

The LOWELL LEDGER
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F. H. JOHNSON, Editor and Prop'r
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Both Ends and the Middle.
The Retailer—the Newspaper—the Consumer.
There you have it—both ends and the middle—and the three working in harmony should make any community prosperous.

The Lord has provided us with intelligence, and health, and energy, and the power to accomplish things.
With that His work is done, and the rest is up to us.

No community will prosper without the presence of a variety of stores, shops and other means of commerce and trade. They are as necessary as the ground that we till and the sun and rain that produce our crops.

The interests of the retailer and the consumer are one in common, the success of one depends upon the co-operation of the other.

From a commercial standpoint the local newspaper is simply a "go between," it is the medium of carrying the message from the merchant to the consumer.

The consumer reads the paper, and if he sees nothing in its advertising columns of which he stands in need it is but natural that in many cases he should drift to other points for his wants.

The local business man is forgotten simply because he does not advertise—because he is slower than his out of town competitor.

But if the merchant is alive to his opportunities, if he uses the advertising columns of the paper to bring his goods to the favorable attention of the buyer, then he is meeting competition, is making an effective bid for the home trade, and invariably achieves prosperity.

Where You See The New Things First
TODAY OPENS OUR SALE
Not a "frantic money-raising," just a natural end-of-the-season clearance of HART, SCHAFFNER & MARX clothes



Copyright Hart Schaffner & Marx

Here's a chance where you men who like good clothes can make a substantial saving through these generous price reductions. This isn't a sale that will appeal to the ordinary "bargain hunter," for there are many sales in progress where prices are lower.

The interest here is in the clothes
At regular prices there are no suits really cheaper than these; none more economical; none better value for the money—NOW THE VALUES ARE DOUBLY ATTRACTIVE.

This sale ought to have the attention of every man who knows about it. Our suits are so good that when you can get them at lower than usual prices, you're wise to jump at the chance.



Copyright Hart Schaffner & Marx

New Things This Week

More Boys' Sport Waists and Sport Shirts. The "Sonny" kind. 50c

Men's Crash Pants of Holland linen. Very seasonable just now. \$1.50

Bathing Suits at 25c, 50c and \$1.

More Men's Sport Shirts in newer patterns, at 50c, \$1 and \$1.25.

New Sport Ties—the latest in summer neckwear, 50c with rings to match.

If it's men's wear, you'll find it at Coons'. And new things are coming all the time.

Grey Cassimere, fine brown stripe, 3 button sack, all-wool. Clothcraft suits. \$12 value. Clearance Sale Price \$8.45

Grey-brown Mixed Homespun, young men's 3 button English suits. Athletic vests; pants with tunnel belt loops. Regular Clothcraft \$15 values. Clearance Price \$10.45

Men's Light Grey Pencil Stripe Worsted Suits. Stab models for sport men. Clothcraft all-wool quality. \$15 values. Clearance Price \$11.45

Young Men, Read This! A snappy Glen Urquhart Plaid Patch Pocket Suit; soft roll front. Two pieces, coat and trousers. Nothing newer. All young men's sizes. A specially priced suit at \$10. Clearance Sale Price \$7.85

Varsity Fifty Five Model Suits, blue pencil stripes. The most popular young men's suit this season. Soft roll fronts, cuff sleeves, athletic vest. Hart, Schaffner & Marx make. These are regular \$20 suits. Clearance Price \$17.45

Men's Light Grey Worsted, self-strip patterns, 3 button sacks, Clothcraft make, two-piece suits. A dandy summer suit. Regular \$15 value. Clearance Price \$12.45

Perfect Straws at Big Reductions..

We carry over no straws—hence these prices:
1/4 off
\$2 Hats now \$1.50
\$1.50 Hats now \$1.13
\$1 Hats now 75c
Caps
\$1 Caps now 75c
50c Caps now 38c

IMPORTED PANAMAS reduced to \$3.45. They were big values at the regular price.

A. L. COONS

The Home of Hart, Schaffner & Marx Clothes

Any dollars we subtract from our regular low price means that much bigger value for you.



Uncle Tom's Cabin, an elaborate production in five acts, featuring Mary Blue (the Thimbletop Kid) as Eva, and Irving Cummings as Harris, at Family Theatre Monday evening, July 12.

Mrs. F. W. Morton was in Grand Rapids a few days. Mrs. A. P. Burr returned Thursday from Green Bay, Wis., where she spent a week with Mrs. Alma Groat.

