

# LOUP CITY NORTHWESTERN

VOLUME XXIX

LOUP CITY, NEBRASKA, THURSDAY, JANUARY 12, 1911

NUMBER 10.

## Grocery Dep't.

- COAL OIL..... 10c
- 5 pkg. Best Corn Starch. 25c
- 4 cans Swift's Pride Cleaner..... 25c
- 2 3lb cans Pears..... 30c
- 3 boxes Raisins..... 25c
- 4 lbs Navy Beans..... 25c
- 10 bars Polo Soap..... 25c
- 5 lbs Jap Rice..... 25c
- 1 lb None Such Coffee..... 25c
- 1 lb Emblem Coffee..... 30c
- 1 lb Barrington Hall coff 40c
- 3 pkgs Quaker Corn Flakes..... 25c
- 2 pkgs Grape Nut..... 25c
- OYSTER SHELLS, the thing that will make the chickens lay eggs 100 lbs..... 90c

## FINCK'S' DETROIT SPECIAL OVERALL

The only Overall that will outwear any two pairs of \$1.00 overalls. These overalls sell at \$1.15, are high cut in waist line and full in size. Most comfortable garment to wear.



## Half Price Ladies' Cloak and Suit Sale

We will close out all we have on hand at One-Half Price Come and get one.

## Duck Coats, Fur Lined Coats

- No. 103 reg \$5, now \$3.98
- No. 104 Fur collar, reg \$6.50 now only 4.98
- No. 106, reg \$7.50 6.49
- No. 1798, Boys' Coat, reg \$5, on sale at 3.15



HENDERSON FASHION FORM CORSETS

Good as the Best! Better than most lines! Perfect Fit! Try One! Loup City Merc. Co.

# STAR BRAND SHOES

## ANOTHER YEAR ANOTHER MILLION



Since we began business in 1898, we have averaged a gain in shipments of One Million Dollars each year, and this year is no exception. Our fiscal year closed December 10th.

## Actual Shipments to Retail Merchants, \$12,368,511

December 10, 1909 to December 10 1910,	\$12,368,511.95
December 10, 1908 to December 10 1910,	11,356,122.19
Gain in shipments for 1910 . . . . .	\$ 1,012,389.76

Through good years and bad, success has followed us--not by accident or chance, but because we have established a standard of honest shoes and have lived up to that standard. The growing demand for shoes constructed without any substitutes for leather is best evidenced by our increased sales.

## No Substitutes for Leather

It is a fact that a large majority of all shoes made in a certain section and retailed from \$2.00 to \$3.50 per pair contain substitutes for leather.

The section that prides itself most on "artistic shoemaking" uses the most substitutes for leather. Long years of practice has enabled them to make shoes that look good from poor material. Finally, however, one has to reckon with the wearer.

Substitutes for leather can be made to look like leather, but they cannot be made to wear like leather.

The wonderful growth of the shoe business in the West is due to its early recognition of these facts and the Roberts, Johnson & Rand Shoe Co. was the house to carry them into operation.

The Pure Shoe Law, Crafted by the Roberts, Johnson & Rand Shoe Co., and introduced both at Jefferson City and Washington during the last legislative session, was intended to protect the consumer against leather substitutes.

## APPROVED BY THE GOVERNMENT

The same business principles which have made us strong with merchants and consumers have also enabled us to secure within the past two weeks a \$452,000 Government contract for army shoes, amounting to 175,000 pairs. This order is not included in our Million-Dollar gain.

This, the largest shoe contract ever awarded by the Government to any one manufacturer, is a strong illustration of the fact that we are equipped to make any line of shoes requiring a fixed quality of materials and workmanship at a cost that cannot be equalled by any of our competitors.

The Government buys shoes on fixed specifications, requiring all leather. Since we make all of our shoes out of all leather for all of our customers, no change was necessary in our method of manufacturing; therefore, we were easily enabled to make the lowest bid to the Government. Quality fixed we beat the price.

Every wearer should adopt Uncle Sam's policy and demand shoes containing no substitute for Leather.

## LEADING ADVERTISED BRANDS

- FOR MEN: "R. J. & R.," "Patriot," "Pluck," "Stronger-Than-The-Law," "Soft and Good," "Our Family."
- FOR WOMEN: "Society Star," "Society," "Quaker," "Mayflower," "Satin," "Greatest," "Our Family."
- FOR GIRLS AND BOYS: "Tess and Ted" School Shoes.

Ask your dealer for these brands. Look for the "STAR" trade-mark on every heel.

"STAR BRAND SHOES ARE BETTER"

## Roberts, Johnson & Rand Shoe Co.

Manufacturers

St. Louis

FOR SALE BY

# Loup City Mercantile Company