

# The Farmers Exchange

Store of Springfield

Announces the Most Important



Selling Event in the History of its Business Career.

Our Entire Stock at Liberal and Substantial Reductions

A Startling Reduction Event that Strikes a Smashing Blow at Present Day Methods of Merchandising

We combed the market to obtain the best merchandise from the foremost manufacturers where *QUALITY OF MERCHANDISE*, Excellent Tailoring, smart snappy styles create the sensation of the season.

For the month of September we offer various lines of high grade desirable merchandise at such low prices that will be the talk of this community.

The Mail Order Houses have nothing on us: *We Had the Cash*, -we turned the trick. See it for yourself.

## Ladies Fall Coats

A rare selling of Ladies High Grade Coats. It is seldom that we can offer at so low prices a large collection of New Coats which meet to the last detail to the high standards of Style Quality and Workmanship.

Advertising alone cannot tell the story of these values, you must see the Coats. Fabric Quality, Correct Style, Good Tailoring, Silk Lining at such a low price.

**\$16.85 to \$24.85**

Girls' Coats \$6.95 to \$12.95

## Men's Suits and Overcoats

100% pure virgin wool Suits and Overcoats for Men and Young Men in Latest Single or Double Breasted Styles, Underpriced for September.

**\$16.85 to \$29.85**

Boys Junior High — Pure Virgin Wool also in Single or Double Breasted, long Pants

**\$9.85 to \$19.85** Ages 8 to 20

- Boys' Knicker Suits ..... **\$4.95, \$9.95**
- Men's Pure Virgin Wool Trousers ..... **\$4.95, \$5.95**
- Young Men's Virgin Wool Baloon Trousers in Latest Novelty Light Shades and Stripes ..... **\$4.95, \$5.95**
- Boys Longies, Sizes 4 - 16 ..... **\$1.95, \$3.45**

- Men's Heavy Bib Overalls ..... **\$1.29**
- Men's Heavy Work Shirt ..... **85c**
- Men's Corduroy Pants ..... **\$2.95**
- Boys' and Men's Sweater, Blazer ..... **\$1.95, \$5.95**
- Men's Dress Broadcloth Shirts ..... **\$1.95**
- Mens Wool and Wool Mixed Shirts ..... **\$1.95, \$2.95**

## Ladies' Tailored VELVET HATS - \$3.95, \$4.95

Unusually Chic and Smart for Miss and Graceful, Dignifying for Matrons.

These Hats should more than please you, Smartly Tailored in becoming bright and black colors. All shapes embodying the style and feeling of the Better Hats.

## SHOES

For Men, Ladies, Boys, Girls and Children in all styles light and heavy, low and high tops.

We always had the reputation, that we sell the high grade latest style shoes at the lowest price in Lane County. We are very keen on this reputation, and we are more than anxious to prove it to you this time.

- Men's High Grade Dress Shoes ..... **\$3.50, \$5.50**
- Men's High Grade Work Shoes ..... **\$2.75, \$4.50**
- Men's High Grade High Tops 12 - 16 inches ..... **\$5.95, \$9.95**
- Ladies High Tops 14 inches ..... **\$4.95**
- Ladies Dress Shoes in Latest Styles ..... **\$3.45, \$5.45**
- Boys' Heavy School or Dress Shoes ..... **\$2.75, \$3.75**
- Boys' Best High Tops ..... **\$4.45, \$5.95**

Every pair of our shoes is guaranteed to satisfy or we replace them.

## UNDERWEAR

- Men's Heavy Cotton Union Suits Fall Weight ..... **\$1.45**
- Boy's Heavy Cotton Union Suits Fall Weight ..... **95c**
- Men's Wool Mixed Union Suits Heavy ..... **\$1.95, \$2.45**
- Men's Pure Wool Union Suits ..... **\$3.95, \$4.95**
- Ladies Heavy Cotton Union ..... **95c, \$1.25**
- Ladies Silk and Wool Union ..... **\$1.95, \$2.95**

## BLANKETS

We carry the best Standard make of Nashua blanket only. Prices for September only

- 64 x 76 Double Sheet Blanket ..... **\$1.95**
- Full Size Heavy Double Nashua Wool Nap ..... **\$3.45**
- Wool Mixed Full Size Double Blanket ..... **\$4.95**

These prices are so ridiculously low for these high grade blankets that we are compelled to restrict the sale to 2 of one kind to a customer. — Be sure to get yours.

- 9-4 Pequot Sheeting ..... **55c**
- Best Percale ..... **18c**
- Jape Crepe ..... **17c**
- Ladies and Girls Raincoats Latest Styles ..... **\$3.45, \$4.95**
- Hope Muslin ..... **17c**
- Holeproof Pure Silk Hose In All Shades ..... **\$1.00**

## Our Guarantee

IS YOUR PROTECTION. THIS BARGAIN SHEET IS OUR PLEDGE OF TRUTH—EVERY ITEM IS HONESTLY DESCRIBED AND PRICED SO LOW THAT IF YOU COULD COMPARE THE MERCHANDISE WE OFFER, YOU COULD NOT BUY WITH GREATER ASSURANCE OF VALUE.

EVERY ITEM IS GUARANTEED TO BE FIRST QUALITY AND ABSOLUTELY PERFECT. IF WITH ANY ARTICLE PURCHASED FROM US YOU ARE NOT FULLY SATISFIED, YOU MAY RETURN IT TO US, AND WE WILL REFUND YOUR MONEY WILLINGLY AND IN THE TRUE SPIRIT OF A REAL FRIEND.

J. FULOP, Prop.

If you have money to burn these prices will mean nothing to you, but if you are like most folk, if you want to get the biggest possible value for every dollar you spend, then you will welcome this opportunity to save by buying your needs now.

# THE FARMERS EXCHANGE

THE STORE OF SPRINGFIELD