

SPECIALS FOR THIS WEEK

WE handle a splendid line of Men's Soft Dress Shirts, both with collar and without, price

\$1.00 to \$1.50



Hosiery

OUR line of hosiery is complete we handle the Victor brand, which is a dandy, the best for the price, per pair

15c.

Then we handle the Fay hose, the best

25c.

stocking for the money.



Sheep Lined Coats

WE handle one of the best lines for the money, they are from \$1.00 to \$1.50 less than any mail order house quotes them.

Loup City Mer. Co.

LOCAL NEWS.

J. Q. Pray left yesterday noon for Jacksonville, Fla., to visit a sister.

The infant son of Mr. and Mrs. R. H. Mathew has been seriously ill the past few days.

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

The little son of J. R. Gardiner has been a severe sufferer from la grippe the past few days.

Nelson Smith has had a most serious attack of la grippe the past few days.

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

The aged mother of Vern Alteman has been quite seriously ill the past week.

Mrs. E. G. Taylor and little daughter, Lucille, returned last Saturday evening from a visit to Dayid City.

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

Charlie Kee was down from Washington Saturday looking after necessary matters.

Mrs. Ida. Dubry from Michigan is here visiting at the home of her uncle, Oliver Dubry.

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

Our public schools in city and county began again Monday morning after the holiday vacation.

Misses Sophia Gallett and Inez Brown went to Loup City Tuesday and spent the day with Mrs. Will Root-Sargent.

Several kinds of smoked, salt and spiced fish at The Mogul Store.

Joe Vaughn.

The Catholic Ladies Aid will give a dance in Society hall Saturday evening, Jan. 10th. A cordial welcome to all.

The 11-year-old daughter of N. A. Steen was quite ill the past few days with a threatened attack of fever, but is better at present.

DR. BILON EYE SPECIALIST

Will be in Loup City Saturday January 17 at Hotel

If you are afflicted with Sore, Weak, Inflamed, Watery Eyes, Granulated Lids Styes, etc., or complain of Headaches, Neuralgia, Dizziness, Pain over the Eyes upon reading, Insomnia, Sick Headache, Nervousness, Nervous Irritability it is probably due to Eye Strain although your vision may remain perfect. Don't let this deceive you but give it your immediate attention. Likewise if you have been unable to get glasses that suit you don't miss this opportunity to have it properly attended to.

Remember the Date

Call Early

One Day Only

KEEP RIGHT ON using Gold Medal Flour. It is just as good now as it was before Christmas.

ARTHUR'S

C. T. Kenyon of St. Paul, was transacting business here Wednesday.

Coming, Our Village Postmaster, Eugene Perry's excellent drama of rural life. Special scenery, excellent company. At the opera house Jan. 15.

Miss Nancy Lewis, who has been making her home at Mile Gilbert's the past few months, left for Lincoln Tuesday morning, to return a day or so later with her mother, who will make her home with Miss Marcia Gilbert.

James Johansen and family have all been sufferers from aggravated colds the past week. Mrs. Johansen especially being a severe sufferer, with quite a cough accompaniment which was quite alarming for a season, but all are reported better.

Our Village Postmaster is pronounced by press, public and pulpit to be one of the best rural comedy dramas ever written. The characters are natural with no over drawn types to mar the beauty of the play. The old Postmaster, his wife, his son studying for the ministry, their daughter, the village lawyer, the sweed janitor, the city chap, his wife who is an actress, are portrayed by high salaried artists. A play that every member of the family should see; a play with a good moral; a play that will make a better boy, a better girl; a better husband and a better wife. You have a good laugh coming to you so go and get it at the opera house Jan. 15.

Mrs. A. V. Krise left Tuesday morning for Mehama, Oregon, after several months stay here. She was accompanied home by her niece, Miss Marie Gilbert, who expects to remain perhaps a year. Milo Gilbert accompanied sister and daughter as far as Lincoln.

Doctor Bilon, eye specialist, will be in Loup City, Saturday Jan. 17th at the Hotel. If you are afflicted with Sore, Weak, Inflamed, Watery Eyes, Granulated Lids, Styes, etc., or complain of Headaches, Neuralgia, Dizziness, Pain over the Eyes upon reading, Insomnia, Sick Headache, Nervousness, Nervous Irritability it is probably due to Eye Strain although your vision may remain perfect; Don't let this deceive you but give it your immediate attention. Likewise if you have been unable to get glasses that suit you don't miss this opportunity to have them properly attended to. Remember the date. Call early. One day only.

Hugh Cash and wife visited Ernest Daddow's last week.

Floyd Howard moved on the Clark Alteman place last week.

Floyd Howard and family returned from Boone county last Wednesday.

Mrs. Cash is moving on her place vacated by Mr. Howard.

