



**The Best**  
fur coats are the cheapest in the long run and for that reason and because it always has been our policy to sell only what we can recommend and stand back of. We advise you to see our offering in Gordon Fur Coats.

Calf XX quality ..... \$36.00  
Calf XXX quality ..... \$40.50  
Black Dog XX quality ..... \$24.00  
China Sheep X quality ..... \$18.75  
Kangaroo ..... \$41.25  
Raccoon ..... \$72.00

GORDON SEE YOUR COAT TODAY  
**JAMES BARTUNEK**

## Sheep Lined Coats

Prepare for the cold weather that is sure to come soon by buying one of these coats. The best of quality and a satisfactory garment in every way.

**The Low Price is What Sells Them**

A full line of bed blankets, comforts and all other fall and winter goods at the very lowest prices that good goods can possibly be sold for.

YOU ARE WELCOME  
THIS STORE

## Loup City Cash Store

WM. LEWANDOWSKI, Proprietor.

### REPORT OF THE CONDITION OF THE FIRST NATIONAL BANK OF LOUP CITY

CHARTER NO. 7277, INCORPORATED

At Loup City, in the State of Nebraska, at the close of business, November 10, 1915.

#### RESOURCES:

Loans and discounts	\$230,995.06
Overdrafts, secured, \$758.01	758.01
U. S. bonds deposited to secure circulation	7,000.00
Subscription to stock of Federal Reserve Bank	3,000.00
Less amount unpaid	1,500.00
Value of banking house (if unencumbered)	8,708.61
Equity in banking house	8,708.61
Furniture and fixtures	1,852.70
Net amount due from Federal Reserve Bank	3,581.09
Net amount due from approved reserved agents in New York, Chicago, St. Louis	347.48
Net amount due from approved reserve agents in other reserve cities	9,859.99
Net amount due from banks and bankers	10,207.47
Outside checks and other cash items	179.20
Fractional currency, nickels, and cents	239.92
Notes of other national banks	400.33
Lawful money reserve in bank—	200.00
Coin and certificates	8,737.15
Legal tender notes due in less than 30 days	1,500.00
Redemption fund with U. S. Treasurer (not more than 5 per cent on circulation) and due from Treasurer	350.00
<b>Total</b>	<b>\$275,969.62</b>

#### LIABILITIES:

Capital stock paid in	\$ 25,000.00
Surplus fund	25,000.00
Undivided profits	7,556.51
Less current expenses, interest, and taxes paid	3,897.40
Circulating notes outstanding	3,659.11
Demand Deposits—	7,000.00
Individual deposits subject to check	91,688.48
Certificates of deposit due in less than 30 days	36,140.46
Total demand deposits	127,828.94
Certificates of deposit	87,480.57
Total time deposits	87,480.57
<b>Total</b>	<b>\$275,969.62</b>

State of Nebraska, County of Sherman, ss:  
I, L. Hansen, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
L. HANSEN, Cashier.

Subscribed and sworn to before me this 22nd day of November, 1915.  
(SEAL) LAMONT L. STEPHENS, Notary Public.  
Correct—Attest:  
A. B. outhouse, W. T. Chase, W. F. Mason, Directors.

Order of Hearing on Petition For Appointment of Administrator or Administratrix.

In the County Court of Sherman County, Nebraska.

In the matter of the estate of John H. Miner praying that Administration of said estate may be granted to Margaret R. Miner as Administratrix:

Ordered, That December 20th, A. D. 1915, at one o'clock P. M., is assigned for hearing said petition, when all persons interested in said matter may appear at a county court to be held in and for said county, and show cause why the prayer of petitioner should not be granted; and that notice of the pendency of said petition and of the hearing thereof be given to all persons interested in said matter by publishing a copy of this order in the Loup City Northwestern, a weekly newspaper printed in said county, for three successive weeks, prior to said day of hearing.

Dated November 24th, 1915.  
E. A. SMITH,  
County Judge.

NOTICE TO CREDITORS.  
In the County Court of Sherman County, Nebraska.

