















# T. E. AHERN CO.

FOND DU LAC

## MEN AND YOUNG MEN



Here is Our Ace for Fall  
Pure Virgin Wool, Hand Tailored  
**TWO TROUSER SUITS**

**\$32.50**

Where ever you look you ought to see good clothing this fall—and at a reasonable price. But for the star—outstanding value—the ace of them all—you want to come here. More patterns, every desirable style, all regular and special sizes, are shown in this special range. The cloths are woven of extra fine pure virgin wool—every suit is hand finished and carries our guarantee of absolutely satisfactory wear.

FALL SUITS  
**\$20 - \$25**

We searched the markets of Chicago and New York all season for suits like these. We think you'll say they're some find. All wool materials, good patterns, all sizes.

### THE BOYS' STORE

Three Winners in Boys'

TWO TROUSER SUITS

**\$7.50 - \$10 - \$12**

Mothers and boys who have been in early say these suits are from \$2.00 to \$4.00 lower than anything they have seen. And they are well pleased with the new fall patterns and clean fitting styles. Every suit with two pairs of fully lined knickers at money saving prices.

WOOLWEAR FINE SUITS \$18.50

Six beautiful patterns in these extra service Wool wear Economy two pants suits. The finest boys' clothing we have ever shown.

Jersey Sport Coats \$2 Wool Sweaters \$3.50  
Kaynee Waists - 75c New Fall Caps \$2.00



## HORSES

We will have a carload of our famous Iowa Farm and Draft Horses at the

Washington County Fair

WEST BEND

October 3-4-5-6

DON'T FORGET TO SEE THEM

**Present Brothers**

Mt. Calvary West Bend Batavia

**H. V. SCHWALBACH**  
AUCTIONEER  
For Quick Sales Call or Write  
502 4th Street  
Tel. West 3388 MILWAUKEE, WIS.

**CLEMENS REINDERS**  
UNDERTAKER & LICENSED EMBALMER  
FUNERAL DIRECTOR  
AUTO HEARSE FURNISHED  
Local and Long Distance Phones KEWASKUM

Subscribe for the Statesman now.

Subscribe for the Statesman now.

### ASSISTING HIGH REALTY VALUES

Shopping in Big Cities. Instead of Home Buying, Helps Big Town Merchants' Rental

RECEIPTED BILLS TELL

"Twenty-nine steps from the highest district." This identical slogan is well known to readers of the display advertisements in the papers published in a certain large city in this country. In substance it is well known to the readers of the advertisements in any large city, because the closer a store is to the center of congestion in that city the greater is its overhead.

Take, inversely, it is also true that as the site is at some distance from that center, the lower is its overhead, other things being equal.

The rule works out with such exactness that the rise or fall in this overhead can be calculated with every pace of that distance, as the advertiser mentioned in the foregoing has demonstrated.

Where many persons are crowded together, the cost of living is forced up as a result. The greater the congestion, the higher the cost. To relieve this congestion and make it possible for the man with a moderate income to live in comfort and to provide for his family adequately, there is a centrifugal movement in every large city from the downtown section to the suburbs. On a larger scale, but for the same end, there is the movement from city to country—back to the

farm," or to the small town.

**DAMAGE IS AVERTED**  
The balance is restored by the time the movement has continued for some time from the big city to, say Kewaskum. It is like a lightning rod that draws from the clouds the charge of high voltage and so keeps the storm clouds from starting up a force that might hurt a bolt eastward and wreak great destruction.

It costs a huge sum to run a store on a desirable downtown corner in a large city, and the cost for the extra charge is assessed upon every person buying goods there. The site on which the famous Flatiron building in New York is located is a good example of this. Everybody wants that corner, and the competition for its possession has raised the price to a fabulous sum. In the same way many a store site in a big city is inflated in price until it is assessed several times its real value but taxes must be paid on it, inflated value and all. Every dollar's worth of goods sold must pay tribute toward these taxes.

And you—people of Kewaskum are helping to pay this tribute every time you buy at such a store.

But higher taxes aren't all that your money is wasted for. There is the higher rent. The owner of the property, who is assessed this high tax, has more money invested than the man in the next block further uptown, and he wants his interest back on that investment. He screws up the rent in a direct ratio.

**THICKLY BUILT DISTRICT**  
The district is thickly built up. Story upon story are added to each building until they constitute a wilderness of skyscrapers. The fire hazard increases with every floor. Insurance rates soar with the high cost

# Whose Rent Do You Pay?

Are you helping to pay the rent of the big city stores?

Are you contributing to the taxes, insurance, interest, employees' wages, and the hundreds of other expenses of the department stores or mail-order houses?

Most surely you are if you are buying anything from them.

