

LOUP CITY NORTHWESTERN

A LIVE NEWSPAPER PUBLISHED IN A LIVE TOWN

VOLUME XXXIV.

LOUP CITY, NEBRASKA, THURSDAY, NOVEMBER 11, 1915

NUMBER 47

ODD BITS OF NEWS

San Francisco, Cal.—"My, how cute," was the expression of a society girl who motored down to see the "oldest tree" which celebrated its three thousand one hundred and fiftieth birthday recently. A family of five could have picknicked under the tree when the Greeks were building their wooden horse under the walls of Troy, and Pharaoh was being engulfed in the Red sea.

Coleman, Wis.—By the death of lockjaw of Miss Emily Ermis, 18, John Ermis, the father, loses the eighteenth member of his immediate family. Miss Ermis' death followed closely that of her 21 year old brother who was accidentally shot. An older brother was drowned two years ago. Mrs. Ermis died recently, and sixteen children had succumbed.

Charlestown, W. Va.—The mystery of the "Old Man of Kelly's creek," who is alleged to have been one of the most successful bootleggers in the state, is believed by federal officers to have been solved by the arrest of Louis Peters, 22 years old. It is alleged Peters disguised himself as an old man, wearing false hair and a patriarchal set of whiskers to sell his liquor. Otherwise he was a miner.

San Francisco.—While San Francisco acknowledges Atlanta, Georgia's claim that its women have the smallest and prettiest feet in the world, it asserts that the legs of San Francisco girls are the shapeliest. Physical directors of the public schools say the graceful carriage and shapely forms of the San Francisco girls are due to the hilly streets of the coast city.

Bethel, Pa.—Miss Maria Kurr, one of Pennsylvania's most noted characters is dead of tuberculosis. For a quarter of a century she kept the Kurr house at Millersburg, which was famous as a place to eat and stop. She was the confidant of politicians and controlled elections in her own township. She was an expert at mixing drinks, a horsewoman, a hunter and could outplay the men at chess, cards, pool and checkers. She was six feet tall, strikingly handsome and refused steadfastly to marry.

Monroe City, Mo.—Farmers of this community are spending their nights in the marshes catching frogs by which Albert Farquer hopes to be cured of a cancerous growth which threatens his life. The breast of a living frog

is placed against the sore, and absorbs the poisons. Farquer is rapidly recovering. The farmers hunt frogs with sacks and electric torches, which they flash into the eyes of the croakers and blind them.

LITTLE LIGHT ON COUNT.

Census Officials Conservative in Estimates of City Increases.
Omaha, Neb. Oct. 27.—The census bureau, always conservative to a marked degree, has overshot its own conservatism, in calculating the present population of Nebraska cities. An estimate, just made public, gives Omaha 163,000; Lincoln, 46,028; Grand Island, 12,519; Hastings, 10,470; Beatrice, 10,127; and Fremont, 9,494.

Undoubtedly these figures, without exception, are below the true figures which indicate the population of these Nebraska cities. Those who have followed the remarkable growth of Nebraska and its cities for the last five years, know that the census bureau has not given a correct estimate, due in the main to a lack of intelligent investigation.

The middle west has been unusually active during the last three years. To put the growth of these cities at two per cent a year is surely putting the census directors in a position where they can justify their estimates.

Omaha has nearer 185,000, due to consolidation of South Omaha and Dundee, and its natural growth. Lincoln will come near the 70,000 mark, while the other cities will show a corresponding increase.

With the arbitrary methods of calculating increases, these figures of the government mean nothing, save an acknowledgement that Nebraska and her cities are progressing and increasing, a fact known to every one save the census officials. This belated acknowledgement of the census officials is appreciated but with the desire that they get busy and give to Nebraska her just increase.

HEAR MISS WYMAN.

If our women would know more about foods, they may consider it their privilege to hear Miss Frances Wyman at the farmers' institute. Miss Wyman is a graduate of the course in home economics at the University of Nebraska. She has been assisting in the junior short course and farmers' institute work since that time.

Try Chase's first—it pays.

"Do Your Christmas Shopping Early"

By J. A. COLEMAN.

The above slogan in the hands of an astute business man, changed the whole practice of Christmas shopping and stimulated holiday business as nothing else could have done. This man, with the nerve of a Barnum and the judgment of a Wanamaker, grabbed the thought from the public mind and put it into big **BLACK TYPE** where "**He who runs may read**"—in the newspaper! He backed a popular conviction with his coin and advertised the universal belief that it would be better for everyone concerned if the inevitable Christmas purchases were made at once while stocks were fresh and new and the choice was wide and ample.