In the matter of the estate of Joseph Wandra deceased:

To The Creditors of Said Estate: You are hereby notified, That I will

sit at the County Court room in Loup City in said county, on the 20th day of January 1916 at 10 o'clock A. M., and the 30th day of June 1916, to receive and examine all claims against said estate, with a view to their adjustment and allowance. The time limited for the presentation of claims against said estate is the 30th day of June A. D. 1916 and the time limited for payment of debts is one year from the 24th day of November 1915.  
Witness my hand and the seal of said County Court, this 24th day of November 1915.  
E. A. SMITH,  
County Judge.

#### HOME TOWN BUILDER.

The newspapers in the country towns of the United States are, if properly used, positively the best selling agents in America. That is a statement that I have made heretofore. I am ready to back it up with the proof. Right here, however, I want to go on record with the statement that there are millions in money wasted in this country every year by manufacturers and merchants who are reasonably sensible in everything else, but who do not stop to give thought to the things they are trying to accomplish when they place orders for advertising.

How many know that there is a difference between advertising for PUBLICITY and advertising for RE-

#### IN THE SCHOOLS.

The monthly exams are going on now.  
Who says the Freshman girls can not play football.  
The school has got some more saved for the primary kids.  
Freshman and Sophomores played a game of football Wednesday.  
The Sophomores held a class meeting Tuesday.  
The Glee club failed to hold their weekly meeting Monday night.  
Miss Grierson and Maggie McFadden went to Kearney Wednesday to spend Thanksgiving.  
Miss Sophia Ladegard was absent the first part of the week. She went home last Friday and has not yet returned.  
Several of the senior girls planned a vacation trip for last Wednesday. They believe in celebrating before as well as after Thanksgiving.  
The Thanksgiving football game was called off, sorry to say, for we wanted to see what the Freshman and Sophomore boys could do when they got together.  
Question: Is it better to know that you do not know a fact or to think you know it when you don't?  
Answer: It is better to think you know it when you don't because, you "might" be able to convert the teacher to your opinion.  
The high school pupils are eagerly anticipating the coming vacation. We understand that we are to be given two days to be thankful for. We hope the pupils and faculty may have recovered from their Thanksgiving dinners by November 29th, so that they may be at school on that day.  
A very large number of high school pupils attended the basket social given by Miss Grace Adams at the Prairie Gem school house last Friday evening. Also two of the faculty, Miss Fawthrop and Mr. Kelly, were present. The conveyances used were autos and

a hay rack. All report a fine program and many good things to eat.  
A large number of the members of the 11th and 12th grades, who are taking normal work, took examinations at Mr. Currier's office last week. We learned while there, that the grades required for securing teacher's certificates have been raised, now requiring a higher average. This seems to be a good thing, for the teachers must be better qualified to meet these requirements.  
**THE CHURCHES.**  
German, Evangelical.  
Sunday, Nov. 28th, all members are urged to be present, Rev. O. Schulze of Lexington, Missouri, will preach a guest sermon. After divine services, ministerial election. Services 10:30 a. m.  
Friday evening at 8 o'clock, choir practice. F. W. GUTH.  
Methodist.  
Sunday, Nov. 28, 10:30 a. m. "A Defeated Persecutor." 7:30 p. m. "Ruth's Choice" 3:30 p. m. preaching services at Wiggle Creek.  
St. Joseph's Catholic Church.  
Every Saturday evening at 7:30, Rosary devotion.  
Services on Sundays as follows: Morning service at 10:30, Mass, and the usual Polish sermon, except the last Sunday of each month, when the English sermon is given instead of the Polish.  
A cordial invitation is extended to all to attend all our services, and especially the English services.  
Another number of the entertainment course will be given at the opera house, Saturday evening, Nov. 27th. The Hawkeye Glee club, in vocal and instrumental music, sings and plays to please. This male quartet is prepared to contribute their share to meet the demand for music and humor in a high class vocal and instrumental program.

#### Eat Fresh Fish

One Salmon or Chicken Half but direct from ocean to your table, packed in ice and re-iced daily by express companies. Guaranteed to arrive in prime condition.  
Get a fresh Salmon, bake it according to our directions and you will be sure to give us a weekly standing order. They are cheaper than beef and have a much higher food value; and what is more delicious than a well-baked Salmon?  
Each fish is in a separate box and weighs from 9 to 11 lbs. Our price is \$1.50, prepaid to any express office. Check, Postal or Express order should accompany orders.  
Send us a trial order and become our local representative.  
**Buckley Fish Co.**  
4154 Arcade Bldg.  
SEATTLE, WASH.

