

## KAFOURY BROS. TO OPEN HERE

### Well Known Portland and Salem Merchants Buy Farmers Exchange --- Big Re-Opening on Saturday

#### CHANGE OF OWNERSHIP TO BE MARKED BY GREAT SALE

Entire Stock to Be Closed Out Without  
Regard to Cost and Loss

The good people of Springfield and vicinity have something to remember in the Change of Ownership Sale that opens Saturday at The Farmers Exchange.

The Sale is planned for a two-fold reason, first to dispose of present stocks, and second, to make the new owners name known throughout the length and breadth of Lane county.

In order to effectively dispose of the old Farmer's Exchange stocks, the new owners have taken the most drastic reductions. It is claimed by them that the prices to be featured have never before been seen. Cost price and actual worth have not been taken into consideration. A disposal is the first interest—the only interest and therefore the merchandise is marked at prices which will ensure a quick close out.

The following pages of this section are devoted to spotlighting the store's offerings. A glance through will convince even the most skeptical that this is indeed a legitimate close out.

Lane county people will be out "en masse" Saturday if we are any judge of human nature for the writer has had the privilege of going through the store and noting the hundreds and hundreds of offerings and the low prices they are being marked for this Sale.

#### STORE A BENEFIT TO ANY COMMUNITY

Same High Ideals Actuate New  
Store Owners

The Farmer's Exchange is not only the largest Department Store in Springfield, but it is an Institution of Prominence, held high in the esteem of the public because of the honesty of purpose and high ideals that have been developed and nurtured by the personal pride and character of its owners.

The Farmer's Exchange was opened in Springfield a quarter of a century ago by Cox and Cox, who after a most successful business career retired and sold their interests to a group of Portland merchants, who conducted the business for a short period and sold the business to Julius Fulop, this was in 1920.

During Mr. Fulop's regime the Farmer's Exchange prospered exceedingly; Mr. Fulop being known all over the county as a merchant who would carry only the finest brands of merchandise and then retailed them at the lowest possible prices.

Needless to say Mr. Fulop built up a large following for the store and Springfield will miss him, his wonderful merchandising ideals and also his interest in civic affairs and his likable personality.

During the past year Mr. Fulop wanted to retire, he had many offers for it was a prosperous business and enjoyed the confidence of the entire community—possibly better offers than he finally accepted, but he felt that he owed Springfield something for his successful years in business, and he had made up his mind to sell only to people who cherished the same high ideals as himself and would carry out to the letter, as he had carried on, and that is why Kafoury Bros. became the owners of the business.

Kafoury Bros. have the greatest respect for Mr. Fulop, his character and his fine merchandising ideals. Springfield has lost something in Mr. Fulop's retirement, but the new owners will strive to carry on in the same manner as Springfield has come to expect from The Farmer's Exchange and ask the indulgence of the people of the community, to give something of the same faith that Mr. Fulop enjoyed, and they promise in their turn to create for themselves something of a name and reputation as merchants, as store owners with a desire to provide a store service that will at least equal that which characterized the late owner, given that, they will in their turn, make the store as they have their stores in Portland and Salem, of real value and benefit as a public-serving institution.

#### 3-STORE BUYING WILL BE MEANS OF SELLING AT LOWER PRICES

Volume in Buying A Power for  
Real Economy

The benefit of cooperative buying has its value in making it possible to considerably lessen the cost of merchandise to the buying public. It is obvious that with three large stores doing big business the purchasing power is tripled. By buying three only to be expected that finer prices can be obtained and the benefit of this triple buying power is passed on to the store's customers, that in a nutshell is the secret. The open sesame that Kafoury Bros. base their hopes upon in entering the business field in Springfield.

Kafoury Bros. always have been and will be a quality store, by that they mean the honest reliable quality merchandise that will yield the utmost in service and satisfaction, but they also desire to retail this kind of merchandise so that the public can buy it at as low a price as it can be sold anywhere. Thus only can they expect to enjoy the confidence of the public and build up a clientele in Springfield as they have done in other cities.

#### VISITOR PAYS HIGH TRIBUTE TO KAFOURY'S FEARLESS PUBLICITY CAMPAIGN

"To devote four entire pages, a complete section, to one store event, in one issue of a newspaper," said a Portland business man when shown the proofs of the Farmer's Exchange Change of Ownership advertisement, "is one of the sincerest compliments I have ever seen paid to advertising." "Kafoury Bros. certainly show a belief in the power of the printed word, and I take my hat off to them for their faith in the present and future of this city and county."

