

LOUP CITY NORTHWESTERN

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DAIRY PRODUCTS CAN BE DOUBLED

Most Profitable Feature of Agricultural Interests Could Be Easily Increased By the Conservation of Much Raw Material Now Wasted.

With all the prosperity that Nebraska is enjoying, with all its great agricultural production, how it could be enlarged if added people and people already here made greater use of opportunities in strictly agricultural lines for larger production.

From the Missouri river to the Colorado and Wyoming lines, every acre of Nebraska soil is in one green field and uncultivated areas are teeming with growth in vegetation. If only a part of the native grasses, going unused, could be utilized by stock, live stock values in the state and the volume of dairy production would double. There is enough growing in this state in the way of hay and pasture that will never be harvested, to double the value of agricultural production in Nebraska this year, great as it will be.

How easily and at what little added expense could the value of creamery products be doubled in Nebraska. Here is a line in agricultural development just well started when the state in its entirety is considered. From thirty-five million dollars a year in dairy products to seventy million dollars could be accomplished by the farmers of the state through simply added labor. The stock is here that could be turned to dairy uses and the raw material in the way of food is going to waste. The same interest shown in enlarging dairy production in Nebraska that is shown in the growing of wheat and corn, would make of Nebraska a dairy state that would astonish the world. A little more intensified effort coupled with the saving and utilizing of a few hours each day, often wasted, would go far toward bringing about such a consummation.

Where is there a more profitable feature in farming than the turning of inexpensive hay and grass into butter fat? The thirty-five million dollars of creamery production in Nebraska last year was produced at less cost and netted a larger profit than the securing of a like amount of money in growing wheat or corn. Where is there a better or more fixed market, a

higher and less fluctuating market than for milk and cream? How can dollars be more easily made on the farm, on the side as it were, than through adding the milking of cows to the growing of grain and live stock. And when one looks at Nebraska today, every acre that is not under cultivation, pasture and meadow, and meadow and pasture, in volume beyond all possible use, the undeveloped wealth of the state forces its attention.—Trade Exhibit.

Business Men's Picnic.

