& McGer, Attorneys for Mort-

Laundry -Chickens -Motor Cars



What Difference Does It Make?

Answer:

NONE AT ALL!

Last week the owner of a laundry company re ported "great results" from a single advertisement of a new service in the Farmington Enterprise. And a reader told of 61 chickens sold by a 35-cent "want-

A Customer Comes

In the same issue (April 18), on another page, appeared the first advertisement by a new motorcar dealer, Fred M. Garlick. On Saturday morning, less than 24 hours after the paper was off the press, a resident of North Farmintgon*, an old Enterprise subscriber, came to the Enterprise office and asked where he could locate "the man who advertised the Whippet cars."

The "Deal Is Closed"

Forty-eight hours later, the "deal was closed." The car will be delivered in a few days.

Just one more proof of the oft-proven factthat to start and build a business, and keep it growing, in this community, there is one quick, certain way - intelligent, forceful advertising in the col-

The Farmington Enterprise