Members of the Ladies' Aid Society of the Congregational church surprised Mrs. George Klain Thursday. A sumptuous dinner was served to her.

Mr. and Mrs. P. C. Freeman, accompanied by their granddaughter Bethel Collar of Ionia, left Thursday for Fort Dodge, Iowa. Rev. W. A. Minty and family are located there. Nearly everyone from this county celebrated in Lowell the 3rd of July.

Public stenography and typewriting. Apply to Miss Wood, with Attorney Silver, King block, Lowell.

HOMES
Many people have paid for their homes through The Lowell Building & Loan Association

5 Per Cent Net Income
Paid Semi-Annually
January 1 and July 1
Withdrawable on 30 Days' Notice

For Your Summer Trip
GRAND TRUNK RAILWAY SYSTEM
Call at our office today for a set of free illustrated guide books on the Canadian Highlands of Ontario, Muskoka Lakes district, Algonquin Park, French River, Georgian Bay, Timagami, Lake of Bays, Lake Huron, Montreal, Quebec, Ottawa, Niagara Falls, New England, New York and the seashore.

is to their own individual interests to foster their own community by trading with their home institutions. But the seeker—the buyer—never goes to a haystack for a needle. He follows the lure of the well written advertisement, and if that advertisement happens to be an out of town concern using another paper, then it is generally the out of town retailer who gets the business.

Ledger. It has also been dramatized and has met with like success on the stage. Our readers, for whom the best has never been too good, will now have the opportunity of reading it.

was a complete surprise for Mona. Mrs. George Ketter has returned to Cedar Springs after a visit with her aunt, Mrs. D. A. Wood.

Fontaine visited his brother Clait and family and other relatives. Wade Fulton and son Keith visited his mother at the home of his sister, Mrs. Henry Peet, Friday and Saturday.

for which the consumer is

year's subscription to The

Mr. and Mrs. Frank Wood of

Mr. and Mrs. Ernest Bunker, formerly of Belling but now of Lansing, are visiting her sister, Mrs. Bert Norton.

July SHOE SPECIAL July
One lot women's high shoes. Old lots of this spring's style \$2.29
All colored high top shoes go in for \$2.29
All colored low top shoes go in for \$1.69

Mrs. Kathryn Vandermar spent over Sunday with her parents at Hazelburg, returning Monday to spend the day with her sister and company.

Karo (Crystal White)
Make your preserves with Karo. To retain the full flavor of the fresh fruits make your preserves with Karo.

ALTON.
Iva Wigdus entertained her Sabbath school class at her home Thursday.

DON'T EAT
foodstuffs unless you know they are of best quality if you want to keep in the best of health. Inferior groceries are weak in nourishment and rich in doctors' bills.

G. W. BANGS & CO.
THE OLD STAND-BY
Pullen Block Phone 250

Big Bargains
Furniture and Household Goods
all the time.
SATURDAY SPECIALS
KITCHEN CABINET, worth \$15 Our price only \$7.00
DINING TABLE, worth \$15 Our price only \$6.50

ART H. HILL, The Corner Shoe Store
THE AMERICAN STORE
Successor to H. H. Reed
One door east Lowell State Bank.

BLACK IS WHITE

By GEORGE BARR McCUTCHEON

ILLUSTRATIONS BY RAY WALTERS

CHAPTER XXIII—Continued.

"And I'm not so sure of that," said she, sagely. "It isn't the way with me. It may not have been love that he felt for the physical Yvonne, but it wasn't Matilde that he held in his arms. You can't get around that, nor can he. Matilde's soul and Yvonne's body are quite two different—"

"You've missed a good many things, father, because you never gave yourself a real, honest chance. I—" "We'd better drop the subject, Frederic," said Brood, an abrupt change in his manner. "There is nothing more to be said. Matters have shaped themselves. We will not attempt to alter them. I cannot reconstruct myself in a day, my boy. And now, let us talk of Lydia. She—" "All right, but bear this in mind: Lydia loves Yvonne, and she's heartbroken. Now we'll talk about her, if you like."

CHAPTER XXIV.

"I cannot come to him, bright and sweet, and as fair as a blue sky could make it for one who looked aloft. But eyes are not always turned toward the unclouded sky. There are shadows below that claim the vision and the day is bleak."



Everything Has Turned Out as It Should.

