

NOT FOR ONE DAY ALONE!



LAST SATURDAY, forty-three Farmington business-places, representing many lines of merchandise and service, united in a "Better Business Day". They joined in providing for the people of this and other communities free motion pictures and a remarkable array of offerings at splendid savings.

The values these business people presented were for one day only, but their spirit was not. Farmington merchants co-operated in a "Better Business Day" because they are eager that you should know them, their merchandise and their service, and that it is good business to trade in Farmington the year around. Farmington business-men are striving to make every day a "Better Business Day" for you as well as themselves, by combining good merchandise and good service with courtesy and a personal interest in you.

Farmington business-men believe in this community and they believe in you. They have backed up their faith with their money and their services, that you may be served well—that every day may be a "Better Business Day" for all.

The Farmington Enterprise