The result not only paid the advertiser as it always does—but the whole country profited besides.

This slogan has since slipped into practical use in every corner of commercial America. Excepting perhaps its fellow slogan, "**Safety First**," which reduced the accident death rate enormously, it has done more good in the world than any business phrase ever coined. It has been the means of discontinuing the time honored practice among large metropolitan department and specialty stores of keeping open in the evenings a week or two preceding Christmas Eve. It has enabled manufacturers to prepare their goods and fill orders far enough in advance to insure clear store rooms long before the Yuletide candles were lighted. It prevented the disappointment of millions of Christmas shoppers who were wont in times past to wait for the more attractive novelties which turned up at the last moment. And not the least important, it saved the heartaches of neglected ones who leant upon the broken reed of mere man's thoughtlessness.

That phrase, "Do Your Christmas Shopping Early," was instantly taken up and flashed before the eyes of the world through the medium of its newspaper. Just as every other worth while thing is told this nation of readers by the ever present, constant, reliable, all-knowing morning, evening, weekly, or Sunday newspaper. Nothing the world does is done without ITS knowledge, nothing you want the world to know can be made known without its aid. Almost any national manufacturer will tell you that most of his fame and profit were the product of newspaper advertising. No newspaper advertiser who kept it up wisely ever lost money.

The newspaper pays the advertiser. The latter merely invests in business publicity. The cost of advertising is like a phantom Zeppelin—it never lights anywhere. It is a bugaboo made of thin air and a yellow streak. The common supposition that advertising expense is levied upon the consumer is likewise a fallacy. The fact of the matter is that the non-advertiser pays for it out of the business he loses to competitors who do advertise.

Advertising doubles output, halves overhead, divides selling cost and, by making two customers buy where **ONLY ONE BOUGHT BEFORE**, it creates a hundred per cent, increase in profit—out of which any business man can well afford to pay for his own advertising.

PLENTY OF BAGGAGE

Though John Prentiss Poe, jr., famous ex-Princeton football star, soldier, adventurer, and ex-private in the United States marine corps, was killed in France on September 25, last, when his regiment, the Black Watch, was practically annihilated during the British advance in allies' forward movement, he met the kind of death his adventuresome spirit had often pictured in fancy as a befitting end.

Keenly disappointed at the lack of action he found in the Filipino insurrection, and knowing that the United States marine corps offered greater chances for excitement and adventure, he enlisted in that branch in 1903 by authority of the then secretary of the navy, John D. Long, for the threatened war with Columbia over the Panama canal strip. That war never materialized, and since Poe could not think of "soldiering" unless there was "something doing" he was discharged from the marine corps and enlisted in the Kentucky state militia during the Governor Goebel shooting trouble. Even duty on the "dark and bloody ground" during those troublesome times didn't bring him the excitement he craved, and one time bitterly confided to marine corps friends, "I believe that if I ever get to hell I'll find the fires banked."

Still in pursuit of the elusive "strife," he became a captain in the Honduran army in 1907, when that country was at war with Nicaragua, and during the brief struggle got several thrills at the siege of Anapal and the battle of Buenavista. It was after the conclusion of that war that Poe, with five other Americans, who were serving in the Honduran army, became involved in some sort of trouble with the government authorities, and, for a time, their lives were in jeopardy. At the urgent request of the American consul, the United States Steamship Princeton was dispatched to the Honduran coast to aid in bringing the adventurous Americans back to "God's country," and the Princeton's cutter, on reaching shore at an agreed point, found the Americans alive and well and anxious to get back to the States.

"But my baggage," said Poe to the Princeton's captain, who had come ashore in the cutter. "What of my baggage? Please to remember that I am an officer and gentleman in the service of the Honduran government and I have much luggage."

"We'll attend to that all right," said the Princeton's commander, easily. "How much have you got?"

"Fifty-four pieces all told," replied Poe. The Princeton's skipper was aghast. "Do you think my gunboat is a freighter, sir? However, we'll fetch it off for you. Kindly enumerate the pieces, and what they contain, so that I may send sufficient small boats and men to handle it."

Poe was deeply engrossed in thought a moment as if trying to re-

member everything, and then said, "One pack of playing cards and an extra pair of socks."

AN ERROR IN THE PRICE.

Editor Northwestern:—Gentlemen.—In last week's issue of The Northwestern we noticed a kindly mention of The Nebraska Record. This is to inform you and your readers that we greatly appreciate the kindly mention and will endeavor to reciprocate whenever opportunity offers. In return for this courtesy we wish to say that The Northwestern, under its present management, is no doubt a source of useful information to its readers, and, judging from the advertising columns, profit to its publishers.

