

I W U C K

IS LARGELY A MATTER OF



You know that this reward of a 1915 Maxwell Touring Car is not going to be yours with no effort on your part. AT THE FINISH? WILL YOU BE IN? Will you have proved your worth? Opportunity lends a hand to all who say, "I can." Remember that the race is never ended until the goal is reached. The present standing of the candidates is not an indication of what the finish will be. Continuity and plenty of nerve have time and again wrested victory from apparent defeat. SAY! WHO IS GOING TO WIN THAT MAXWELL, ARE YOU? Well if you want to win it the thing to do is to put in every minute from now on and NEVER GIVE UP. Do you remember that great naval commander, Perry? Hope was almost lost, but his motto was: "DON'T GIVE UP THE SHIP." The result was he won. The same principal holds true here.

The Cheer of the One Who Wins

The one who wins is entitled to cheer. He has accomplished something worth his while—and yet it is really easy. CONCENTRATE! Cut out the side lines—focus on one point until you burn a hole in it. Fag ends furnish no force until focused. Put force into your task. GET OUT OF THE RUT. Life in a rut is a living death. Wishing never lifted man or woman one inch out of a rut. "Where there's a will there's a way." Are you going to let your chance of success slip past you?

We are offering 20,000 extra votes to the contestant that turns in the most money from November 5th to November 11, inclusive. Address all Communications to CONTEST MANAGER NORTHWESTERN.

THE SUCCESS OF YOUR NEIGHBOR

In building an increasing bank account from a small start is something to emulate, not to envy. His attainment, and the attainment of many others, is positive proof that it is possible to build a larger success from a small start if one tries. Isn't that all the assurance one needs—to know that it is possible to accomplish a certain purpose if one tries? The systematic use of Our Bank Account Plan is helping others to get ahead—why not YOU?

LOUP CITY STATE BANK

Loup City, Nebraska.

We pay 5 percent interest on time deposits

NOTICE TO FARMERS

I have on hand a quantity of the Council Bluffs Remedy and would be glad to figure with you on your spring supply of Stock Remedy. All of the big feeders are good feeders of the Council Bluffs goods. Phone or see

Alfred N. Cook, Loup City, Nebr.

LUMBER When in Need of **COAL** or first-class **Lumber** of all dimensions. We also have a car of **Coke**.

We also have a good line of Fence posts, ranging in price from ten to fifty cents. Phone Red 29 and you will receive prompt attention
LEININGER LUMBER COMPANY

J. G. Pageler AUCTIONEER

Loup City, — Nebraska

All Auctioneering business attended to promptly. Satisfaction Guaranteed. Give me a trial.

Loup City Counted Really Progressive

One of the reasons why Loup City has won the name of a well run business-like and progressive city is the result of the work of the individual citizens as well as the collective bodies, both political and civic.

We know we are all keen to speak a good word for Loup City whenever we are traveling. This is also a fact with a great many citizens of every town in this state, but the local business men of Loup City will go even further by securing whatever attraction may be had, of either educational or entertaining value, or something they may find would benefit our citizens at home.

As an instance John Blaska, the local representative of the Maxwell Motor Sales Corporation, has arranged to rent the Opera House for Nov. 19 and will have a free lecture illustrated with 4000 feet of motion pictures showing the entire process of building an automobile from start to finish. The lecturer who will visit us Nov. 19 is a man selected by the Maxwell Motor Sales Corporation, being capable of portraying in a very interesting way just what is necessary to accomplish this.

There are some special added features such as a travelogue, views taken along the Pacific Coast, also events that are of national interest to those owning motor cars. We feel sure that from the report we have already received, it will be a success.

We cannot urge too strongly on the citizens of Loup City to attend, especially those who have neither the time or inclination to travel.

Such a lecture as this brings us in close touch with what our brothers in the larger cities are able to accomplish and what great institutions, modern businesses of today really are, as well as showing the important parts that the science of chemistry and engineering play in business.

Public Sale

I will hold a public sale at my place 2 1/2 miles east and 1 1/2 miles south of Litchfield, 4 1/2 miles northwest of Hazard, on Friday, November 6th, 1914 at 10 o'clock sharp, the following described property to-wit:
10 head of horses, 4 head of mules. 2 milch cows, fresh soon, Shorthorn bull calf. 40 head of hogs, 4 dozen chickens, 2 Angoria goats, 12 stands of bees. Machinery—2 lumber wagons, wagon and rack, spring wagon, disc, mowing machine and rake, sulky plow, 2 riding cultivators, walking cultivator, 2-row cultivator, 3-section harrow, riding lister. 50 bushels of potatoes, 40 ton alfalfa hay, household goods. Terms of sale—10 months at 10 per cent. W. H. Chapman, owner; Geo. Slote, auctioneer; G. A. Engleman, Clerk.