#### Free Gifts to the First 100 Costumers Saturday

On Saturday the opening day of Kafoury Bros. Change of Ownership Sale, substantial souvenirs in the shape of handsome Daytime Frocks will be given free to the first 100 customers purchasing \$2.00 or more. The big store will be closed Thursday and Friday and will open at 9 o'clock on Saturday.

#### FARMERS EXCHANGE CLOSED THURSDAY AND FRIDAY

Change of Ownership Sale  
Begins Saturday

In preparation for the great merchandising event to mark the Change of Ownership of the Farmer's Exchange, the store will be closed all day today and Friday.

A small army of Salesmen and Saleswomen under the direction of Mr. Allen Kafoury are going over the big store, putting it into shape for the opening of the Campaign which is scheduled to open at 9 o'clock Saturday.

#### THE EARLY BIRD CATCHES THE WORM

Advise People to Come Early  
On Saturday

The old proverb might be paraphrased by "The Early Buyer Receives the Gift." The 100 customers at the Farmers Exchange on Saturday will receive a pretty daytime frock after purchasing \$2.00 worth or more. These frocks, we are told, would ordinarily retail at \$1.50 at least, so the wisdom of early shopping is apparent.

The store management anticipates a large crowd at the opening hour, so be prepared, set your alarm early and be one of the first 100 at Saturday's feast of bargains.

That the old order changeth and must give way to the new is again evidenced in the passing of the old and respected firm, The Farmers Exchange, after 25 years of business in Springfield.

In this, the first advertisement of the new firm of Kafoury Bros. the management would stress its feeling or regard for the integrity and honorable spirit which has for a quarter of a century been a power in the community in which it thrived and to Julius Fulop, the late owner in particular.

#### MANY ASSISTANTS ARE NOW ENGAGED

For Farmer's Exchange

A large number of assistants have been engaged to handle the Farmers Exchange Change of Ownership Sale, according to Mr. J. L. Carmean, the Sales Manager of Kafoury Bros. "We have engaged as many extras as we could get hold of" said Mr. Carmean, "because I want to give the speediest service possible on Saturday. These are given careful instruction and are impressed upon to be courteous and agreeable to everyone who visits the store during this great campaign."

#### ORGANIZATION OF FARMERS EXCHANGE TO BE RETAINED

"There will be many new faces in the old store on Saturday and during the Change of Ownership Sale, but the familiar faces of the old organization will be retained," so said Mr. Allen Kafoury in answer to our questioning in this regard. "Yes," he continued, "These salespeople are a part of the store. They know its stocks and know many of its customers intimately, we want the public to feel that we are now members of the community, and we will do nothing but strive to merit their continued support."

#### Pages of Bargains Entire Stock to Be Closed Out

Days and days of bargain giving. These pages tell a story of economy possibilities that contain countless thrills for every woman and man in Lane county. But do not tell the complete story of the thousands of thrift items not advertised here.

#### A TRIBUTE to Julius Fulop

The vicissitudes of life act upon firms as upon individuals, but at all times in fair weather and in storm and stress, the noble sentiments of its owners stood as upon a rock, honest, fair dealing, were the watchwords that endeared the name Farmers Exchange to everyone within the organization and without.

Mr. Fulop has seen fit to retire and many will miss him, we tender our sincere well wishes for the future and trust that it brings him a full measure of happiness, and our assurance that we shall devote our energies in a way that will find a parallel in the traditions of the old firm. To serve its patrons faithfully and well, to be a definite and abiding help in providing merchandise and service so as to merit the continuous support of the citizens of Springfield and Lane county.

KAFOURY BROS.

#### SHORT HISTORY OF THE KAFOURY BROS. ACTIVITIES

High Ideals That Made Portland and  
Salem Stores to be A Feature of the  
Recently Acquired Springfield Store.

The history of Kafoury Bros. business activities goes back to 1915, when a small store was started on Liberty street, Salem. From this modest beginning has come an organization controlling three stores that are a powerful factor in merchandising in Oregon, an organization ambitious and plans that will make the name known and revered in Springfield as one of the dominant factors for good in the community.