Permit me, however, to say a few words about The Record through your valuable column and to correct a statement which you doubtless unintentionally made last week. The subscription price of The Record is now, and has been for the past four months, 50 cents per year, whereas your statement last week puts it at 25 cents per year.

The change in the subscription price was made when we changed the form of publication, making the magazine more attractive and at a considerable increase in expense.

The aim of The Record is to give timely interesting pioneer stories, early day history, and perhaps editorials on current events and two or three pages devoted to educational work. As you stated, The Record is "made up of matter peculiarly its own." Practically the only thing it handles in the news line is accounts of the happenings of the most importance and the story is told of it in editorial form. There is but very little current news which appears in our local papers that may be found in the Columns of The Record.

And now we wish to say to our editorial brothers that it is our wish to cooperate in the work. We are here as commercial job printers and doing job printing exclusively. We wish to assist the printing fraternity whenever assistance is needed. Our magazine is intended in no way to detract from any business which is rightfully yours. In fact, we are very careful to make it so.

Again thanking you for courtesies extended, I am,

Respectfully,
GEO. E. BENSCHOTER,
Editor Nebraska Record.

MORE CURIOS FOR PARK.

Judge Aaron Wall presented Jenner's park with a number of valuable curios this week. The collection consists of relics of the time of the Civil war and are a fine addition to the collection at the park. Mr. Jenner greatly appreciates such gifts and it is always a pleasure for him to display his collection to visitors.

Try Chase's first—it pays.

BRING YOUR GRAIN

TO THE

Loup City Mill & Light Co.

Furnishes all the light and power and also makes the best of flour. Handled by all Merchants.

BUY FLOUR THAT IS MADE IN LOUP CITY

HEADQUARTERS FOR ALL KINDS OF

Hard and Soft Coal

TAYLOR'S ELEVATOR

LOUP CITY, NEBRASKA

AUTUMN TRAVEL FEATURES

TO CALIFORNIA: Novembre is the last month of the San Francisco Exposition. The Burlington's through coast sleeper service, in connection with the Rio Grande through Scenic Colorado, will be maintained. The usual nine-months' round trip rates to California will be in effect all winter.

TO THE SOUTH: Winter Tourist rates to and through the South, Gulf Resorts, Florida, Cuba, etc., are now in effect. They include attractive circuit route tours of the South, which are steadily becoming more popular for winter visitors.

NEBRASKA-IOWA annual football struggle, Lincoln, Nov. 20th. You do not have to go east these days for high class football. Nebraska Varsity will show it to you.

Exposition folders, Southern Tours leaflet, descriptive folders of California and Southern lines, all free on request. We are always at your service in connection with any tour you may have in mind.

J. A. DANIELSON, Local Ticket Agent.

L. W. WAKELEY, GENERAL PASSENGER AGENT.

1004 Farnam Street, Omaha, Nebraska.

LIVE STOCK MARKETS

Union Stock Yards, South Omaha, Nov. 9.—Cattle receipts yesterday were fairly liberal, some 13,200 head arriving. Very little corn fed cattle were included in the receipts yesterday, but good choice cattle were wanted at fully steady figures, while the common grades were a little lower. There was a very fair demand for the good grass heaves and they went at prices about steady with the close of last week, but on the ordinary run of "betwixt and between" cattle it was a rather dull and lower trade. Cows and heifers sold at prices generally steady with the close of last week and the best of the stockers and feeders also sold steady. Medium and common grades however, were in excessive supply and slow sellers at little lower prices.

Cattle quotations: Prime heaves, \$9.75@10.00; good to choice heaves, \$9.00@9.50; fair to good heaves, \$7.75@8.75; common to fair heaves, \$6.50@7.50; good to choice yearlings, \$9.00@9.75; fair to good yearlings, \$8.25@8.75; common to fair yearlings, \$6.50@8.00; prime grass heaves, \$8.00@8.60; good to choice grass steers, \$7.40@7.90; fair to good grass steers, \$6.70@7.30; common to fair steers, \$5.50@6.00; good to choice grass heifers, \$6.00@7.00; good to choice grass cows, \$5.80@6.50; fair to good cows, \$5.00@5.75; canners and cutters, \$4.00

@5.00; veal calves, \$6.00@10.00; bulls, stags, etc., \$4.00@6; good to choice feeders, \$7.40@8.10; fair to good feeders, \$6.50@7.30; common to fair feeders, \$5.50@6.50; good to choice stockers, \$7.50@8.00; fair to good, \$6.75@7.50; common to fair stockers, \$5.50@6.50; stock heifers, \$5.75@6.75; stock cows, \$4.50@5.75; stock calves, \$6.00@8.25.

