



Why not tell the same story to 6,000 people, all at the

It is estimated that each newspaper sent out to a subscriber is read by at least 4 persons.

Figuring on that basis the Lowell Ledger is read by a little more than 6,000 residents of the village of Lowell, the immediate circle around the town, the rich trading Vergennes, Grattan, Bowne, Ada, Cascade and Boston.

That's what is called COMPLETE COVERAGE. Advertising agencies recognize the thoroughness with which this territory is covered by the Ledger and pay a premium over the local rate for their announcements.

One of the big reasons why the "depression" has not ended is that too many folks are "lying down," waiting for it to lift of its own accord. This will never happen. When everybody gets to pushing and knuckles down to business, when merchants let folks know about the lower prices and the big bargains to be had-when we quit stomach-aching and apply ourselves earnestly to "digging out"-that will be the beginning of the end of our financial troubles.

Any preacher in Lowell would be glad to carry the gospel to 6,000 folks at the same time.

You, Mr. Merchant, can carry a different kind of gospel to all of them by surveying your stock, deciding what must be moved at once, and then broadcasting your message through the Ledger.


| FRIDAY and SATURDAY |  |  |  |
| :---: | :---: | :---: | :---: |
| PRIME STEER BEEF |  | LAMB! | LAMB! |
| Choice Chuck Roasi Tender Pot Roast Meaty Beef Ribs | Roast lb. 10 c <br>  lb. 8 c <br> lb. 6 c  | Leg of Lamb Lamb Chops Shoulder Lamb | lb. 16c <br> lb. 15e <br> lb. 12e |
| Veal Shoulder Roasi Veal Stew with poc | $\begin{aligned} & \text { Roost Ib. 12c } \\ & h \text { poocket } \mathrm{Ib} .8 \mathrm{Bc} \end{aligned}$ | Fresh Side Por Pork Shl'der P |  |
| Hamburg Fresh Ground or Sausage All Pork 2 bs. 15c |  |  |  |
| Sm'k Ham rolled boned li. 12\%c, Chunk Bacon |  |  |  |
| $\substack{\text { Switt's Circole } \\ \text { PICN } \\ \text { shanklcess } \\ \text { Ib. } 10 c}$Ib. |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |



Mąke Your Dollars Count!

We all want the most for our money
lose sight of value.
Our Blue Jay, Crusader and White Oak Pocahontas
will last longer, burn better, hold fire
over night, give more heat and less ash
-Make Your Dollars Count! Call Us on 34

## C. H. Runciman

115 Broadway


## आnt:1T1

Sunday-Monday

## 

## Slim Sumarerville Zusn Pitts Roland Young Kitand Young Fill Dorssy

They Just Had

## To Get Married

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## \section*{2} <br> 