Baltimore, Md.—Stephen Brown was rushed to a hospital here for an operation on his eye, which had been pierced by a piece of steel. A powerful magnet was placed close to the eye, the current turned on and the steel siver came out. It was one-sixteenth of an inch thick and three quarters of an inch long.  
Joe Stecker, Nebraska's champion wrestler, threw Hussane, a top notcher in two falls at Lincoln today. The first fall was secured in five minutes and the second in four minutes.  
FOR SALE.—Team, wagon and harness and hay rack. Inquire of C. N. Lambert.

**WE PAY ONE-HALF**  
The purchase price of this famous.  
**ONEIDA COMMUNITY RELIANCE PLATE**  
We give coupons with every 25c. purchase of all the high grade guaranteed products made by the United Drug Company. We are willing to lose money on the silverware to get you acquainted with these goods, which are standard in their line.  
**"Jexall Remedies"**  
Liggett's and Fenway Candies, Harmony Perfumes, Toilet Articles, Brushes, Stationery, Rubber Goods and hundreds of other items, household preparations, etc. When you want something ask for a United Drug Co. product because coupons are only given with these goods. You cannot afford not to secure this popular silverware, guaranteed 25 years, when you can get it on our half bought plan. As an example, this teaspoon that sells for 25c. you can get for 10c. with coupons.  
**THE REXALL STORE**  
Wm. Graefe, Prop.

## Doesn't Cosh Much to Live If You Trade at Vic Swanson's

<b>OVERSHOES</b> A large lot of Men's, Women's, Misses' and Children's Overshoes. Come in and let us fit you out. We can save you money and give you something that will wear.	<b>UNDERWEAR</b> Some for cold weather. See us first for your wants in this line.
<b>DRY GOODS</b> Holidays will soon be here. We have a fine line of merchandise and a good selection for appropriate for gifts.	<b>CLOAKS</b> Ladies', Misses' and Children's Coats, to close out, at such low prices that you will wonder how we can do it.

**Saturday Special:** 9 Bars White Russian Soap for 25c to everybody buying \$1.00 worth of merchandise in our store aSturday.

## VIC SWANSON'S

THE HOUSE OF QUALITY AND LOW PRICE

**SULTS?** The difference is this: The advertisement which does not quote a price is PUBLICITY advertising. It never pulls an order.  
**RESULT** advertising is that kind which quotes prices in every instance. It is the kind that pulls orders. The catalogue houses use only "RESULT-GETTING ADVERTISING."  
The manufacturers of liver pills and horse liniment, or the country merchant who paints his name on the road fences are Publicity advertisers. It is probably safe to say that not one per cent of those who spend fortunes every year to keep their names or their goods before the public know how to take advantage of the prestige which their publicity advertising has created.  
Paint the name of Felix Jones & Co., St. Louis, Groceries, Boots and Shoes; on every fence, barn and bulletin board in the country, or advertise it in every newspaper in the land, and it is safe to say that the advertising would not of itself, bring Felix Jones & Co. a single order. The name of the concern might be made known to every citizen of the United States, but that would not, without other assistance, sell a single bill of goods, because it is Publicity Advertising. It is the kind of advertising which 99 out of 100 merchants of our country towns have always done and are still doing. They may imagine that they are following the example set by the manufacturers of well known brands of liver pills, compounders of horse liniments, cough medicines, soothing syrups, etc., and so they are. But they do not follow up their Publicity Advertising with result-getters in the shape of circular letters or personal solicitations to the retailer. They entirely overlook the most important part of the advertising benefits to which they are entitled for the money they spend.  
There will come a time, I hope,