Some 4,500 hogs arrived yesterday. The market was rather dull and prices were generally a big dime lower than last Saturday. Bulk of the sales were made at \$6.70@6.80, with a sprinkling up to \$6.85, the top.

Sheep and lamb receipts totaled 21,000 head. Trade in fat lambs opened out in good season on about a steady basis, the bulk of the lambs going at \$3.75. Practically the entire mutton supply consisted of ewes, and the market showed little or no change, bulk of the good ones being bought at \$5.50. Most of the trading in feeders was done on a good firm basis, several strings of the best stuff moving at \$8.50@8.60.

Quotations on sheep and lambs: Lambs, good to choice, \$8.00@8.75; hams, fair to good \$8.50@8.60; lambs, feeders, \$7.75@8.60; yearlings, fair to choice, \$6.00@6.80; yearlings, feeders, \$6.00@7.15; wethers, fair to choice, \$5.50@6.00; ewes, good to choice, \$5.25@5.50; ewes, fair to good, \$4.75@5.25; ewes, feeders, \$4.50@5.10

AUSTIN SCHOOL NOTES

Chris Larson has been sick the past week.

Mr. and Mrs. Couton visited near Boelus Sunday.

The pupils are enjoying themselves with volley ball and croquet.

Mr. N. T. Daddow and family visited at Fred Zwink's last Sunday.

Alonzo Daddow took dinner with his mother, Mrs. Sam Daddow at Loup City Sunday.

We have had forty-four visitors. We want the patrons of the school to come and visit often.

Nilla Couton, Alma and Clarice McCall and Helen Ogle, took Sunday dinner with their teacher.

The Austin school has added the ninth grade this year and have four pupils enrolled in that grade.

A party was given by Miss Irene Jack at her home Saturday night. The evening was spent in playing games and dainty luncheon was served.

Those neither absent nor tardy last month were: Anna and Nora Couton, Ethel and Harold Daddow, Clarice, Alma, William and Seldon McCall, Helen Ogle and Albert Fletcher.

Try Chase's first—it pays.

CHEAP ADVERTISING SPACE.

A lady came to this office Monday morning and asked us if we charged for running advertising when it did not produce results. On being informed that we charged for the ad, not in the ratio of its results, but on the basis of the time and labor it required on our part, and that all advertising was charged for, she replied that she could get it printed for nothing but that she was afraid no one would see it in the paper that gave its space away. When you think of it, her head was working better over a two-bit ad than some advertisers' heads do over a \$10 space. A very safe policy to follow in business transactions is that, commercially, things of value are never given away. —Clay Center Sun.

UNCLAIMED LETTERS.

List of unclaimed letters remaining in the postoffice at Loup City, Nebraska, for the month ending, October 31, 1915:

C. E. Todd, John Powemo, Dick Cretcher.

Persons claiming the above will please say "Advertised" and give date of list. C. F. BEUSHAUSEN, Postmaster.

For general repair work, call on L. H. Spahr.

THE CHEERFUL CHERUB

This world's been revolving for thousands of years And to think of it sometimes just bores me to tears!



COME HERE AND BE HAPPY

What will make a person happier or more contented with the world than a nice juicy steak? Another one, of course.

Every steak we sell has a hundred per cent of pure unadulterated happiness and contentment, for there is not a piece of meat to surpass them in this whole community.

Good meats are healthy and strengthening, but poor meats are just the reverse.

Come here for every kind of meats, and rest assured that there are none better and none cheaper.

PIONEER MEAT MARKET

O. L. TOCKEY, Proprietor

Every fifth roll is Certain-teed

The General says:—"There are different ways of speculating—and one of the easiest ways to burn up your money is to buy an unknown grade, a 'just as good' grade on a fake-guaranteed grade of roofing."

Certain-teed Roofing

A man without money or responsibility can "guarantee" anything without running any financial risk—but when you as the purchaser of roofing—that's the maker of Certain-teed Roofing puts to you as the purchaser of roofing—that's why you should insist on Certain-teed.

General Roofing Manufacturing Company
World's largest manufacturers of Roofing and Building Papers
New York City Chicago Philadelphia St. Louis Boston Cleveland
Pittsburgh Detroit San Francisco Cincinnati Minneapolis
Kansas City Seattle Atlanta Houston London Hamburg Sydney

Certain-teed Products sold by Hasnen Lumber Company