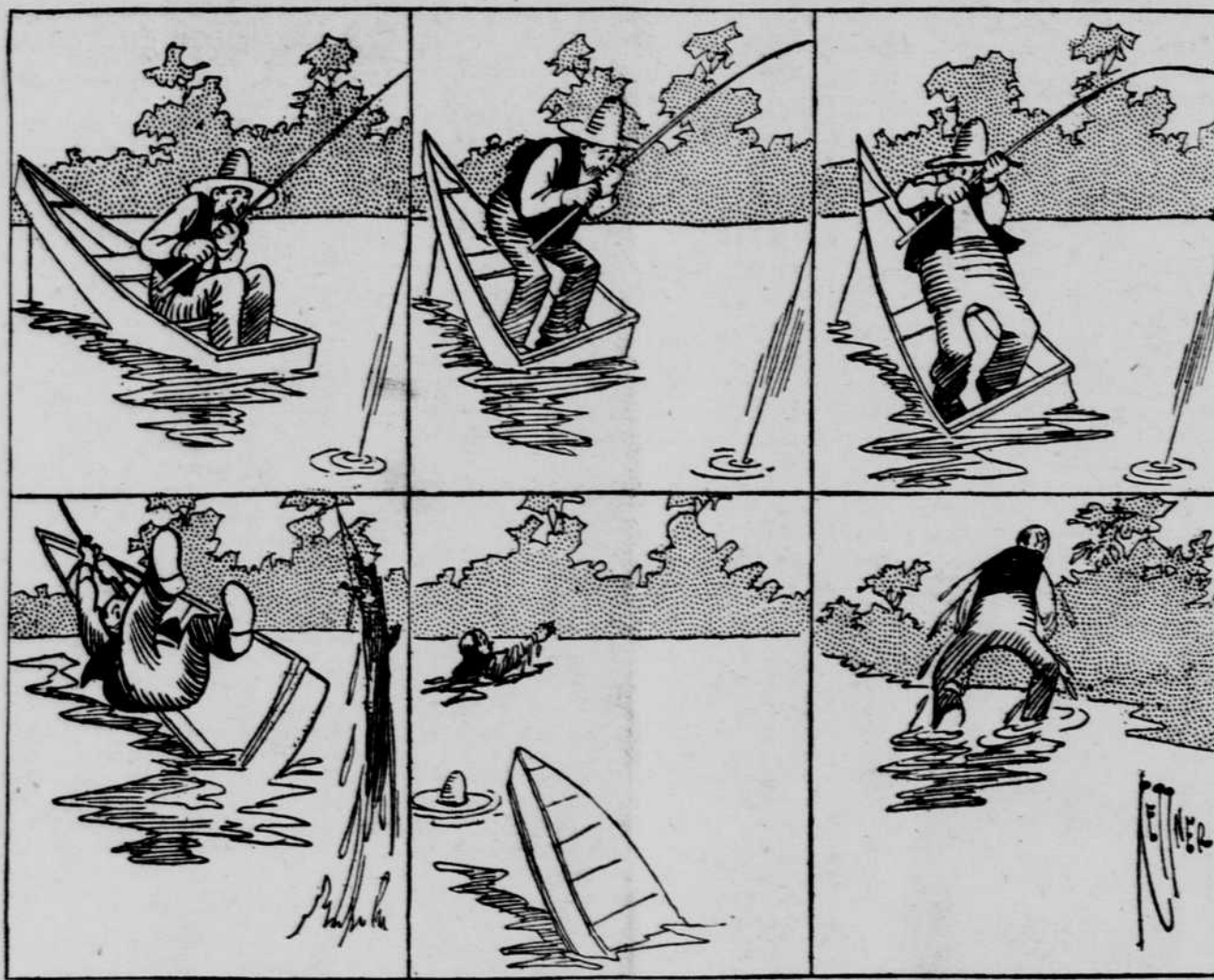
Eight big associations of Nebraska business men have joined in their first annual outing to be held at Omaha, August 2 to 9, 1915. These are, Federation of Nebraska Retailers, Nebraska Retail Hardware association, Nebraska Jewelers association, State pharmaceutical association, Mid-west Implement Dealers, Nebraska Harness Makers association, Retail Clothiers association and Master Bakers association. This insures a great gathering which will be increased by representatives of other lines.

The beautiful grounds of the Carter Lake club have been tendered to these business men, many of whom will learn for the first time that Omaha has one of the finest summer resorts in the country. The lake, four miles in length, abounds in game fish. Excellent boating with plenty of craft for all. The spacious cafe of the club insures good food at moderate prices and pleasure mixed with business will be the order of the week.

Leading speakers of national reputation who are experts in various lines of business will be present. This week's outing is for the business man and his family. Spend your outing in Omaha. Detailed information will be furnished by Manager D. F. Dolan, 415 Bee Building Omaha.

Every man has his good traits, but one of the best to be found in any man is speaking well of others and saying a good word for the home town. When he does these things he will not go far wrong in others.

TAKING THE JOY OUT OF SUMMER



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ODD ITEMS OF NEWS

Junction City, Kas.—D. McGinty, a farmer, had an entire wheat field of 140 acres ruined when the Republican river overflowed and the fish ate the heads off the wheat.

Grand Rapids, Mich.—Mrs. McMullin has left \$1500 to be used in the education of her grandson if he refrains from playing football. Should he decide in favor of the game, the money is to revert to the estate.

Pittsburg, Kas.—Beer kegs are helping save the wheat crop in Cherokee county. M. H. Snodgrass, a farmer near Columbus, conceived the idea of using the kegs as wheels for binders, which prevent the miring of the machines in muddy fields. The county attorney has approved the idea of giving kegs taken in blindtiger raids to the farmers for the purpose.

