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IT WILL PAY YOU TO SHOP IN COLUMBIA

During the Merchants Big Co-Operative Fare-Refunding Week

From Monday, Oct. 9, to Saturday, Oct. 14, inclusive

Attractive Merchandise for You at Every Store Herein Listed

GREAT CHANCE TO BUY MERCHANDISE

Everybody Should Arrange to Come to Columbia for This Occasion.

Railroad Fares Are to be Refunded

By the Columbia Merchants to All Out-of-Town Customers in Addition to Legitimate Values.

For six days, commencing Monday, October 9, and ending October 14, people of this section will be given the greatest opportunity of their lives to lay in a supply of all kinds of seasonable merchandise at prices which are not surpassed in any town or city in the country. The occasion is to be known as "Special Fare-Refund Week," or the "First Co-Operative Trading Festival," in Columbia and you can rest assured it will prove to be everything the name can possibly imply.

Practically every merchant in the city has gotten his stock in first class shape, and those in need of anything from a dishpan to a complete outfit for a home, or from a pair of hose to a complete clothing outfit, shoes and all, should come to Columbia and lay in a supply of quality merchandise.

Not only are the merchants offering merchandise of special merit (for this they always do), but in addition to this they will refund the fares to all out-of-town customers who buy anything to speak of at all. So it can readily be seen that it will be a great opportunity for the people of this section to lay in a supply of everything they may need for some time to come.

Reason for the Movement

Many wonder why the merchants of Columbia have united in a movement of this kind, but the reason is simple when explained. They know Columbia is well located, its merchants up to the minute with large and exclusive stocks and that purchasers will be pleased both with goods and prices. So during the week commencing October 9, the merchants united in this movement agree to refund the fares of all-out-of-town customers on these days. The plan met with the approval of practically every leading merchant in Columbia and as a result it will mean one of the biggest trading opportunities ever known in this section.

Come on Monday, the first day of the "Fare Refund Week," and then go back home and tell your friends and neighbors of the many advantages offered for trading in Columbia during the Big Co-Operative Fare-Refunding Sale.

Now is surely the time to do your trading. Read the announcements of the merchants in this issue. Keep this paper. Read it and remember the merchants who will refund your fares, for only those whose names appear on this page are authorized to make the refund.

How to Get Your Money Back

Persons coming to Columbia from any of the above places or neighborhoods to trade during the Merchants' Big Co-Operative Trade Festival will get their fares refunded provided their purchases amount to the sums in the above schedule.

Refund fare slips will be furnished all merchants who have agreed to pay their proportion of the fares to out-of-town customers during this week, and in order to get your fare refunded you should obtain one of these slips of the first merchant from whom you make a purchase. The slip will contain a list of all the merchants who are participating in the big sale, with blank space for each to put down the amount of your purchase. The slip is retained by you and afterwards presented at each store at which you buy anything during the day and then before you leave for home the slip is taken to The Daily Missourian in the Virginia Building, where your fare will be refunded in cash, providing your purchases amount to the sum required according to the above schedule.

By this method it will be readily seen that you will not have to buy everything from one store or the full amount required which entitles you to your fare back from any certain merchant, but on the contrary you can patronize as many different stores as you like, and if your purchases amount to the required sum your fare will be refunded in cash by presenting the slip at The Missourian office any time before leaving for home.

Farmers Included as Well as Townspeople

Fares will be refunded to all persons who come from a distance equal to any of the towns in the above schedule, whether by auto, team or by rail. This will include farmers as well as those living in towns. The price of a railroad ticket to and from any of these places will be refunded to all persons, whether farmers or townspeople, who drive to Columbia to trade during the big week just as though they came on the railroad. For instance, a person residing in Centralia, or a farmer who lives nearer that place than any other town from which fares are to be refunded, who drives to Columbia to trade during the sale will get the price of a railroad ticket, providing his purchases amount to the required sum.

