## THE LOWELL LEDGER <br> Established June, 1893


 St Mary's To
Hold Mortgage Burning Sunday


Zero Weather With Snow Strikes Lowell



OFFICIAL PROCEEDINGS OF THE BOARD OF SUPERVISORS KENT COUNTY, MICHIGAN


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The more you tell－The quicker you sell！Want ads will do the job－Try it！

| For Sale－Genero |  |  | LOWELL IEDGER W |  |  |  |  |
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| MOTOR SALES |  |  |  |  |  |  |  |  |  |
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## Mr．Businessman：

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

> 1. The newspaper is an advertising medium that is WANEDE-it is ought after and paid for, and advertising in itis not an intruder in the home.

2．Nearly all of a newspaper＇s circulation is out overextending into less promising mar out
kets．

3．The newspaper provides PENETRATION in the primary market by reaching virtual
every family or customer in that market．

4．People read newspaper ads when they are ready to make a decision and
THEYRE READY TO BUY．

5．The newspaper is converient；it may be con－
sulted at a time most CONVEIENT to every member of the family．

6．People LIKE TO READ NEWSPAPER AD ple waEMENTS－surveys show $85 \%$ of peo tising．

7．Every issue of every newspaper contains IN．
FORMATION AND FEATURES of interest to every member of the family．
Newspaper reading is a habit and a part of people＇s routine．

9．The printed word is MORE RELIABLE THAN the spoken word and it cannot be r ing，More accurate information is obtained by reading than listening．
10．The newspaper is i deal for comparison－ it $m$ e in 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

Lowell Ledger

Lowell Area School Board nem nat mane



Talk about lively conversations！
Hear what they＇re saying in Michigan about the lively ones from Ford！
 KEITH BUCK FORD SALES


