

ZOLKOWER'S . . . brings a
the store with the friendly smile
 new kind of
 dept. store to
Farmington

be sure to
 attend our big



Grand Opening

thurs., fri. and sat. Aug. 22-23-24

Open Thurs., Fri., Sat. and Mon. Eves. Until 9 p.m.

FREE \$500 Merchandise PRIZES

WIN one of these valuable prizes by following these simple instructions . . . absolutely nothing to buy . . . just write in 25 words or less "Why I Like Shopping at Zolkower's new Farmington-Plaza-Dept.-Store." Write on plain paper or pick up entry blank at store!

No employees of Zolkower's Dept. Stores, their families or advertising agency are eligible. Entries will be judged by three competent and impartial judges. Every entry will be carefully examined and the judges decision will be final. In case of tie duplicate awards will be given. You don't have to be present to win. Winners will be notified by mail.

NO PURCHASE NECESSARY — CONTEST CLOSES SAT., AUG. 31, 1957

- 1st PRIZE—\$100 merchandise certificate
- 2nd PRIZE—\$75 merchandise certificate
- 3rd PRIZE—\$50 merchandise certificate
- 4th PRIZE—\$25 merchandise certificate
- 5-14 prizes—\$15 merchandise certificate
- 15-24 prizes—\$10 merchandise certificate

WE are proud to announce Farmington's newest, most complete family dept. store opening Thurs., Aug. 22nd . . . bringing to this area a complete one-stop shopping center for all your clothing and home furnishing needs.

We've spared nothing to make this the most up-to-the minute store of its type—with modern display and purchasing methods, friendly and practical charge account service and other shopping conveniences . . . In addition you'll find America's most respected names in ladies and men's apparel, childrens wear, home furnishings, infants wear and nationally known footwear for all the family.

Be sure to drop in during opening days and take advantage of the special values offered. Zolkower's . . . a name you'll long remember, since 1919 greater clothing values.

For your budgeting convenience be sure to open a **SECURITY FLEXIBLE CHARGE ACCOUNT.**

FREE Coupon

NO PURCHASE NECESSARY
 Electric Driven Child's

BIMBO RACER

Replica of Ferrari Italian Sports Car
 Regularly Sold at \$400.00

REGISTER AT ZOLKOWER'S FARMINGTON STORE
 Children must be accompanied by parent

Every child is eligible to win except employees, their families or advertising agency.

NAME _____
 ADDRESS _____
 CITY _____ PHONE _____

Not Necessary to be present to win
 Contest closes Sat., Aug. 31, 1957



Section Three

The
Farmington Enterprise
ZOLKOWER'S SUPPLEMENT

Thursday, Aug. 22, 1957

READ ALL
 8 PAGES

for
 EXTRA
 VALUE
 GRAND
 OPENING
 SPECIALS