

Give the Public a Break!

KEEP IT INFORMED
with
NEWSPAPER ADVERTISING
In The Farmington Enterprise

When a clothier advertises that he has just received a supply of your favorite shirts —

THAT'S NEWS!

When a housewife sees an ad proclaiming the arrival of new curtains or sheets —

THAT'S NEWS!

When a store announces to Mom that it has unpacked a shipment of shorts, Junior's size —

THAT'S NEWS!

Tell folks what you have to sell — keep them informed through the medium of their hometown newspaper. Give them the merchandising news and keep your cash register RINGING! Newspaper advertising sells more merchandise — traceable through the cash register, day by day — than any other form of advertising.

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The Farmington Enterprise

23623 Farmington Road

"FARMINGTON'S OWN HOMETOWN NEWSPAPER"

Phones 3000 - 3001