


Lowell Area Social Briefs

December 15 and 22

- PROM 6:00 TO 8:30 Just another friendly service of y our bank for
the convenience of busy Christmas shoppers. Open daily including Saturday, 9:30 to 3:00 P.M.

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Give gas appliances - You can live modern for less with gas!


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\begin{aligned}
& \text { WHITE GOODS } \\
& \text { by RCA Whirlpool }
\end{aligned}
$$



## Mr. Businessman:

Here are ten solid facts you should consider in planning your advertising:

1. The newspaper is an advertising medium that is WANTED-it is sought aitter and paid for,
and advertising in it is not an intruder in the and adv
home.
2. Nearly all of a newspaper's circulation is
CONCENTRATED in its market area - withCONCENTRATED in its market area - with-
out overextending into les 8 promising marout overextending into less promising mar-
kets.
3. The newspaper provides PENETRATION in the primary market by reaching virtually
4. People read newspaper ads when they are ready to make a decision and to act - WHEN THEYRE READY TO BUY
5. The newspaper is convenient; it may be con-
sulted at a time most CONVENIENT to sulted at a time most CONVENIENT to every
member of the family.
6. People LIKE TO READ NEWSPAPER AD. ple want their newspapers to contain advertising.
7. Every issue of every newspaper contains IN-
FORMATION AND FEATURES of interest to every member of the family.
8. Newspaper reading is a habit a a d a part of people's routine
9. The printed word is MORE RELIABLE THAN the spoken word and it cannot be refuted because it's easily available for re-check-
ing. Mo re accurate information is obtained ing. M ore accurate iniorr.
by reading than listening.
10. The newspaper is ide al for comparison--
items in a newspaper may be easily comitems it a newspaper may be easily com-
pared with items in other newspaper ads.

The most effective and most economical way to promote business is through newspaper advertising.

## The Lowell Ledger

Lowat
Compoter Printing and Adverising Sorice Phone 7 W 7.9261

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## FACTS

About Your Light \& Power Co.

1. The first plant with capacity of 75 kilowatts was started of 75 kilowatts was started
in 1896 at a cost of $\$ 23,000$ in 1896 at a cost of $\$ 23,000$
and was financed by revenue bonds.
2. Throughout the years Lowell 2. Throughout the years Lowell
rates have been lower than rates have been lower than most of
3. Over the years the Light Plant has turned over more than $\$ 400,000$ to the village and city. 4. Today, our plant has a capacity of 5,731 kilowatts.
Lowell Light \& Power

## SHOP EARLY!

SOLVE YOUR GIFT PROBLEMS


If you are looking for a Christmas gift that will be appreciated throughout the year...give a
Subscription to THE LOWELL LEDGER. Ideal for servicemen, relatives, friends and stuidents away at school. A very thoughtful gift, yet so inexpensive. Enter your gift subscription now
for 52 weeks of continuous reading pleasure. Paper starts immediately or at Christmas time. Appro
tion.

|  |  |
| :---: | :---: |
| COME IN OR CALL |  |
| THE LOWELL <br> 105 N. Broadway | LEDGER <br> Ph, TW 7.9261 |



The new size Dolge Dart is two thickly cusbioneed. In the Dart 44








 JACKSON MOTOR SALES
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| Where Hospitality Prevails | FAM\|L | CENE | Open Evenings 'til Xmas 6804 28m 5t., 5E - Cassede |
| :---: | :---: | :---: | :---: |
| Canadian Flyer Ice Skates <br> Boys and Girls Figure Skates Boys Hockey Sketes <br> ICE SKATES SHARPENED | TOBOGGANS <br> 6 -ft. $\$ 10^{50}$ to $\$ 20^{88}$ <br> 8 -ft. $\$ 14^{95}$ to $\$ 24^{88}$ <br> We also have foboggan Vinyl Covered Pads | Christmas Lights <br> 7-Light Christmas Tree Set $\$ 1.49$ <br> 15-Light Set - \$2.98 | THOR ELECTRIC TOOLS 1/4" Drill ........... $\$ 10.63$ Jig Saw ........ $\$ 14.63$ 3-Eighths" Drill ..... $\$ 14.63$ $7^{\prime \prime}$ Circular Saw ..... $\$ 23.63$ |
| CHAMPION AND FLEXIBLE FLYER SLEDS <br> $\$ 4.50$ to $\$ 15.95$ <br> SKIS <br> \$6.50 to \$48.75 | SUNBEAM APPLIANCES | 3-hb. Box - BRACH'S <br> MILK CHOCOLATES | NEW DEPARTMENT FOR <br> THE LITTLE ONE <br> Wee Walker Shoes <br> Guaranteed by Good Housekeeping Commended by Parents' Magazine |
| DECORATIONS GREETING CARDS | PARTY SUPPLIES GIFT WRAP | GIFT <br> SETS | owels Jewelry and Toiletries <br> Tie and Handkerchief Sets <br> Tie and Handkerchief Sets <br> ies' Boxed Handkerchiefs |
| SHOP K | ND'S FOR THAT | "JUST-RIGHT" Cl | STMAS GIFT! |

## TT'SALINTHE WHIM IDS





and A Happy New Year
 WARMEsT THANKS FOR YOUR PATRONAGE

Sill OPEN EVERY NIGHT UNTIL 10 O'CLOCK

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-\cos
$$

CASCADE PHARMACY
= CASCADE PHARMACY


GAMES - PUZZLES - TOYS
FURRY JERRY PETS - TRUCKS BOATS - CARS - TRAINS

ALL GITS
is
Say, Folks
after Santa's arrival on Saturday

GIFTS TEEN-AGE-WISE






## THIS SATUUROYY $10: 000$ A.IIT.

 SANTA
## мпиum ...

## in <br> CASCADE

## by HELCOPTER



FREE GIFTS
FOR ALL OF SANTA'S FRIENDS

Parade Will Follow Santa's Arrival

SANTA WILL VISIT ALL STORES
 Don Barnes .-..........Cascade Standard Station
 Ronald Biermacher_--------_-_Cascade Barber Shop Egbert Boes--------------Ma \& Pa's Restauran Stuart Bradley_---------_Bradley Construction Co. Andy Brummel .-------------------Sinclair Station Jack Buys.-.-.-.-.-.-.-.-Dykhouse \& Buys Marathon
 John Den Houten -----------------J\&J Auto Sales Gus DeVries-------------Thornapple TV \& Records Henry DeVries_---------Thornapple TV \& Records Sy Dykhouse_---------_Dykhouse \& Buys Marathon Gordon Granger_-------------Cascade Lumber Co Sy Ha!ch ----------------------------------The Spot Albert Heemstra $\qquad$ ------Heemstra Bros. Co Ken Klynstra_-------.-. Hardware Mutuals Insurance

Rex Kingsland
_--_Kingsland Hardware Meekhof-------------Meekhof. Lumber Co, Robert Martin $\qquad$
Pat O'Neill_-.-.....-.-N'Neill's Transmission Service
 Gabe Quakkelaar_-------Old Kent Bank \& Trust Co.
 Richard Sepannen -----------Beltline Turkey Farms Paul Slater_-------------Slater's Friendly Mobilgas Harold Vander Heide_----------Arden Hills Motel
 Archie Warner_-.....Harder \& Warner Landscaping Ben Waskiewicz ---.-----.-------------Ben's Tavern Charles Weston_-------------Cascade Pharmacy
Robert Woodrick $\qquad$ _Cascade I. G. A.
Ben Zoodsma_----------------Thornapple. Hardware Professional Men of Cascade Area

