christmas display at this establishment is proving a revelation to our people. From the standpoint of an artist it is ideal; it is metropolitan in magnitude and, as usual, the question is: "How can he sell at such low prices?"

The store is very crowded now, but as in the Broadway cable cars, "there is always room for one more." The children will find it beautiful and carry away happy memories of a glorious vision of holiday goods in bewildering array. When you go to Moehlenpage's don't forget to take the children. They are always welcome.

1884 Established Nearly Twenty Years. 1902

The Old Reliable House of
W. H. Moehlenpage

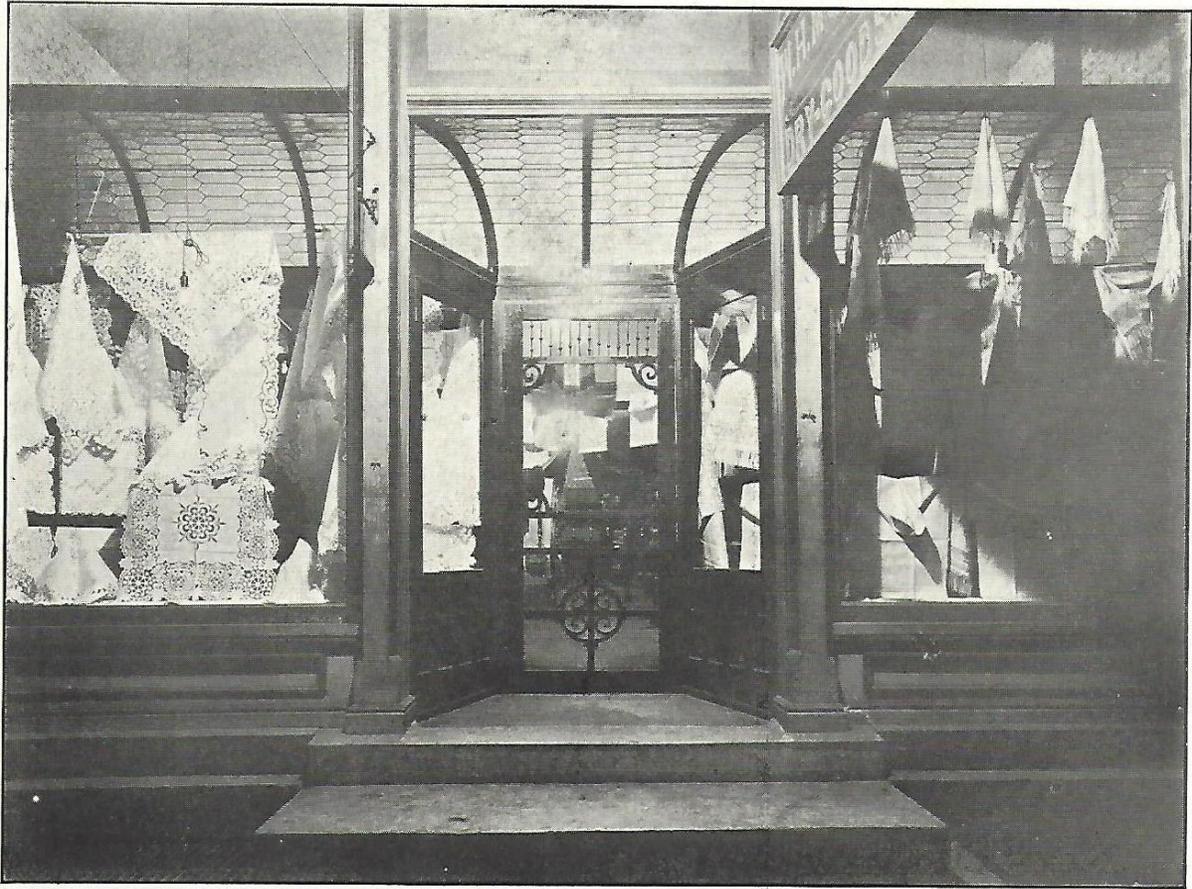
FOR

**Dress Goods, Silks, Underwear,
Cloaks, Notions, Blankets,
Flannels, Domestics,
Carpets, Matting.**

A FAIR EXCHANGE.

That's the rock that honest, up-to-date merchandising rests on. No store can permanently succeed by giving one jot less than full and complete value for the money spent. Circumstances sometime make it possible to give more than a fair exchange, but no circumstances or combination of circumstances should tempt a store to give less than a just equivalent. Preaching principles is one thing, and practicing them is another. We invite you to investigate and see for yourself how closely our practice follows our preaching.

...W. H. MOEHLLENPAGE...



W. H. MOEHLNPAGE—DRY GOODS.