Alderson, W. Va.—Harry, 9-year old son of Frank Meredith, coughed up a needle three inches long which he had swallowed six years ago. The needle had remained in his throat, and the boy frequently complained of throat

trouble. He pulled it out when he gagged while eating cherries.

Philadelphia, Pa.—Henry S. Bond, chemist of Wilmington, Del., has perfected an invention whereby carbonic acid gas is purified by chemical substances. It is thought the invention will increase the practicality of submarines. Bond remained in an air-tight compartment more than seven hours, although, under ordinary circumstances a man could not have stayed in the compartment more than three hours.

Bridgeport, Pa.—Dreyfull Bonham, while plowing in a field, caught an iron chain attached to a can containing 318 half dollars. The dates on the coins indicated they had been buried many years.

Dresden, Tennessee—What is thought to have been a female turtle with a brood of young ones, attacked the 3-year old daughter of Deputy Ed Fuller of Ralston, when the child became caught beneath a gate. She received seven ugly wounds on her hands and legs, and the turtle was snapping at her viciously when help arrived.

I will buy a few tons of old iron if hauled in at once.—A. C. Ogle.

GIVE US MORE LIFE.

The social life of a town has much to do with its attractiveness as a place of abode.

If there is always "something doing," plenty of variety, outdoor sports and indoor gatherings, home becomes a real home and there is little incentive for young men to stray into foreign fields. The old home town is attractive to them and they become solid citizens, and as time progresses they do their utmost to improve local conditions. The population increases and prosperity moves steadily onward.

But when the town is dull, life is the same humdrum day by day, and social gatherings are few and slow, the bubbling spirit of youth demands wider fields and seeks its outlet in the larger cities.

And as they drift away one by one the town suffers in the vanishing of many of its young men of intellect and promise, the population is retarded, people lose their enthusiasm, and a veil of indifference descends over the community. Life still remains, but the town in time becomes known as a "dead one."

Give us more life among the young people, and when they become old they will still be "our people."

HOW ADVERTISING HELPS THE BUYER

Merchants Who Advertise Goods and Prices Usually Handle the Most Reliable Merchandise—How Advertising Saves Time For Busy Buyers.

The best friend of the careful buyer is the advertisement in the local paper.

It is the arrow that points the way to better buying.

It is a foregone conclusion that when a merchant goes to the expense of advertising certain goods those goods are well worth the price and will stand up under the most rigid inspection. If it were otherwise the merchant would hardly be calling attention to them. He would simply resort to the shady trick of "working them off" on some unsuspecting dupe.

Very few buyers have the time to look all over town before making their purchases. Life is too short for that.

They must have the goods, and without unnecessary loss of time in making their selections, and it is but natural that they should turn to the advertising pages of the local paper for such advance information as may be obtained before starting out on their quest.

Thus it is that the merchant who advertises his wares, and keeps his best offerings in the public

eye, has the advantage of the man who never advertises, and draws business to his store which otherwise might drift into other places.

It is good for the merchant and it is good for the buyer, for it enables the merchant to dispose of his goods at a reasonable profit, and enables the buyer to make the purchases he desires to make with advantage without loss of time.

And if there is a special bargain offered it enables the buyer to take advantage of the opportunity instead of going to some other place where a higher price would prevail.

Advertising has been reduced to a science, and those who benefit from it are not found only in the camp of the advertiser. The buyer shares equally in the benefits through the saving of time and the securing of the articles he desires at the minimum price.

Keep your eye on the advertising pages of this paper, for they will contain many attractive offerings from week to week.

Success comes to those who seek it, and economical buying is one of the surest means to that end.

Watch the ads!

LOCAL NEWS.

Judge Aaron Wall was a business passenger to Sargent yesterday evening.

Alfred Hapka returned from Rockville Monday, where he had been visiting some time.

