

LOUP CITY NORTHWESTERN.

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THE NORTHWESTERN

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GEO. E. BENSCHOTER, Editor and Publisher.

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Entered at the Loup City Postoffice for transmission through the mails as second-class matter.

The latest reports show that there were forty persons killed in the Michigan cyclone.

Farmers should keep a close watch upon the chinch bug. Promptly upon its appearance be ready to act on the defense.

Meiklejohn and MacCall are running a pretty even race for the nomination of Governor. As we go to press MacCall is about a neck ahead.

The school board of Dist. No. 47 should have been more careful before they condemn anyone. The charge of forgery which they instituted against Mr. Misner did not seem to be well grounded.

An electric car with eighty passengers on board dropped seventy-five feet through the Point Ellice bridge, into an arm of James Bay, at Victoria, B. C., and more than half the victims were drowned.

Secretary Piper is well deserving of another term and he will get it. The old adage "Well done thou good and faithful servant," will be adhered to when it comes to that office in the great republican state convention now soon to be held at the Capital City.

They're county polls 400 majority republican votes and promises to double it if Richards is nominated. The western counties of the state may not be able to double their republican vote if MacCall is nominated but they will be enabled to bust the ring in the pop strong holds. Give us MacCall and we will carry the big sixth with a land slide.

Furious tornados, wind, rain and hail storms swept over Michigan, Illinois and Iowa last Monday destroying both farm and city property almost to the value of millions of dollars and killing a large number of people. The details of the storm recite many instances where farm houses were picked up and carried to kindling wood and carried for miles and all inmates hurled into eternity.

It is told that one little town out in Colorado received four hundred car loads of Nebraska corn last winter. At the same time Nebraska was engaged in feeding any number of Colorado sheep. It is not exactly in accord with modern methods of transacting business to accept sheep as part payment for corn, but as long as Nebraska happened to be short on sheep and long on corn it was perhaps the best we could do under the circumstances. Nebraska Farmer.

The jury was dismissed yesterday afternoon after four days sitting. Only one jury case was tried this term and that was a regular farce. It was the case of the State of Nebraska vs. John H. Wilson, of the defunct Peoples State Bank of Litchfield, and who was arrested on practically the same charge as was Cashier Nichols; for receiving money on deposit after the bank was known to be insolvent. After a long winded trial at a large expense to the county, and in which the county attorneys, Long & Mathew exhausted all the proof they could muster, counsel for the defense moved the court to instruct the jury to bring in a verdict of not guilty, whereupon in his honor old so. The jury, not leaving their seats, complied with the instructions. And thus ends the second chapter of the novel Nichols-Wilson trial.

TO THE BUSINESS MEN.

What Printers Ink is Doing and Why it should be Used at Home.

Ord is a town that is about the size of Loup City, or perhaps a trifle larger. She has three newspapers in it. Their pages are covered with live display adds representing every business firm in the city.

St. Paul is about the size of Ord. She has also three newspapers and the business of the town is well represented in all of them.

The little town of Litchfield advertises its business through the Monitor which comes to our desk. The last weeks issue was alive with fine large display adds.

In last weeks Arcadia Champion published in a town, not a county seat, and only half the size of Loup City, we counted 16 display adds, representing all the leading business of the town and asking people to come to Arcadia for bargains.

Burwell is a town about half the size of Loup City but nearly every class of business is well represented. She has two newspapers and both has its pages covered with fine large display adds.

Now we want to ask, what do you find in the Loup City papers by way of advertising. One bank add and a few professional cards. So far as advertising in either paper is concerned Loup City is a town of no importance whatever. Our merchants have abandoned the use of printers ink and seek to draw the attention of the people by hoisting flags whenever there is a rally or some other similar occasion.

How ridiculous it looks for a republican or democrat to hoist his flag at a pop rally, or vice versa, in order to catch the trade. Of course it does not cost as much to hoist a flag as it does to use printers ink, but when you consider that it is the trade that they are after and they get more criticism than trade from the public by so doing, it is pretty dear advertising after all.

