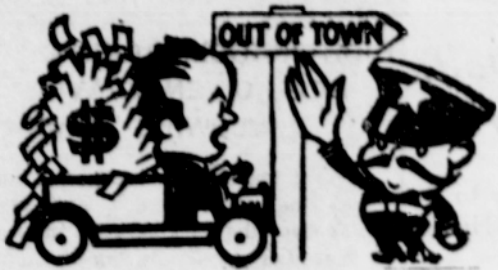


TRADE AT HOME — IT PAYS ALL WAYS — TRADE AT HOME

HOME OWNED STORES



Worth Knowing

A fact a day is bound to pay if it's loyal to the home-owned store. Your community problems are our community problems—and together we cannot lose. Our merchandise is quality merchandise—priced to meet your pocketbook. Franchise:

Pillow Arm Mohair Davenport	\$55.00
Chair to match	28.00
9x12 Armstrong Rugs	6.95
Oregon Built Steel Range, semi-porcelain finish	49.75
Walnut Finish Dining Table and 4 chairs	36.75
Jacquard Covered Davenport and Chair	49.75
Clarion Jr. Radio	63.30
Simmons Double-Deck Coil Springs with Stay brace	9.85

Wright & Sons
ALWAYS LOWEST

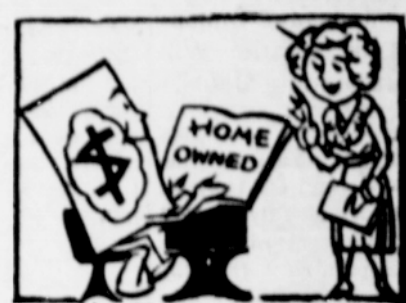
Creation of Buyers' Market Gives Independent Merchant Opportunity to Meet Group Competition

By JOHN W. THOMAS
Regardless of earning reports—which by the way have not been so impressive during the last nine months—grouped ownership of business is bang up against a trend of trade which has many quite able financiers with heads on troubled brows. His volume-business theory, like a worn inner tube, is showing many enlarged bubbles which threaten to explode at any time. Thoughtful citizens in towns and communities everywhere have awakened to the fact that outside business interest coming into their territories is, in final analysis, a destructive force which is more far-reaching than at first appeared. The toll was quite heavy in many districts, before the awakening came—but when representative independent merchants in many lines of business—the home owned store man—commenced closing up shop and moving away—then started citizens viewed the situation from a different standpoint. As stated by Mr. J. Frank Grimes, president of the Independent Grocers' Alliance of America,—"the encroachment of the chain system exterminates the independent merchant, throttles community life, stifles all local enterprise—and finally is slowly but surely robbing the youth of America of the oppor-



unity to get into business for himself. "It wipes out all opportunity for the young men of the rising generation to the loyal support of all citizens operate and eventually own a business enterprise of their own—and it also threatens to transform America from a nation of proprietors to a nation of clerks." No thinking person advocates that the remedy can be gained through legislation or by an appeal to sentiment. The remedy has come, and is being exemplified every day by the home-owned-store merchant—offering the shopper every advantage that the group store owned store holds out—meeting price with price—and quality with quality. When Home-Owned Stores offer their trade these inducements then

it is extremely short-sighted of citizens to fail to patronize home-owned stores. Furthermore, a great equalizing force has been at work for the last fifteen months in the economic situation of the United States. The business depression created one of the greatest "buyers' market" ever known. The manufacturer and the producer have had to search out and find new buyers of their products—and they have been forced to quote prices as low to the independents as enjoyed by the groups. Many manufacturers and producers have also found far from a rosy path in selling to the group interests. Score of them are today refusing to sell to group interests for the very simple reason that they were squeezed on advertising campaigns, window displays, allowances and selling commission discounts, until there were no profits—and every business must make a profit—if that business is to continue. So your home-owned store merchant today is in just as good wholesale buying position as the group store—and he is going about the job of merchandising in an intelligent manner. He is entitled to the loyal support of all citizens in his respective territory.



Smart Dollars

Learning a lesson well is to practice the logic acquired and the smart dollars are those dollars which come here for savings which cannot be excelled. Note the buying power of your home earned dollar in this home owned store this week.

