

Shops & Stores

a timely message
to this newspaper's readers

"BUY in Farmington"—how often you have heard the phrase.

How often, too, you have journeyed elsewhere . . . perchance justified in so doing. But are you justified today?

For today Farmington presents modern shopping facilities in most lines of merchandise to every kind of buyer. More stores—larger stocks carefully selected.

A colorful story of untiring efforts to give YOU what you want has been unfolded during the past few years in each local business enterprise. We urge you to co-operate in this merchandising effort.

Your village . . . home . . . schools, churches, library, playgrounds—are all helped greatly by local business

Your merchants, striving to please, are deserving of your patronage.

Are you justified in journeying elsewhere?

The Farmington Enterprise

"Your Home Newspaper"