

"That Ad Brought MORE BUSINESS Than Anything Else I Ever Ran Anywhere"--

10 Tons of Groceries!

Sold in a Week--in One Farmington Store

A \$400 Increase

in Business for the Week

*from an advertisement
costing less than \$15*

The above was the report made voluntarily and enthusiastically to the office of the Farmington Enterprise Tuesday morning by A. J. Stokes, manager of the Farmington Atlantic and Pacific Tea Company Store.

"I've managed stores in many places," said Mr. Stokes, "But our ad in your paper last week brought more business than anything I ever ran anywhere. Saturday was the biggest day the Farmington store ever had. People came in with the ad in their hands. Six of us worked all afternoon and evening, two of us without stopping to eat. The others ate sandwiches when they had a chance.

"We sold ten tons of groceries last week, and the increase in business was more than \$400 over the week before. Saturday night our store was cleaned out. I had my dinner at twenty minutes after ten and my supper at one o'clock.

"Nor was it all due to our 'Del Monte Week' sale, for our records show that the people bought every item advertised in large quantities. Had it not been for the ad, I'm sure we would have done at least five or six hundred dollars less business.

"You may use this for your own advantage, in any way you wish. I'm glad to be able to tell it to you."

The Farmington Enterprise is grateful to Mr. Stokes for this enthusiastic approval of its value as an advertising medium. His statement of figures and facts proves more powerfully than anything else could, the ever-recurring truth—that forceful, intelligent advertising, when backed up by real values and good service in the things that buyers want, is the best INVESTMENT that any business man can make.

The Farmington Enterprise