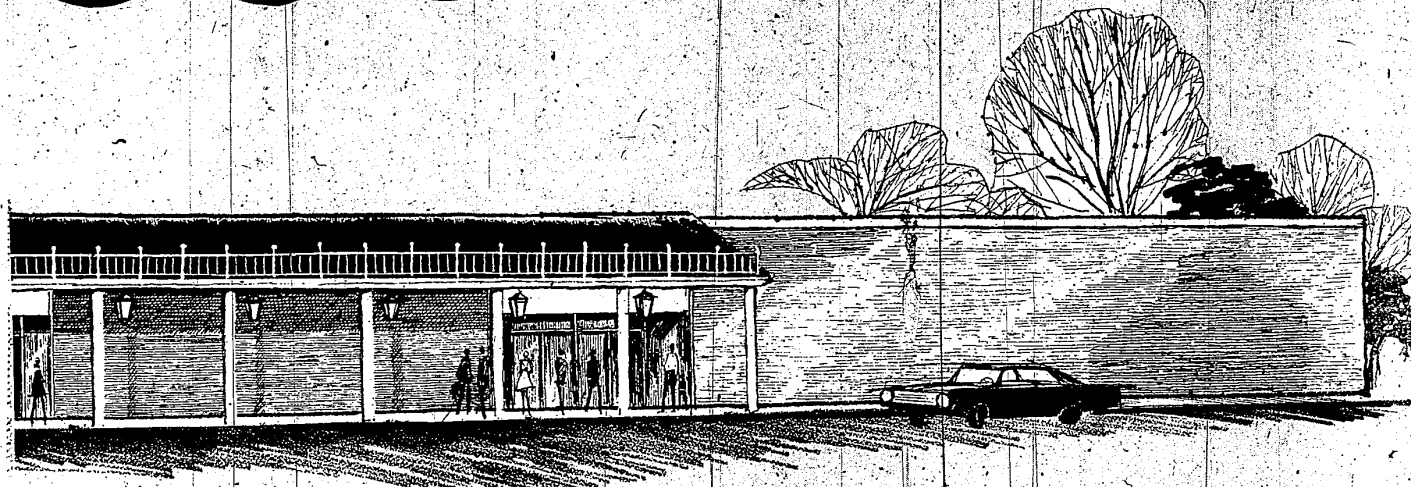




It's ready . . . the newest of the New, New Federal's, and it's a beauty! Come see, come shop, come stroll the aisles of this newest Federal store, located in the center of thriving Farmington in the Downtown Farmington Shopping Center! We've spent months and months in the planning to bring you a wonderful place to shop, with the newest, most modern easy-selection fixtures to save you time and trouble . . . with an eye to a warm, at-home atmosphere with soft pastel colors, distinctive wood paneling and richly hued carpeting . . . with a big family of over one hundred and sixty new 'Federalites' ready to greet you with a smile, to answer your questions, to serve you in that pleasant, old-fashioned way that says we're glad you came.

If you're already an old friend of Federal's, all the services to which you're accustomed are extended to you at the new Farmington Federal's . . . if this is your first experience with the new, new Federal's, let us show you how hard we try to make shopping a pleasant experience. Open a Federal Charge Account now — we'll arrange it quickly and without fuss or fanfare — and it will make shopping at Federal's even easier.

We want you to be completely satisfied and happy with your Federal purchases and we'll go out of our way to guarantee your satisfaction. That's why you can shop with confidence at Federal's, knowing that we'll stand back of anything we offer, knowing that at Federal's you pay no more, and usually less. So come in now, just to browse and say hello . . . the new Farmington Federal's is open now!

Open Monday thru Friday: 10 a.m. to 9 p.m. — Saturday: 9:30 a.m. to 9 p.m. — Sunday: 11 a.m. to 6 p.m.

In the Downtown Farmington Shopping Center . . . Grand River and Farmington Roads

