

MONEY SAVING SALE

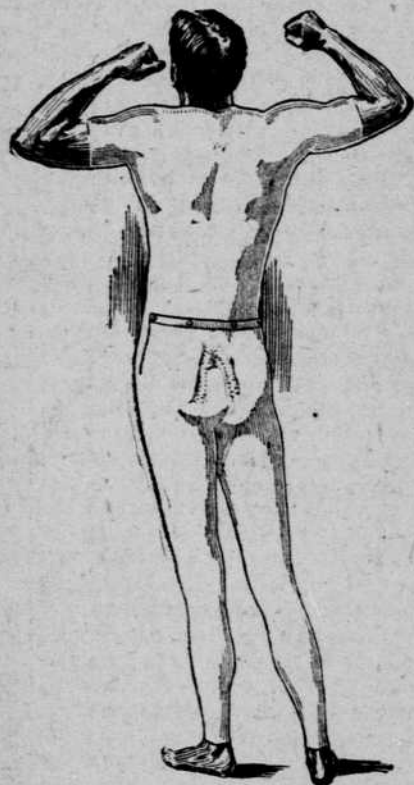
STILL continues, and regardless of the big crowds that flooded our store last Saturday and thus far this week, there are a great many choice bargains left and many lines of goods practically unbroken.

1 Men's heavy sheep lined coat **5.25** 1 Men's sheep lined coat better grade **5.50**
 1 Men's sheep-lined coat, a bargain at **\$4.50**
MEN'S ODD PANTS 25c TO \$1.00 DISCOUNT.

Men's Heavy Fleeced Underwear.
 Underwear 2 piece, regular 65c & 50c grade **45c**
 Men's 1.00 and 1.25 union suits **98c**
 Men's 1.50 union suits **1.25**
 Men's 2.50 wool union suit **1.98**
 Boy's heavy fleeced shirts and drawers regular 40c and 50c grade, choice **25c**
 Boy's heavy fleeced union suit, regular 50c and 65c, now **45c**

Men's and Boy's Suspenders.
 Regular 50c grade suspenders **45c**
 Regular 35c and 25c suspenders **23c**

Men's Dress Shirts—regular 1.00 1.25, 1.50, on sale choice **98c**
Men's Work Shirts—regular 70c and 65c, now **45c**
Men's Sox—all men's 25 sox, for **22c**
 All 50c silk sox **45c**



LOUP CITY MERCANTILE CO.

\$50.00
 IN MERCHANDISE
FREE

THE person holding lucky number on December 24th, at 8:30 p. m. may come into my store and select \$50.00 worth of anything in stock. One chance with every \$1 cash purchase.

Quality Highest Prices Lowest

Lou Schwaner
 JEWELER

California's Best Season Is All The Year Around

Season's have but little effect in the uniformly pleasing climate of California—every day is a day for out-door sports, and there are special attractions for every member of the family.

WHEN you go to California is of little consequence, but how you go is of all importance.

There is one best—the road that has proved its superiority for nearly half a century, the road whose service is as uniformly perfect as California's climate.

This and more too is the

Union Pacific

Standard Road of The West.

Protected by Automatic Electric Block Safety Signals. Dustless Roadbed. Double Track.

Liberal Stopover Privileges. See Denver and Salt Lake City Enroute.

For California literature and information relative to routes, stopover privileges, etc., call on or address

G. W. COLLIPRIEST, Agent.

LOCAL NEWS.

The Rojewski-Topolski public sale Thursday, Dec. 18. Don't forget the date.

Elba Smalley bought a fine new Kimball piano of Lou Schwaner Monday for his better half.

Three big boxes of matches for 10c at the Ten Cent Store.

Wash Peters was down from Washington township on business matters Monday.

Watch my window you will see new things at Elsnor's the jeweler.

Mrs. J. R. Gardiner and baby came home Saturday from several weeks' visit with her parents at Dannebrog.

