Now Subsoription Rato Coes Into Effeot Deoember 1. Confronted by a "Twixt the deviland deepsea" situation,
a choice between an increased subscription rate and business a choice between an increased subscription rate and business
extinction, the newspapers of the country are raising subscription rates 50 per cent, to offiset, in a measure,; an advance off 300 per, cent in the cost of print paper.
Burry county publishers announce per year several weeks since. Ionia county newspapers followed suit two weeks ago and Kent
individually are taking.like action.
The Ledger has been slow to act in this matter, hoping
that the present 86.50 per that the present $\$ 6.50$ per cwt. price of print paper was but
temporary and that an advance in price mipht be avoided but so far from promising relief paper jobbers predict a further advance of $\$ 2$ per hundred in the near future and
aver the former price of $\$ 2$ to $\$ 2.25$ per cwt. will never re. aver the former price of $\$ 2$ to $\$ 2.25$ per cwt. will never re-
turn.
Facing such conditions The I edger feels impelled to announce an advance in rate to $\$ 1.50$ per year, beginning De.
cember 1. Up to and including November 30 , renewals will be received at the old rate of $\$ 1.00$ per year, and to accom-
modate our rural subscribers The Ledger offlee will be open modate our rural subscribers 'The Ledge
Saturday evenings from 7 to 8 o'clock: State and for years has been worth the price. With ine large advertising patronage has never meant a reduction in the amount of reading matter. When advertising was good we have increased the size of the paper? to take care of all
local and vicinity news matter. Our endeavor in the future, local and vicinity news.matter. Our endeavor in the future,
as in the past, will be to produce a home paper worth the as in
price.
Remember-up to and including November 30, subscrip tion renewals will be recived at $\$ 1.00$ per year. After that


THE SUGAR BOWL Naum and Terpas, Proprietors. Soc sumer Bom

Evory Soturdey
Tafty 100 per lb. Publisher Ledger.


25 c per lb.
Durimg 1thof fill and wintor wo mill bo propard to





## Remember thet ot <br> 




## LOOK SAYS:

 are offoring you two big candy specials for this 400 Chooolate Nougatines, 230 lb . 200 Snow Flako Marshmallows, 140 lb . Theoo are otricely hish-trade soods and suarantoed to
sive compleat entifaction.
due coicontito neqroe that many hair and eselp troublo ore
 Roxall 93 Hair Tonlo

Thie otore will not permitt to cutlomens to bo beld ap


D. G. LOOK, Thingition

## "WHY IS A MUSICAL INSTRUMENT?"

Most people are susceptible to the inood authority that music acto as a stim want to tired nerves and its soothin Whect is like pouring oil on an angry sea. While it is not possible for us all to pla in our homes and enjoy it to by owning a "New Edison," which in pro nounced the most wonderful musical in It makee
It makes you laugh, it makes you cry,
and you can try it and not have to buy.
R. D. STOCKING

Sole Agent for Lowell and vicin


HOW CAN A CAREFUL MAN ALLOW HIMSELF TO DRIFT
HTO DEBTY DEBT IS AS DANGEROUS AS DANGEROUS AS A DISERSE. IT IS A DISEASE.
A FLY ON A PIECE OF FLY PAPER SOMETMMES FRESS
HIMSEL WHE HE IS ONLY ON THE EDGE. BUT "DEET" HIMSELF WHEN HE IS ONLY ON THE EDGE. BUO
IS MONSTER THAT IS HARD TO GET FREE FROM. IT IS SO EABY TO "CHARGE IT"" DON'T DO IT; PUT
ATTTLE MONEY IN THE BANK INSTEAD.

BANK WITH US.
Maters inionem nutarige



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Vow XXIV


The Teachings
of Perronal Experience come too hight in contifor the up-to-date succeasful man of today. Invariably the
strongent advocates of the bank account is the man
Learned by Experience
Too Late.



GIFTS of QUALITY

TTHE hish standard of quality, maintained by this store, is so woll knowa"
that a gift bearing our label is instantly thought of as a gift of quality.

If you are contemplating purchasing a gift for any occeasion it will be well for you to look over our superb ascortment.
Our slogan is, "Always the highest quality
merchandise at the lowest posible prices."
Kodaks and Brownie Cameras. We carry all that's best in .photography
Drop in the next time you are down town,
A. D. Oliver.

(1) is the best time to select the
MONUMENT or MARKER you wish placed in the cemetery this Summor or FALL. Wo have them in all of the Best Granites and Marbles. Our prices are low considering the Quallty of Wiatorial and Workmanship.

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 Citz. Phome No. 20. Lowoll, Mich.
## New 50c Books


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W. S. WINEGAR.




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## GOOD HOT COFFEE

 LASBY \& SON
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of whaat, has, beans and other
of what, hay, beans and othar
product, grown was so large as
to make the venture e profitable to make the venture a profitable
one. In the meantime he learned one. In the meantime he learned
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ing; his health is tully reatored
 to prosperity.
Kent county contains 50,000
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er part of this largearea isadapt-
$\left\lvert\, \begin{aligned} & \text { ar part of thislargearea isadapt. } \\ & \text { abhe for agriciltural purgoese } \\ & \text { This raw land can be purchased }\end{aligned}\right.$

## Library Contest



## 1000 VOTES

given in the Library Contest for THE LEDCER
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paper.
Lasby's Place CHOICE CANDIES

Furnishings for Boys and Children.

## Lalley \& Shuter <br> The Styleplus Store

in bulk and fancy
Call in Saturday for a cup of

## GOOD HOT COFFEE

with some of Mother's home-made doughnuts
and sandwiches. Everything Neat and Clean.

## LASBY \& SON

Martin's Old Stand. Headquarters for Ice Cream, Sodas, Soft Drinks,
Magazines, Cigars, Teddy Bear Bread, Post Cards etc.






## CHOICE CANDIES

boxes just received.

Call In Saturday
GOOD HOT COFFEE

sand wiches. Everything Neat and Clean.

## LASBY \& SON

Magazines, Cigars, Teddy Bear Bread, Post Cards


Not If Joḥnny knows ft-and particularly not if Johnny ever set eyes on one of our
Michaels, Sterns
or
Styleplus C 17 Clothes
young men's suits.
They're just as different from father's clothes as Johnny is from Father. Younger, livelier, full of enthusiasm.

This model shown above is a Pinch Back.
Six months ago it didn't exist. Now we see it on the backs of half the country's well-dressed young men. Shapely, trim at the waist line---if you are young in your ideas you will like the Pinch Back.

## Bradley Week October 14th to 21st

We are making a special showing of the well-known Bradley Knit Coats as advertised in the October 14th issue of the Saturday Evening Post and are offering during this event the choicest array of the season's novelties and staples.

You will find a most delightful assortment of the very highest grade garments for men, women and children, as well as plain every-day Sweaters.
New Hats all the time New Caps Hosiery all madto Pants Gloves Winter Underwear Mittens Raincoats

## Furnishings for Boys and Children.

## Lalley \& Shuter The Styleplus Store

THE LONE STAR RANGER By ZANE GREY

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Adds to the Joy of Living K inn't alone the delicioualy
owex nutlike texto of Grape-Nuts
that has made the food famouses. thouch tuate makee firt appeni, and goee a long way
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daily ration of
GrapeNuts

STRIPES ON ALL NEW MODES



## ALONG FASHONTS CHANGING TRACH

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Minority?



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IS AN IMPORTANT QUESTION -


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