Amounts equivalent to railroad fares according to the distance will also be refunded to all persons coming from or near any of the inland towns listed above, the same as if located on the railroad. Come by automobile, team or rail and get your fare back or an amount equal to it. Read the schedule carefully and don't forget to ask the first merchant from which you make a purchase for a refund slip, so you can keep account of your purchases.

PERTINENT "DON'T'S" FOR OUT-OF-TOWN VISITORS

Don't forget to study carefully every advertisement in this special edition of the Missourian. Do this before you come to town, then keep the paper with you while here.

Don't forget that this is a Co-operative movement, and that while practically every merchant of importance in Columbia is taking part in it, it is only in the stores of those who are so taking part that you can get your purchases credited on your refund fare slip. Study carefully, therefore, the accompanying list of merchants.

Don't forget that you are the guests of Columbia's progressive merchants and that they and all the citizens of Columbia want you to enjoy your visit. Don't hesitate to ask questions—it is the desire to have Columbia more widely known that prompts this unusual Trade Festival.

Don't forget to walk or drive over the city, visit the University and Colleges and other public places and institutions, see the beautiful residence sections and the remarkable business and industrial activities of Columbia.

Don't forget that Columbia wants you as a friend and wants to know you better; that this town wants you to know it better, and visit it oftener.

Don't forget that Columbia is the metropolis of a wide territory, and that it is YOUR TOWN—the home of those who are determined to have your friendship if honest, liberal treatment and progressiveness will secure it.

Don't forget to come to Columbia during the Big Co-Operative Trade Festival. Don't forget that you are the guest of the merchants whose names appear on this page, and entitled under the conditions herein set forth to have them pay your railroad fare, and

DON'T FORGET TO COME AGAIN!

MERCHANTS OF COLUMBIA WILL PAY YOUR FARE FROM

Place	One way with	Both ways with
Ashland	\$ 8.00	\$15.00
Billington (via Booneville)	17.00	33.00
Booneville	13.00	25.00
Boydsville	10.00	20.00
Brushwood Lake	4.00	7.00
Buneston (via Booneville)	20.00	38.00
Bush	8.00	15.00
Callaway (across country)	13.00	25.00
Carrington (across country)	10.00	20.00
Centralia	10.00	19.00
Clark	15.00	28.00
Clarks Fork (via Booneville)	10.00	19.00
Clayville	10.00	19.00
Clearpark	10.00	19.00
Englewood	8.00	15.00
Estell	13.00	25.00
Fayette	18.00	28.00
Folsom (across country)	10.00	19.00
Fulton (across country)	10.00	19.00
Grant	10.00	19.00
Ginlet	8.00	15.00
Gooch Mills (via Booneville)	15.00	28.00
Harg	3.00	7.00
Hallsville	6.00	11.00
Haltom	10.00	19.00
Hartsburg	11.00	20.00
Helford	10.00	19.00
Hinton	4.00	8.00
Huntdale	5.00	10.00
Jefferson City	28.00	55.00
Limerick	10.00	19.00
Lloyds	5.00	9.00
McBaine	15.00	26.00
Mexico	10.00	19.00
Minnie	13.00	25.00
Murphy	7.00	13.00
New Franklin	13.00	25.00
North Jefferson	15.00	28.00
Perche	7.00	13.00
Persinger	10.00	19.00
Pierpoint	4.00	7.00
Providence	6.00	11.00
Renick	17.00	32.00
Rigdon	8.00	15.00
Rileyburg	10.00	19.00
Rocheport	8.00	15.00
Rutland	8.00	15.00
Shaw	3.00	7.00
Stephens	4.00	7.00
Sturgeon	13.00	25.00
Switzler	3.00	7.00
Talbot	15.00	29.00
Thompson	14.00	27.00
Tipton (via Booneville)	17.00	32.00
Turner	4.00	7.00
Vermont (via Booneville)	20.00	39.00
Wilcox	9.00	17.00
Younger	10.00	19.00

As a special inducement for out-of-town trade to come to Columbia during the big Trade Festival, we the following merchants, will refund the fares to all persons who come from the towns and neighborhoods herein listed, provided their purchases amount to the sum designated above.