For Sale—A good top buggy, almost new. A. C. Ogle.

A Mr. Sloch of Flagler, Colo., was in Loup City Monday looking for a farm for rent. He may conclude to buy later.

For Rent—Farm of 320 acres in Valley county. A. E. Charlton, Loup City, Neb., phone 9203.

Public Masquerade Ball, Dec. 31, 1913, in the opera house, given by the Germania Verein. Everybody invited.

A good corn popper for 10c at the Ten Cent Store.

Last week The Ideal advertised through the Northwestern for a girl and the first week brought the desired help. Advertising pays.

Good fresh candy at 10c per pound at the Ten Cent Store.

Barney Rojewski expects to move to Loup City and into his new residence south of the Union Pacific depot, soon after his public sale near Schaupp on the 18th.

Don't forget the Rojewski-Topolski sale Thursday, Dec. 18, a mile northwest of Schaupp, and four miles east and a mile north of Loup City.

Wm. Larsen of the Loup City Mercantile Co. went to Omaha Tuesday morning on a goods buying trip.

If you want good, prompt draying, call on C. L. McDonald, successor to Hagood.

For Christmas goods, call at the Rexall store.

Talk about your rains. The gauge at the First National bank registered 3.12 inches of moisture the first five days of December. November gave us only .38, while September registered 2.24 inches. The ground can now be said to be pretty thoroughly soaked.

Many useful articles suitable for Xmas gifts at reasonable prices. Joe Vaughn.

Rojewski-Topolski public sale Thursday, Dec. 18. See other notices in this paper and sale bills for particulars.

Supervisors W. O. Brown and J. H. returned last Friday noon from attendance on the state supervisors convention at Lincoln. They went down to the state capital the preceding Monday morning.

100 copies of sheet music just arrived at the Ten Cent Store.

A. E. Edwards of Rockville was in town Tuesday on business and gave this office a pleasant call.

Thursday, Dec. 18 will be the public sale given by Barney Rojewski and J. S. Topolski a mile northwest of Schaupp. See sale bills and Public Sale notice in another column.

Merrifield Pianos for sale by O. F. Petersen

E. R. Cornin received a letter from a friend in England. The letter was a long one in which the friend said the farmers were busy with their fall plowing. The weather was heavy and pleasant and that so far they had not had one frost. The bears—fortunate.

Buy your Holiday goods early at the Rexall Drug Store

If you want a dray, phone J. L. Endeve, Black 65, or leave your order with either lumber yard or E. G. Taylor. Best of service guaranteed.

Lonnie Rentfrow from Omaha was a business visitor in Loup City last week. He is the son of the late Jas. Rentfrow, formerly of this city who moved to Kearney where he died some two years ago.

A new line of ladies watches. Come in and see them, my information costs you nothing, is worth money to you. Henry M. Elsnor.

See the fine display of shell goods at the Ten Cent Store.

Rojewski-Topolski public sale four miles east and a mile north of Loup City, Thursday, Dec. 18. Seven horses 16 cattle, 80 hogs and farm machinery. Don't forget the date.

There will be a shooting match in Loup City, Tuesday, Dec. 23. See bills for particulars.

Lee Brothers will pay you the highest price for chickens.

See adv. of Cooper's special feature sale in this week's Northwestern.

Leave orders for the C. L. McDonald dray at either lumber yard, or at E. G. Taylor's.

Toys and dolls of all kinds are being received at Ten Cent Store. Better come in and look them over.

Bring in your chickens to Lee Bros. and receive from them the highest market price.

See the advertisement of Cooper's Special Bargain Sales in this week's paper.

Boyd Burrows and his company will be here at the opera house Dec. 20.

O. A. Woods at his livery stable in Loup City, will begin a series of sales for this winter, commencing Dec. 20.

Wanted, hides and chickens at Eger's meat market. Highest market price paid for same.

Books are ideal Xmas gifts. Books for little folks and everybody. See our line. Joe Vaughn.