Thinks Lots of His Maxwell

Teeds Grove, Iowa, Oct. 17, 1914, Mr. J. W. Burleigh, Loup City, Nebr., Dear Sir:—I see by your paper where you are a going to give some one a 1915 Maxwell touring car with the electric equipment, will say who ever the lucky one will be, will certainly be well paid for their effort.

I have one of those cars myself and very seldom have to go down on slow speed as it takes the most of them on high and we have some very steep hills, and for smooth riding it has them all backed off the map that are in this class. We have a good number of those cars in this vicinity and all the owners are satisfied, which says a good deal.

They are not hard to control in sand as some of them are and in mud it goes right along. As I was taking a trip the other morning I ran into mud and as it was quite slippery I stopped and put on my chains and kept on going as nice as any car would go under the same conditions.

I am going to help some one after the next paper arrives, to see who really is going to make the race, as I can not get along without the Northwestern to keep me posted on Loup City news.

Wishing you success, I remain Truly yours,
J. H. Petersen.

Make your anticipation a realization, own a Maxwell Touring Car.

Shavings

Exit flies—enter bugs, drat 'em. Road courtesy is getting better because it pays big.

Lafe Longreach says these cool evenings promote spooning. What kind don't?

The most noticeable feature about some people's talk is that their chin moves. Others get the name of conversationalist by keeping the mouth shut.

We have had many ups and downs in this world. One time we stumbled while going up the hill of success and started to slip backward when the voice of a man, going up, shouted, "Put on all the brakes you have, take my hand and come over near me. I tried that step once and fell too, seems it's greased with false pride." Two things learned. Lay off the false front and learn to use at least one hand part of the time for the slipping one.

The acts following good intentions are the counters.

"Shavings" may appear from time to time.

We might have called this little department "Plane Talk" but "Shavings" is shorter.

Two Views of The First Kiss

"The greatest surprise in the world to a girl who is kissed for the first time is that there is no taste to it."—Exchange.

No taste to it! Well, by the hen-feathers on Cupid's dart, but the editor of that paper must be color blind and deaf and dumb in his palate. They tell us, those who have tried it, that it tastes like that double-distilled essence of honey spread thick on a large fat slice of pumpkin pie; that its taste resembles a sip of nectar, brewed by the gods and served in a dew-covered honey-suckle blossom.

'Way back in the dim hazy past, long before we had misplaced all our teeth and lost all our hair, and when we had a cinch on the beauty prize, the prettiest girl in the world told us with her own rosebud lips that our first kiss felt like a flock of Paradise birds fluttering out of each ear and ended with a sensation like a covey of winged angels pouring molasses down her spine.

No taste to the first kiss! Great guns! It would make a wooden Indian's hair curl up into a fluttery marcel wave and his toe-nails quiver with ecstatic bliss.

No taste to the first kiss! Why it tastes like the ambrosia of cherry blossoms just at the time when the whirr of the humming birds' wings come to one as a siren-song.

No taste to the first kiss! The man who invented that phrase must be an ice-box.—Ex.

Who will be the winner of that beautiful 1915 Maxwell Touring car? Will it be you or one of your more ambitious friends?

Are Newspapers Benefit to a Town?

Ex-Governor Francis once said the following of newspapers. "Each year the local paper gives from \$500 to \$1,000 in free lines to the community in which it is located. No other agency can or will do this. The editor, in proportion of his means, does more for his town than any other ten men, and in fairness he ought to be supported—not because you like him or admire his writings, but because the local paper is the best investment a community can make. It may not be brilliantly edited or crowded with thought, but financially it is of more benefit to the community than the preacher or teacher. Understand me, I do not mean mentally, and yet on moral questions you will find most of the papers on the right side. Today the editor of the local papers do the most for the least money of any people on earth."—Ex.

Use Gooch's Flour

took first prize at the state fair again this year.

Vic Swanson's

JUST RECEIVED

A Line of Rugs and Furniture

J. A. ARNETT & SON
Successors to O. F. Peterson

TO THE SOUTH WINTER TOURIST FARES

In Effect November 1

All the principal southern, gulf and Cuban cities and resorts are included in the general arrangement of attractive Winter Tourist fares. Many circuit tours of the historic South are offered, going one way returning another, including Washington, D. C.

The Burlington maintains the highest class, electric-lighted, through trains for southern tourists, either via Kansas City, St. Louis or Chicago.

Ask the undersigned for the Burlington's "Winter Excursion" leaflet, or for any of the handsomely illustrated publications of southern lines, containing lists of resorts, hotels, routes, etc.

J. A. Daniels, Agent

Burlington Route L. W. Weekly, General Passenger Agt. 1004 Farnum, Street, Omaha

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