Every dollar's worth of goods sold by such business-houses must help pay these expenses. These costs are enormous and must be paid—and if you buy, you pay.

Isn't it better economy to buy from the merchants of your own town?

You pay less and you get more, and your money stays where it will be invested for the good of Kewaskum.

## Buy It In Your Town

The Following Firms Believe in the Future Growth of Kewaskum:

<p><b>FARMERS AND MERCHANTS STATE BANK</b></p>	<p><b>SEE JOHN MARX</b> For Groceries, Flour and Feed Where Quality Counts Above All Phone 255</p>
<p>Groceries Can Goods <b>WHERE YOU CAN BUY WITH CONFIDENCE</b> <b>FRED HUNKELER</b> If at any time you want a Coffee with a Reputation always ask for <b>McLAUCHLIN'S COFFEE</b> EXCLUSIVE REPRESENTATIVES Ice Cream Candies and Tobaccos</p>	<p><b>Mrs. K. Endlich</b> Jeweler and Optometrist  WHERE YOU CAN BUY "Gifts That Last" WITH CONFIDENCE</p>
<p>FOR FURNITURE OF VALUE and STYLE OF TODAY Call Upon <b>CLEMENS REINDERS</b> FUNERAL DIRECTOR Phone 241 Kewaskum, Wis.</p>	<p><b>BANK OF KEWASKUM</b></p>
<p><b>GRAND VIEW LUNCH ROOM</b> The Place to Stop for Service A Full Line of Groceries, Candies, Cigars, Tobaccos on Hand at All Times. A Trial is All We Ask to Convince YOU Albert Terlinden, Proprietor</p>	<p>FOR QUALITY SHOE REPAIRING AND SERVICE <b>JOS. M. MAYER</b> Dealer in Men's and Boys' Work Shoes Is Always at Your Service</p>

### H. J. Lay Lumber Co.

OVER FORTY YEARS OF HONEST EFFORT TO SERVE TO THE BUILDING WANTS OF KEWASKUM AND SURROUNDING TERRITORY.

"If It's From Lay It's Good"

FOR A GOOD SUIT MADE TO YOUR ORDER SEE

**I. S. AARON**

THE CHICAGO TAILORS

Clip This Coupon

**FREE FREE**

This Coupon when presented to I. S. Aaron, The Chicago Tailors, is good for \$2.50 on any Suit or Overcoat ordered from them up to and including Nov. 1, 1922. Come in and use the Coupon.

Only one Coupon to a Customer

of everything else.

Other items of this sort might be added almost indefinitely, for all of which Kewaskum shoppers must help to pay when they take their patronage from Kewaskum merchants—where it belongs—and carry it to the distant city.

All the stores in the city are not like the one described in the foregoing. Some are like the stores in Kewaskum where honest prices are charged, where you get 100 per cent in value and in service for every cent you spend there. But you don't go to those stores when you go on a shopping expedition to the city, because they are in the outlying sections, where conditions are more like those in your home town.

**BULKED IN "OVER-HEAD"**  
You go to the store downtown where you can find all the latest "fells." Call it style, or anything else you like—these things are all non-essentials. They don't give full value for your money. When you go to the man

wearing a blue coat with brass buttons, bearing a ribbon across his chest marked "Information," just to find out where the "fingerie" department is, you do so with a prophetic feeling, but you pay for it before you leave.

You help pay the salary of the floor-walker with the broad parapet of the "democratic" of the latest beauty cream, of the white approved attendant in the "rest" room, of the cash-girl, of the force of store policemen and plain clothes detectives, of the credit department that decides who shall and who shall not be permitted to run a bill (and when an error of judgment is made you help to make it good.)

**RECEIPTED BILLS TELL**  
Compared with Kewaskum goods and prices, you can't buy economically in the city; let alone "at a bargain." It is impossible. And, figuring in fare hotel bills and your time, the totals will show a big loss every time. These are not wild statements. They

are sustained by your own receipted bills. Further reasons why you should supply your needs at your home town stores if you want to cut your overhead costs will be presented next week.

NEW FANE

The baseball team will play a game in John Morten's hall on Wednesday, Sept. 27. Come and have a good time. Good music will be furnished.

Last Sunday's baseball game between the locals and Adel proved to be one of the most exciting games of the season. The score was one to one up to the sixth inning, when the locals started a rally. The score by innings is as follows:

Locals	1	2	3	4	5	6	7	8	9	Total
Adel	0	0	0	0	0	0	0	0	0	0
Locals	1	2	3	4	5	6	7	8	9	28
Adel	0	0	0	0	0	0	0	0	0	0

Next Sunday the locals will play the strong Newburg team. This will be the last game on the home grounds, so be sure and attend.