Merchants, doctors, lawyers, blacksmiths and citizens how do you like the comparison with Loup City to that of other towns in this matter of representation. To prove the truth of our statement we invite you all to step into our office and look over our exchanges. While in Ord last week we noticed that there were an immense crowd of people in town many of whom were trading and getting blacksmithing done, and we met some who lived nearer Loup City than Ord. People who used to trade at Loup City, but who evidently have been attracted to that place by the liberal use of printer's ink.

To expect a newspaper to do a town justice and keep up its circulation without patronage is too much. Only yesterday (Monday) we lost a good subscriber who said that he took the paper for the advertising as well as the news, that it was just as essential and more so, speaking from a business standpoint, to take a paper for the adds as well as the news, that he might know where the bargains were and where to go to buy the most for the least money. So you see that it is up hill business for the printers. We lose our subscribers as well as the advertising patronage. We can truly say, and have said many times, that Loup City is a good place to trade, that every class of business is well represented and that you can get anything you want and at reasonable prices; just as cheap as you can buy anywhere. And it seems that we are expected to keep on advertising in this way receiving no support from those who receive the most benefit from it. Neither paper of the town for the last two years have received enough advertising from the business men to warrant them in continuing in business. The Times said not long since that it was being boycotted by the business men of the town. We don't believe it. If they have been, so

have we. The fact is the merchants are not making an effort to get the trade while other towns are reaching out after it, and we have seen enough to warrant us in making the statement that it is going elsewhere. And it will continue to go if you don't use printer's ink. You may get some trade but you will lose more if you don't get your name and business before the people.

If we may be allowed to give you a little advise we would say, advertise your prices and get ready for the fall trade. It is only a few weeks at most until harvest will be here.

A good grain market will bring trade to the town. But how is the people to know, or how are they expected to know that we have a good grain market unless the newspapers quote them. The farmer takes the local newspaper to find out such things. Now if you expect us to quote the grain market principally for your benefit it is not reasonable for us to expect something in return especially for our benefit.

We acknowledge this article to be a little severe on our business men but assure you that it is written with a good motive whatever effect it may have. So we ask you to read and consider it carefully, prepare yourselves and get ready for the next.

W. H. Conger, of this city, has just returned from Broken Bow, Custer county, and reports that he was present at the republican Co. convention held for that county May 23rd, 1896, and that S. H. Jewitt was by that convention accorded the privilege of selecting 16 delegates to the State convention in his interests and in aid of his candidacy for State Treasurer. Mr. Conger reported that Custer county was practically unanimous for Jewitt and that the county seems largely in favor of Jack MacCall for Governor, with many friends for Geo. D. Meiklejohn. That Judge Aaron Wall for Congress has a large following. At a rally held Saturday evening Geo. D. Meiklejohn addressed an audience of about 600 and he was followed by a few remarks from W. H. Conger. In the opinion of this paper no better selection for State Treasurer could be made than S. H. Jewitt who is eminently fitted for the place by education, experience in finance and sterling integrity and manhood. We bid him God speed on his journey.

WHY THEY SMILE

Mr. Harrity, of Pennsylvania has indicated in an indirect way how the Chicago convention will be kept solid and harmonious and be a reliable cuckoo body. Having told a newspaper man that in his opinion the convention will adopt a sound money plank and do it unanimously and that there would be no bolting, he was asked: "How about those delegates elected from free coinage states who, under such leaders as Tillman and Boise and Bryan, are pledged to bolt in case of a gold standard plank is put in the platform."

"Delegates pledged to bolt," he replied, "have no right to be admitted to the convention." Harrity is undoubtedly right from the standpoint of any workable system of political ethics. If you are not going to be governed by a majority in a convention, you are a fraud when you go into it, because the fundamental principle of a convention is that the majority rules and the most important qualification for a seat in a convention is the supposed intent of the claimant to abide by the will of the same.

But there will be music in the air, doubtless, if the cuckoos get control of the machinery of the Chicago convention and refuse to admit delegations known to have threatened to bolt in case this, that or the other thing wasn't done to their taste.—State Journal.