Boys' Dress Shoes One lot of Men's and Boys' Dress Shoes, regular \$3.98 to \$5.00 values reduced to \$2.98	Kayser Hose Pure silk full fashioned Kayser Hose, Special \$ for \$1. 3 pairs \$2.75
Sheepskin Coats Boys' lined Sheepskin Coats at \$3.98	Oxfords-Slippers \$5 Ladies Oxfords and Slippers, Special \$2.98
Dress Prints A complete assortment fast color, yard wide Dress Prints. Greatly reduced at 15c per yard	Ladies Hats Ladies \$3.50 to \$5.00 Hats. Your Choice 98c

Fulop's Department Store



MONEY TALKS

When you heed the wisdom of the home-spent dollar you meet them often in their rounds of making this a better town in which to live. There is a double saving when you trade at this home-owned business—because our prices are right.

These Suggestions Will Grace Any Table

Kellogg's Bran Flakes, 3 for	25c
Albers Minit Oats, quick cooking, Small size	10c; large 25c
Try a pound of our Quality Coffee	25c
Taylor's Special Coffee	35c
S. and W. Mellowed Coffee—now	45c

Try a Package of
Steam Refined Borax Granulated Soap
Get a Lovely Piece of China FREE

Specializing in Quality Foods

—We handle S. and W. Tru-Pack Lines. These are firms which offer the very finest in canned goods at prices which every pocketbook can meet.

Home of Genuine Texas Bermuda Onion Plants

Phone W. A. TAYLOR Phone

9-WHITE FRONT GROCERY-9



Just as true as 2 and 2 make 4—so is the fact that this home-owned business constantly maintains service and prices consistent with any that can be found elsewhere.

NO
WAR
PRICES
HERE

HALL

The Shoe Doctor

333 Main St.



Fighting For Business

The improvement of the business in Springfield in 1931 is the major objective of our Chamber of Commerce. We stand behind and fight for every Home-Owned Store because they are the very foundation of our community. We can not be prosperous unless they are and we consider it the duty of every citizen to give them all possible patronage.

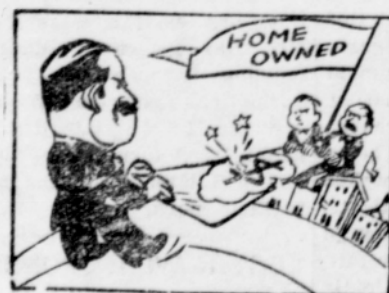
Prices in Springfield are as low as they are any place in the county and lower than most metropolitan centers. Merchandise carried by Home-Owned Stores are standard and the merchants who are your neighbors, stand behind and guarantees everything they sell.

We want you to keep your Dollars right here in Springfield in order that they may help build up the community, pay taxes for the improvement of streets and teachers' salaries in our schools.

ARE YOU WITH US?

SPRINGFIELD

Chamber of Commerce



Divided We Fall

We resist the effort to take home-owned dollars away from Springfield because the future of our community welfare is at stake. Never truer than today is the statement, United we stand, divided we fall.



MILK
CREAM
BUTTER
Buttermilk

COTTAGE
CHEESE
Ice Cream
ICE

Springfield Creamery Co.

Phone 7

Third and Main Sts.



Words to the Wise

Words to the thoughtless are only words—to the wise sufficient. "Buy at the Home-Owned store" are words of wisdom.

Our products are for sale at our bakery and at your Home-Owned Store. Try them first always.

New Home Bakery

"One of Springfield's Home-Owned Industries"



Through His Hat

The man who says Home-Owned stores cannot meet the competition of the day is talking through his hat. Just to prove the point—we quote here are a few of the prices:

One Model "A" Ford Truck, New Paint, new tires	\$375
CHEVROLET TOURING	\$65
New 1931 Model Standard Coupe, Fully equipped	\$647
New 1931 Tudor Sedan, Fully equipped	\$647

Anderson Motors
Incorporated



Picking Up Bargains

If you are prospecting around for savings on supplies, you'll find this home-owned business mighty rich territory for your shopping. Here are some of the nuggets of the week:

HOCIERY	CANDY
STATIONERY	VALENTINES
CREPE and TISSUE PAPER	TOILET ARTICLES
DISHES	FACE POWDER
PICTURES	TOOTH PASTE
PURSES	THREADS of All Kinds.

Turner's Novelty Store

"The Home-Owned Store of a Thousand Bargains"