"Within these four walls," said he, and his face was very white. "Is that your sentence?" "Call it that if you like, Therese. "Do you mean that I am not to put foot outside of these premises?" she asked, wide-eyed. He nodded his head. "My keepers? Who are they to be? The old men of the sea—" "Your keeper will be the tie you call Love," said he. "Do you expect me to submit to—" He held up his hand. "I expect you to remain here until I return, Therese. I did not intend to impose this condition upon you by word of mouth, but I was going away without a word, but you would have received from Mr. Dawes a sealed envelope as soon as the ship sailed. It contains this verdict in writing. He will hand it to you, of course, but now that you know the contents it will not be necessary to—" "And when you do come back am I to hope for something more from your pardon and a release?" she cried, with fine irony in her voice. "I will not promise anything," said he, slowly. "She drew a long breath and there was the light of triumph in her eyes. Laying her slim hand on his arm, she said: "I am content, James. I am sure of you now. You will find me here when you choose to come back, be it in one year or twenty. Now go, my man! They are waiting for you. Be kind to them, poor souls, and tell them all that you have just told me. I will make them happy. They love you, you see."

Libby's Olives and Pickles. Look For This Name. It's a quality mark for exceptionally good table delicacies. Our Manhattan and Queen Olives, packed in steel, are from the famous olive groves in Spain. Libby's Sweet, Sour and Dill Pickles are piquant and firm. Your summer meals and picnic buffets are not complete without them. Insist on Libby's at your grocer's. Libby, McNeill & Libby Chicago.

Canadian Wheat to Feed the World. The war's fearful devastation of European crops has caused an unusual demand for grain from the American Continent. The people of the world must be fed and there is an unusual demand for Canadian wheat. Canada's invitation to every industrious American is therefore especially attractive. She wants farmers to make money and happy, prosperous homes for themselves while helping her to raise immense wheat crops.

Neighbor of Impressionable Youth Naturally Pleased at Admiration Bestowed on Singer. At a concert a young fellow got into conversation with the man sitting next to him. Presently a very pretty girl came on to sing. "I say, isn't she lovely?" exclaimed the impressionable youth. "And just look at her splendid teeth!" "Yes, they are very nice," replied his neighbor. "And it gives me much pleasure to hear you praise them."

A Message for You— From Headquarters! New Post Toasties for Breakfast. A delicious food—different from ordinary "corn flakes." Each flake has a body and firmness—doesn't mush down, but keeps crisp when cream is added.

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EFFECTIVE WAY TO TEACH. Indirect Method and Concrete Example Alike Praised by Writer in Magazine. The indirect method and the concrete example are the most effective ways to teach, according to a writer in Leslie's. The girls' canning clubs, organized throughout the South by the general education board, co-operating with the federal department of agriculture, have not only taught thousands of girls how to can scientifically, but have indirectly opened the eyes of as many mothers to the possibilities of home system and home development, and have exerted strong and helpful social influences on hundreds of farming communities. The method has been assigned to each girl joining a canning club one-tenth of an acre, and to teach her how to select the seed, to plant, cultivate and perfect the growth of the tomato plant. When the tomatoes are ripe, the girls meet first at one home, then at another, to can

operation the number of girls has increased from 225 to 20,000, and the appropriation of the general education board has advanced from \$5,000 to \$75,000. The board has money but the girls that has secured better or more far-reaching results. The Old Whozee. The world is eternally plagued by a class of estimable people who dread the new. Their instinct is to club it over the head. Since that primitive implement went out of fashion they

needed one of two things. Irritated Judge Forced at Last to Make Pertinent Suggestions to Witness. "The business man of the past loved to wear goggles. He thought they made him look more capable and honorable. He thought they drew trade. But the gay, dancing business men of today, with his tan matinee and maxie tux, can't bear the thought of goggles, for he wants, up to the

BIRDS NOT PROPERLY NAMED. Many Have Misleading Appellations—Meadow Lark One of the Clearest Illustrations. Many of our birds are often called, even in books, by names which are misleading. The average young bird student rarely knows more about birds than the folks who give some of our birds their names. While these birds were as yet without English names Harry would naturally "stick one on

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age of sixty, to look like a college boy." The speaker was Jerome S. McWade, a retired millionaire business man of Duluth. With a bitter laugh, Mr. McWade went on: "I heard a gay, young dancing business man of fifty-seven summers get a good call in court the other day. He was reading a document—without goggles, of course—and he stumbled and stuttered and kept holding the document farther and farther from his poor eyes."



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