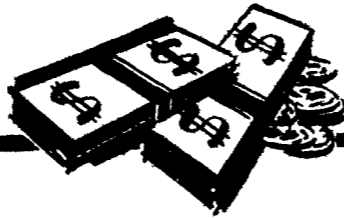




Every **ONE CENT** that is spent in this community makes it a little better place to live and work and enjoy it... and to find the services and the things you want and need... *when you want and need them*

It takes Trade Volume in any community to build and support its schools, churches and public services... to make jobs for more people... to improve property values... and to keep suppliers and service people around to take care of community needs. A dollar you spend at home will create \$4 or \$5 in Trade Volume in your personal economic area... a better return on your money than you can get anywhere else in the world.



It Pays to Trade Where You Live

► These forward-looking neighbors in business submit for your thoughtful consideration this discussion of a matter of importance to your personal well-being as determined by your community's growth and future.

Clarke's Shoe Store
Lowville

Fowler and Green Hardware
Edward Cataldo, Owner

National Bank Of Northern N.Y.
Lowville-Croghan

Suburban Propane
Suburban Cablevision

Watertown Mattress
Your Home Furnishings Center

Genuine Auto Parts
Your Auto Parts Center

Lowville Sewing Center
"Your Approved Singer Dealer"

Lowville Farmers Co-op, Inc.
Over 50 Years

Lowville Oil Company
Your Full Service Gulf Dealer

Jeff-Lewis Savings and Loan Association

Purvines Electric
Your RCA Dealer

Towne Shoppe
Boonville-Lowville

Beyers Men's and Boys' Shop
Women's Wear, Too!

Lowville Pharmacy
Your Prescription Pharmacy

Western Auto Associate Store
Gordon R. Green, Owner

Gregg's Bargain Center
Mens & Boy's Clothing & Shoes

Lowville Auto Parts
Locally Owned and Operated

Lowville Electric, Inc.
Electrical Contracting

Mildred's
Lowville

Lowville Sport Shop
Sporting Goods - Toys - Hobbies

Journal and Republican
Your Local Newspaper