- Fredendall Department Store.
- Victor Barth Clothing Company.
- C. B. Miller Shoe Company.
- Will E. Smith Dry Goods Company.
- Branham-Hinkle Ladies Ready-to-Wear Store.
- Sykes & Broadhead Clothing Company.
- E. H. Guitier Shoe Company.
- Renie Hardware Company.
- Parker Furniture Company.
- Charles Matthews Hardware Company.
- Goetz-Lindsey Jewelry Company.
- Smith Millinery.
- S. H. Levy, Shoes.
- The Drug Shop.
- J. M. Hughes, Furniture.
- Virginia Grill.
- College Inn.
- Virginia Confectionery.
- Kolumbia Kandy Kitchen.
- E. L. Shepard, Millinery.
- J. D. Wilcox, Photographer.
- Women's Exchange, Mrs. J. B. Masterson, Manager.
- Cluck Art Studio.
- Parisian Millinery Co. No. 6 N. 8th street.
- Henry Holborn, Photographer.
- P. Parsons, Photographer.
- Harris, Confectionery.
- Strawn-Neate Dry Goods Co.
- Lipscomb-Garth Shoe Co.
- Parker Furniture Co., Grafanola Dept.
- Athletic Department, U. of M., for Washington-Tiger Game, Oct. 14.

NOTICE—Persons coming from a distance beyond any of the towns in the above schedule or from any town within a radius of 100 or 150 miles of Columbia which is not included in this list will get their fares refunded in accordance with a special computation to be held at the Missourian office.

NOW'S THE TIME TO DO YOUR SHOPPING

Get Your Choice of All the Latest Styles at the Price You Should Pay.

Great Opportunity for the Consumer

Results of Co-Operative Plan Being Worked Out on a Large Scale by Columbia Merchants.

Sometimes real opportunities come the way of the ultimate consumer, and one of these times for the people of this section will be during the week of October 9 to 14, when the merchants of Columbia will offer up-to-the-minute goods in every line of merchandise.

By the plan as formerly announced every merchant of importance in the city is offering the best that can be offered in goods and styles to the buying public.

Read the announcements of the merchants in this issue. Keep this paper. Read it and remember the merchants who will refund your fares, for only those whose names appear on this page are authorized to make the refund. It has, of course, created more or less competition among the merchants, but this is all the better for those who have to buy, as it will mean genuine values in every line of merchandise.

Besides this merchandise of quality offered by the merchants, railroad fares will be refunded to all out-of-town customers during this big Co-Operative Trade Festival. Under this plan shoppers may distribute their patronage among as many stores as they desire, and then by coming to The Daily Missourian office will be presented with the cash total of their fare from their home to Columbia and return. The only condition to receiving the return of the railroad fare is that the aggregate purchases reach a certain small total, which will, of course, vary for the various number of miles traveled.

The event is an innovation for the city of Columbia, and is being promoted and arranged in order to advertise Columbia as the best trading point in this section of the country.

You can get anything you want in Columbia during the big Co-Operative Trade Week.

Be sure you trade with the merchants who have agreed to refund your fare, according to the above schedule.

Don't Overlook a Single Thing

Hats, Caps, Beds, Shoes, Carts, Books, Candy, Paint, Cigars, Furnaces, Pianos, Stoves, Clocks, Organs, Ranges, Wagons, Buggies, Bicycles, Tobacco, Harness, Tinware, Talking Machines, Implements, Sheet Music, Automobiles, Woodenware, Motorcycles, Bakery Goods, Leather Goods, Sporting Goods, Electric Supplies, Home Cooked Meals, Automobile Supplies, Sewing Machines, Jewelry, Watches, Groceries, Dry Goods, Furniture, Hardware, Magazines, Chinaware, Stationery, Wall Paper, Laundry Work, Tailoring, Picture Frames, Photographs, Marble Works, Automobile Repairing, Cleaning and Dyeing, And Ladies Ready to Wear, Mens And Womens Clothing.

Come MONDAY, Then Go Home and Tell Your Neighbors of the Many Advantages of This Great Event