when every graded school in this country will include a course of practical instructions in advertising, and I have no doubt but that some of us will live to see the change which an intelligent direction of advertising effort, originating in such instructions, will have on improved business conditions of the smaller towns of this country. That change is sure to come. These articles are, I believe, sowing seed which will take root and flourish long after the author of them and all of those in the present generation—"have passed into silence and pathetic dust."  
When the country merchants are able to control the bulk of the local trade to which they are entitled, improved business conditions will be in evidence at once. The simple method of controlling that trade is the advertising pages of the local newspaper, which should be made the mail order catalogue of every merchant in the town.  
Many storekeepers hesitate about advertising leaders, because of the fear that a competitor across the street will immediately quote lower prices. That reasoning is wrong. Remember that famous utterance by one of the signers of the Declaration of Independence: "If we do not hang together they will hang us separately." That is the case of the country town merchants. If they do not pull together and create conditions that will bring the trade of the surrounding district to town, the catalogue houses

ever-working list of goods with prices attached, conspicuously displayed in a quarter page, half page or even full page of the weekly paper, is the only competitor the mail order man is afraid of. It is the keynote of successful business for the Home Town.  
**HOG WALLOW NEWS.**  
Poke Eazley spent Friday night out in the darkness trying out his new lantern.  
It is a pity all men cannot be as upright and worthy as the candidate for office.  
The horse Doctor was called to Musket Ridge Wednesday night to see Frisby Hancock. He found that Frisby had a slight touch of lumbago, and about a dollar.  
Ellick Hellwanger has not decided whether he will get himself an overcoat or a barrel of licker for the cold weather. He is so tall it takes a mighty long drink of licker to warm his feet.  
Luke Mathews says there is more chance for the young men in business these days than there was when he was growing up. Cricket Hicks agrees with him, but says the young men are watched closer these days.  
The Editor of the Tickling Tidings is at sea over the working of the new law which requires all editors to state under oath who owns their printing plants. He don't know who owns the Tidings, as it has never been paid for.  
A drummer arrived in Hogwallow Friday morning with a trunk and spent several hours talking to the proprietor of the postoffice. Much had been heard of these traveling men, but this is the first one that has come this way, the nearest thing to it being the Tin Peddler, but he does not wear a white shirt and standing collar. His trunk was opened and a large crowd gathered around to see what was in it.

You Can Enjoy Life  
Eat what you want and not be troubled with indigestion if you will take a  
**Rexall Dyspepsia Tablet**  
before and after each meal. Sold only by us—  
Wm. Graefe.

## 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

## ARE YOU WELL LOCATED FOR NEXT YEAR?

Why not take a 320 acre MONDELL HOMESTEAD in WYOMING? See these splendid prairie lands close to railroad that need cost you but the filing fee; see the winter store of grain and vegetables the settlers have and their fodder supply for the stock. If your homestead right is gone buy a farm in one of these inviting settlements of Western Nebraska or Northeastern Colorado. You can get it at a fair price and on terms you can meet. Prosperous neighbors will welcome you to their schools and churches; banks and stores are ready to serve you.  
Have you lost your crops through excessive and untimely rains? Go where you have absolute control of moisture conditions, buy irrigated land in the NORTH PLATTE VALLEY or the BIG HORN BASIN.  
Ask for free illustrated folders with maps and data covering either section. The Burlington employs me to help find the location best suiting your needs. Let's get together.  
**S. B. HOWARD, IMMIGRATION AGENT,**  
1004 Farnam Street, Omaha, Nebraska.

## THE MEAT YOU EAT

You want it to be fresh and sweet—you want it to be free from all infections—you want it to be of the best—you want it to be reasonable in price.  
Our meats fill each and every one of these important requirements. It is the best obtainable from the wholesale markets, meets all scientific tests, is strong in nutriment and building qualities, and is very reasonable in price.  
One bite calls for a full meal. Take the bite.  
**PIONEER MEAT MARKET**  
O. L. TOCKEY, Proprietor  
Every American wheel is turning in the manufacture of war supplies for Europe," proudly asserts an exchange. And we might add that not even a spavined mule is reserved for the defense of Uncle Sam.  
**STRAW FOR SALE.**  
Good straw for sale. Inquire of C. H. Biehl, or phone 9812.  
**FOR RENT.**  
100 acres for wheat. Also some hay land.—V. T. Wescott.