Buy Mogul Brand Coffee. Makes one-fourth more cups of good coffee than other kinds. Your patronage appreciated. Joe Vaughn.

For Sale—Plymouth Rock Roosters. Inquire of P. C. Parks, P. O. address Arcadia, Neb.

The Sturtevant Vacuum Cleaner the clean way to clean. See C. R. Sweetland or phone. He has them for sale or rent.

A. M. Lewis lost ten head of cattle a few days ago, which he had turned into his cow stalls. This is only one of many like instances this fall. From all over the county come reports of loss from the corn stalk disease. And each year is but a repetition of the same cause and results for the past perhaps fifteen or more years. There seems but one remedy—keep your cattle out of the corn fields.

A \$50 DIAMOND \$50
 GIVEN AWAY, ON THE
24 of December, 1913
 AT 9 O'CLOCK P. M., BY
HENRY M. ELSNER
 The Leading Jeweler of
 Loup City, Nebraska, one
 chance for every one dollar
CASH PURCHASE

ALONG ROUTE TWO

Don't forget Miss Lulu McFadden's and Miss Vida Cowling's school program the 19th.

Adam Ghering had hogs on Loup City market Tuesday.

J. E. Roush marketed cattle a Loup City Tuesday.

Henry Goodwin marketed a load of hogs Monday.

Frank and George Wagner each marketed a load of hogs Monday.

Mrs. John Gallaway is still quite poorly with rheumatism.

Alvin Koch was hauling hay on Route 2 Monday.

Simon Iosel has fixed up his water tank.

Geo. Plambeck is home again after all summer's work for W. O. Brown.

Mrs. Lila Goodwin's school, Dist. 78, has new window curtains.

Jim McBeth's fathe from Osceola, Neb., returned home Tuesday from his visit here.

Chris Johansen has finished digging the creamery ice house deeper.

Fritz Bichel took home a load of lumber and shingles Tuesday.

Ed Flynn hauled out the new heating plant for the Bichel school house Tuesday.

Ed Tucker's two children are visiting their grandparents, Mr. and Mrs. Mendenhall this week.

Ernest McLaughlin is shucking for Ed Obermiller.

Mrs. Frank Tucker and children left Monday for their home at Aurora.

H. Ransink had a very sick horse Sunday night.

The new heating and ventilating plant for Dist. 45 has arrived and will be installed soon.

W. T. Draper has gone to Greeley to help plaster the new court house.

FOR YOUR XMAS

Pies, Puddings and Cakes, you will want the best flour. We carry Washburn Crosby **GOLD MEDAL** and **SWANSDOWN** Cake Flour. Also a full line of Candies, Citron, Lemon, Saffron, Shelled Nuts, Etc., Etc.

ARTHUR'S

MORE COMPLETE

THAN EVER is our Holiday Goods display

IT WILL SAVE YOU TIME AND MONEY

TO Look it over. Come in and let us show you.

Swanson & Lofholm

DRUG STORE

THE WORLD'S BEST FOR THE MONEY

Hardware Paints Oils Tinware and Tin Repairing

T. A. GZEHOVIAK

J. G. PAGELER

Auctioneer
 LOUP CITY, NEBRASKA.

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

COMING

BOYD-BURROWS

If you enjoy a good laugh, appreciate a good play, are a lover of good music, like sweet singing and want all these good things happily blended make a point to see the great rural comedy hit "The Corner Grocery" at the Loup City opera house Dec. 20 one night only. Boyd Burrows heads the big company which includes twelve acting people. Free band concerts twice daily.

Holiday Sale

COMMENCING, SATURDAY DECEMBER 13, and ENDING JANUARY 1st, 1914, We will offer the Public

SPECIAL BARGAINS (too numerous to mention) and in addition to this we will give **SPECIAL FEATURE SALES.** Your Satisfaction Guaranteed or Money Refunded.

DO NOT MISS IT

C. C. Cooper