Lanie Larsen and wife of Hazard visited last week at Albert Snyder's.

O. A. Davey of Alliance last week visited his sister, Mrs. Anna Snyder.

O. H. Larsen of Hazard visited at Wiggle Creek last week.

Mrs. Sam Chilson stayed all night with Mrs. A. Snyder.

Grandma Huncker is slowly improving.

Miss Carrie Bogseth returned Saturday from Ericson.

L. O. Waggoner, S. Iossi and John Czarnek have been hauling the former's hay to market.

Art Casteel is hauling corn from H. J. Jung's.

Ald meets with Mrs. Fannie Burt this week.

Floyd Howard helped Mrs. Cash move on her place Monday.

Chas Widmeyer is away on business.

Ernest Iossi bought five head of mules from Frank and Arthur Casteel last week.

Ray McCullough is carrying mail on Route 2 this week while Carrier Conger is putting up ice.

H. W. Brodock had a narrow escape from fire New Year's morning. Only by presence of mind and quick work of Mrs. Jessie McFadden and Brodock was the house saved.

Ernest and Emil Iossi took a bunch of horses and mules to Columbus. If they make good sale will be back after more.

The play at the literary last Friday was grand and enjoyed by all. Another will be given the 16th.

Morris Fulliton and wife and Frank Fulliton spent Sunday at H. W. Brodock's.

Jas Roush, Wm. Kuhl and James McBeth met at the school house last Tuesday night to see about putting in new seats.

While blacksmithing last week Alfred Jorgenson got something in eye. It was so severe that he had to have it removed by the doctor.

Fred Johnson and family, Albert Snyder and family, Hugh Cash and family Ernest Daddow and family, Oliver Brodock and Arthur King visited New Year's Day at H. W. Brodock's.

Lena and Emie Zwink went to Ashton Saturday Miss Lena staying there for a week's visit while Miss Emie returned to York the following Monday.

The Wheeler and Beckman families spent New Year's Day at the home of Mr. and Mrs. Chris Sinner.

E. J. Pugsley and family, Lew Williams and family spent New Year's at F. F. Foster's.

Fern Russell returned from Valpariso where she was spending the holidays.

The New Parker Jack Knife Safety Pen

CARRY the Parker Jack Knife Safety Pen in any pocket, in any position—even upside down—and it refuses to leak. Carry it in your trousers pocket along with your jack knife and keys, and it's perfectly safe.

The newest and handiest invention in fountain pens. Price \$2.50 and upward.



PROVE THAT IT WON'T LEAK

Unscrew any Parker Lucky Curve Pen; fill feed tube with ink; touch curved end to barrel wall, and watch the ink seep down. Call at the store and see the interesting explanation of why this test proves the Parker won't leak.

Get a Parker on trial. We refund your money if you're not pleased. Banish your fountain pen troubles for good by getting a Parker Pen today.

Swanson & Lofholm

ANNUAL LUNCHEON OF UNITY CLUB

Friday evening the Women's Unity Club held their annual luncheon at the home of Mr. and Mrs. J. P. Leininger. Mrs. Leininger, Mrs. Henry and Mrs. Marcy being the hostesses. Although the unseasonable weather prevented many from attending, those present had a most enjoyable time. Progressive Finch furnished the amusement until eleven-thirty, when an elegant supper was served after which the speakers of the evening, Reverends Tourtellot and Slocumb made short talks. Rev. Slocumb commended the ladies for their untiring efforts for betterment of the community, declaring that even without the ballot they had accomplished many sorely needed reforms, and that with the ballot they would undoubtedly do more. Reverend Tourtellot called attention to the fact that the Woman's Unity Club of Loup City was the only non-sectarian organization whose avowed purpose was purely cultural. At the close the gentlemen gave the ladies a vote of thanks for the evening's pleasure, and moved that such pleasures come oftener. Those present were, Rev. Slocumb and wife, Rev. and Mrs. Tourtellot, Dr. A. S. Main and wife, C. C. Cooper and wife, Edwin Angier and wife, E. B. Corning and wife, S. N. Sweetland and wife, C. J. Tracy and wife, J. P. Leininger and wife, Mrs. Marcy, Mrs. Henry, Meroe Outhouse, Earl Leininger.

Mr. and Mrs. Dan Gayman of Columbus, Ohio, and Mrs. Geo. Kelo of Grand Island returned to the latter city Saturday, after a visit here with their cousin, Mrs. Geo. Hoster and O. A. Weeks.

FOR POLICY OF EXTENSION

The national convention of the Pi Alpha Tau, honorary public speaking fraternity, adjourned yesterday after deciding upon a policy of extension for the coming year. At the present time the fraternity has eight chapters. It now intends to establish other chapters in large middle western and eastern schools.