The little store on Liberty street was occupied a bare six months, its instantaneous success demanding larger quarters so the business was removed to 416 State street. Kafoury Bros. had a ten-year lease on a building there but after being four years in the place it was inadequate and they were forced to look for a still larger store to accommodate their fast growing business so, in 1919 they moved to 466 State street, where it developed into one of Salem's leading department Stores.

In 1921 the store was completely destroyed by fire, but even this could not stop their march of progress and out of the ashes there arose a still larger store, with new, modern equipment, new stocks, and a complete Downstairs Store; behind it all was the determination to be the greatest store in Salem; and they have succeeded as plans for the future will reveal, but of this, more later.

Continuing their rapid progress a Silk store was opened in Portland in 1922, one of the brothers going to that city to operate the new venture.

Following this period of rapid expansion came the crowning achievement in 1927, when Kafoury Bros. purchased the site now occupied by the Valley Motor Co., located at Chemeketa and High streets with a frontage of 133 feet on High and 166 on Chemeketa. This new location is destined to be the future Salem home of Kafoury Bros. The realization of their dreams of a Modern Department Store for their parent venture, built on Salem's busiest corner.

The tireless energy and determination to succeed has brought Kafoury Bros. of Salem and Portland into prominence and now they have turned their activities to Springfield. With a belief in the future of this city and county they acquired The Farmers Exchange, a business that has something of a reputation in Springfield, as Kafoury Bros. store in other cities. The new firm will develop this store and offer its wares ever mindful of the fact that its success depends upon the public, that they are the judge of what it needs and they will govern their purchasing accordingly, holding ever before them the high ideals and principles that govern all public-serving institutions, faithful to its task of supplying the public's needs and providing the best service to each and every one alike, irrespective of the amount of their purchase.

With such thoughts to actuate them Kafoury Bros. hope to become to Springfield and Lane county what it is in Salem and Portland. A power for economy and service.

"Because of the three-store buying power Kafoury Bros. can get not only the choice of the market, but in many cases are enabled to buy direct from the mills at a big saving to the customer," says the Department Store Manager.

"The Farmers Exchange it was pointed out carries many nationally known lines. Included in the list are the following well known names:—

Cloth Craft Suits, Munsing, Wrights, P. Q. A. and B. V. D. Underwear for Men; Munsingwear for Women; Arrow, Ide, and Wilson Dress Shirts for Men; Oregon City Wool Shirts, Mackinaws and Blazers; Holeproof Hose for Women; Warners Corsets; Weyenberg, Carters and Peters fine Shoes for Men and Boys; Barrington fine Dress Hats for Men, Etc.

#### WEEK'S PROGRAM OUTLINED

Something different every day is promised for the Change of Ownership Sale beginning Saturday at 9 o'clock. The store will feature on each day something spectacular in value-giving according to a pre-arranged program. So that you can learn of these activities, a list of these daily events are given below:

Monday, Feb. 6—Silk Day.  
Tuesday, Feb. 7—Ready-to-Wear Day  
Wednesday, Feb. 8—Remnant Day.  
Thursday, Feb. 9—Men's Wear Day  
Friday, Feb. 10—Shoe Day.  
Saturday, Feb. 11,—Dollar Day.

#### Nationally Advertised Goods Sold

Farmers Exchange Is Well  
Stocked With Well Known  
Labels

Nationally advertised merchandise has always found place in The Farmers Exchange. That the public likes to buy nationally advertised products is evident from the fact that in most advertising done by department stores or other establishments catering to the buying public, prominent mention is made of the fact that the goods on sale are such and such a brand. "A manufacturer cannot afford to spend money on a national advertising campaign until that manufactured is as good as it can possibly be made," said Mr. Kafoury in discussing this interesting subject. "Therefore you can depend upon it that well advertised goods mean well-made goods. The public has learned this and buys largely by the label, knowing the brand guarantees the merchandise."

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#### WINDOW DISPLAY A BIG FEATURE

Not the least interesting part of the Farmer's Exchange big event are the window Displays. Twelve large panes of sheet glass behind which are featured a maze of super specials, are decorated to show the people of Springfield the many attractions of the Change of Ownership Sale.

Today and tomorrow there should be a throng of keen shoppers to view the hundreds of special items showing at tremendous reductions for the Sale which opens at 9 o'clock Saturday.