Mrs. C. C. Hansen of Boelus, visited with her sister, Mrs. Werner Pritschau, Tuesday and Wednesday.

Mrs. C. C. Carlsen and children returned home from St. Paul last evening where they had been visiting.

Bernard Slocumb returned home from Paloo, Kansas, yesterday where he has been for some time.

Mrs. Carrie Mathiewsen and son, of Wolbach, are here visiting with her sister Mrs. E. A. Miner and family.

Mrs. Cash Conger and children went to Arcadia Monday evening for a few days visit with the H. S. Conger family.

R. P. Starr returned home from the Pacific coast Monday, where he had been to look after some business affairs.

Mrs. J. B. O'Bryan came home from Kearney last Thursday where she had been visiting with the Dick O'Bryan family.

Mrs. Anna May left Tuesday morning for points in Colorado where she will visit with her sister, Mrs. Parkhurst.

Mr. and Mrs. Joe Vaughn, and Harold Vaughn, left for Rising City, Nebraska, where they will make their future home.

Mrs. O. S. Mason returned home from Denver Tuesday, where she has been the past month in hopes of benefiting her health.

John Peterson, who has been here visiting with his uncle, O. F. Peterson, returned to his home at Teeds Grove, Iowa, yesterday.

Miss Dorothy Hansen of Hastings, Nebraska, came up Friday for a visit with her brother and sister, Pearl and Mable Hansen.

Miss Ada Sandine, who has been here visiting at the J. W. Cowling home, returned to her home at Aurora Tuesday morning.

Mrs. Floyd Janulewicz and children returned Monday evening from Ashton where they had been for several days with her parents.

Miss Emily Ford, returned to her home at Fort Dodge, Iowa, last Friday, after a few days visit here with the D. L. Adamson family.

Mr. and Mrs. M. Leschinsky returned home from Omaha Wednesday noon where they had been in attendance at the Saengufest concerts.

Mrs. J. A. Smalley and son Lionel, and Miss Bertha Smalley were passengers to Comstock Wednesday for a few days visit with friends.

Wm. Lewandowski has re-arranged his store and now has the entire west side of the building devoted to groceries. The shoes have been removed to the rear of the store. The new arrangement is much more convenient and improves the appearance of the place greatly.

Deposits in this bank have the additional security of the Depositors Guarantee Fund of the State of Nebraska.

Prove It to Yourself

You see other people using our bank account plan and you know they are getting a start. You also appreciate your ability to open an account of your own, but—possibly you lack confidence in your ability to keep the account growing, your ability to accumulate a sum of working size. Why not prove to yourself that you can do as well as your neighbors are doing? Even if you have to begin very small keeping the account growing means that you are accomplishing something—and you are doing it for yourself.

LOUP CITY STATE BANK

Loup City, Nebraska.

We pay 5 percent interest on time deposits

July Clearance Sale of Summer Goods

Startling Price Reductions in Every Department

Straw Hats

Full line of straw hats at half price.
Children's straw hats at half price.

Underwear

Union Suits, all sizes, 75c and \$1.00 values, for 50c
Shirts and Drawers, 55c values, now 25c

Oxfords

Odd lot of \$3.50 and \$4.00 Oxfords, your choice now \$1.50

"Sport" Shirts

See the new "Sport" Shirt, \$1.00 to \$1.50.

New style ties that match these shirts at 50 cents.

Odd lot summer shirts, 75c and \$1.00 values, for 50c

Socks

Odd lot of Silk Socks, 50c values, per pair 25c

Boys' Wash Suits

Values from 25c to \$2.50, at half price.

Sweeping Reductions on all Summer Suits

GUS LORENTZ

Clothier and Furnisher

HARVEST CARNIVAL

JENNER'S PARK
Thursday, Aug. 5th

Ball Game Vaudeville
Merry-Go-Round
Dancing Contests

And Other Attractions

Grand Display of Fireworks
And Illuminations

See Small Bills For Further Particulars