Officers elected yesterday were: D. C. Lambest, Tacoma, Wash., president; A. L. Lyman, Chicago, vice president; Walter Bradley Scripp, Boston, secretary, and C. L. Clark, Lincoln, treasurer. The next meeting in two years will be held on the western coast. C. A. Sorenson of Lincoln was named as official middle western representative of the fraternity and will have charge of extension work in this district.

A business session was held yesterday morning in the university temple. This closed up all official business. The delegates spent the afternoon visiting points of interest in the city. In the evening a banquet was held at the Lindell hotel.

The chapter of Pi Alpha Tau was established at Nebraska four years ago. It now has an active membership of over twenty and is one of the most flourishing chapters of the fraternity.

C. L. Rein and C. A. Sorenson above mentioned are both members of this organization.

Where Cupids Darts Have Taken Effect

On January 3, 1914, County Judge Smith granted a marriage license to Stanley A. Ruter and Stepanka Mary Krejcin, both of this county, and on Tuesday, the 6th instant, the couple again appeared before him and were united in wedlock. The groom takes his bride to his home on the George Leininger place, ten miles north of Loup City where they will reside.

Sofus V. Hansen and Petria Emile Nelson of the north part of the county were married by the county judge at his office Tuesday.

Raymond Kearns On Vacation Here

Rev. Raymond Kearns arrived from Chicago last Saturday for a week's visit with his parents, Dr. and Mrs. A. J. Kearns, and his many friends. He is to return to his school and ministerial duties in Chicago tomorrow. Raymond graduates from the theological seminary this year, and will then take a regular charge of some Presbyterian congregation. While he is on his vacation, his brother, Archie, who is also studying at the same theological school, is taking Raymond's place preaching in the church in which the latter has been assistant pastor for some time. The Northwestern again wishes to state that it is pleased to note that the Kearns boys have been and are making good to a remarkable degree and are an honor to their parents, their friends and to Loup City which is signally honored by these splendid young men.

NEW YEAR'S GIFTS

A son, at the home of Mr. and Mrs. Art Wilson on New Year's Day.

A daughter at the home of Mr. and Mrs. Gus. Younglund, on New Year's Day.

DORSEY-McGUIRE NUPTIALS

J. W. Dorsey blew in here yesterday for a short stay. He has sold out in Greeley and is traveling solicitor for the Ord Journal. Jack was married at Central City Christmas Eve to a Miss Frances McGuire a Greeley girl, the young people slipping away from home to surprise friends. The Northwestern tenders congratulations to Jack and his fair bride.

Mrs. Myrl Warrick who has been ill for the past month, was taken suddenly worse Monday evening, but the early response of her physician relieved her and she is once more convalescing. It is to be hoped she may early return to health.

ALONG ROUTE TWO

District court convenes February 13 next in regular session, at which comes up the various Litchfield cases, among other matters of interest.

Roscoe Owens returned to Grand Island last Monday morning to pursue his studies at the Baptist college after spending the holiday season at home.

G. A. Curry was in the Hub last Friday from the westside on business. G. A. has nearly if not completely recovered his failing health of a few months ago.

If you wish the new Underwood typewriter No. 5, advertised last week, see or phone Carlyle Campbell, buttermaker at the Creamery, within one week from this issue.

Dr. Carson of Grand Island will be in Dr. Longacre's office Wednesday, Jan. 14th, prepared to fit Glasses, and to treat the Eye, Ear, Nose and Throat.

Mrs. H. M. Mathew left Tuesday morning for a visit with her brother, W. L. Clark, in the southwest part of Texas. Returning, she will visit St. Joe and select her new stock of millinery.

W. R. Mellor came up from Lincoln last Friday evening to attend to urgent business matters, remaining over till Tuesday morning of this week, before returning to the capital city.

Long experience in the wholesale business a knowledge of Qualities and Values not otherwise acquired, and you should be quick to see the advantage and profit by this knowledge, for I am able to give you more Actual Value for your money than can be secured elsewhere. Bring in your orders for Groceries. Quantity orders solicited. Joe Vaughn.

The county board met Wednesday to settle with the county treasurer, and today to transact general routine business. The new county board meets next Tuesday, the 13th instant to organize and to attend to regular business.

CHURCH NOTES.

Baptist—Morning, "Growing in Grace." Evening, "The Beatitudes."

Methodist—Jan. 11, 11:30 a. m., "The Relationship of the Branches to the Vine." 7:30 p. m., "Life."

German—Jan. 10, 1:30 p. m., lesson in German; Jan. 11, 10:30 a. m., Sunday school; Jan. 11, 10:30 a. m., services.

CLOSING OUT

Winter Stock of Dry Goods, must make room for our new

SPRING GOODS

Come in and See what we have to offer you at bargain prices

DAILY & BRETHAUER