There promises to be a very lively fight in the supreme council of the American protective association over the action of the advisory board in declaring that the order is hostile to McKinley. The supreme council meets in Washington this week and is likely to give a vigorous overhauling to the advisory board for its unconsidered action. It is stated that the executive committee of that board exceeded its authority and that by so doing it has nearly caused a disruption of the order. Protests by the thousands have been coming in denouncing the action of Judge Stevens and his associates and insisting that a majority of the individual members of the A. P. A. will refuse to be bound by the recommendation of these few men.

It is said that only seven of the thirteen members of the executive committee met and issued the edict and the majority of them were controlled by influences which to say the least are open to suspicion and criticism. It seems likely that the supreme council will take off the ban against McKinley without recommending him or any other candidate. It looks as if the advisory board had put itself in front of the buzz saw and is coming within an ace of receiving injuries which will be fatal to the further influence of the order.—State Journal.

D. C. DOE, Vice-President. A. P. CULLEY, Cashier.

FIRST BANK OF LOUP CITY.

General Banking Business Transacted.

Capital Stock, \$500,000.

Loans on Improved farms at NINE per cent. Best Company and best terms to be had in the west.

CORRESPONDENTS:—Chemical National Bank, New York City, N. Y.; Omaha National Bank, Omaha, Nebraska.

W. J. FISHER, Attorney and Notary Public. GEO. E. BENSCHOTER, Publisher LOUP CITY NORTHWESTERN

FISHER & BENSCHOTER,

REAL ESTATE AGENTS.

LOUP CITY, NEBRASKA.

Town Lots, Wild, Cultivated and Irrigated Lands for Sale.



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ARM AND HAMMER SODA

in packages. Costs no more than other package soda—never spoils flour—universally acknowledged purest in the world.

Made only by CHURCH & CO., New York. Sold by grocers everywhere.

Write for Arm and Hammer Book of valuable Recipes—FREE.

ARTISTIC HOMES.

225 Designs—All for 10c.

The largest collection of up-to-date designs ever published in any architectural book in the world. 80 colored designs—30 interiors—12 tables. COLONIAL HOMES. 34 designs inside, or both books for 15c.

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HERBERT C. CHIVERS, Architect, Rooms 223, 224, 225, Wainwright Bldg. ST. LOUIS, MO.

Doctor Henderson

102 & 104 W. 9th St., KANSAS CITY, MO.

The Old Reliable Doctor. A Regular Graduate in Medicine. Oldest in Age and Longest Located.

OVER 27 YEARS OF SPECIAL PRACTICE.

Authorized by the State to treat CHRONIC, NERVOUS and SPECIAL DISEASES. Cures guaranteed or money refunded. All medicines furnished ready for use. No mercury or injurious medicines used. No detention from work. Patients at a distance treated by mail and express. Medicines sent everywhere, free from gaze or breakage. Charges low. Over 30,000 cases cured. Age and experience are important. Read little book, then state your case. Send for opinion and terms. Consultation free and confidential, personally or by letter.

Seminal Weakness & Sexual De-

(Spermatorrhea and Impotence) cured.

Headache, loss of sleep, nervousness, confusion of mind, loss of manhood, &c. Store nerve and strength.

Syphilis for life. Blood pure, Swelling Gleet, and all positively cured.

Book for description of symptoms, and how to cure, sealed in envelope. Read this little book.

Free M life-like model of the human body, showing the location of the internal organs, and the effect of disease on the system. Will be sent free to all who send for it.

\$66

Reserve Already Being Rebuilt

Hiawatha, Kan., May 26.—The affairs at Reserve are being well taken care of. Governor Morrill sent his check for \$100, and the other citizens of this place sent \$200 more, besides a parcel of more provisions clothing and bedding. The four dead were buried today, and the injured will be brought here.

The work of rebuilding the ruined homes has begun, every able workman who could use a hammer, saw, trowel or shovel being sent to Reserve by a special train this morning.

The losses of Brown county farmers alone amount to \$75,000.

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FOR AND ADVERTISE IN THE

NORTHWESTERN.

The BEST ADVERTISING MEDIUM and local newspaper in

SHERMAN COUNTY