

TRY "GOOCH'S" FLOUR

VIC SWANSON sells GOOCH'S FLOUR. This flour has taken 5 Prizes at the Lincoln State Fair, 5 years in succession. Bread from Gooch's Flour this fall took first prize at Lincoln State Fair. It must be good to compete with all the other mills in Nebraska. Try a sack and see the beautiful white bread you can make. We Guarantee every sack.

CLOAKS! CLOAKS! CLOAKS!

Remember if you want a cloak cheap we are closing out the balance at prices that will surprise you. We carry a large line Dry Goods. Call in and inspect our line.

VIC SWANSON, Loup City
The House of Quality and Low Prices

Vic Vliener's good mother left for Fremont Tuesday, Mrs. Victor accompanied her as far as Grand Island.

Mrs. A. B. Outhouse left Tuesday morning for a visit with relatives and friends at Carlyle, Ind., her girlhood home.

Remember the American Concert Four at the Opera House, Loup City, Oct. 14th.

Mrs. John Gallaway and infant daughter left Tuesday morning for a visit with her parents at Buffalo, N. Y.

Before buying your threshing coal call at Taylor's elevator and get their prices and see their coal.

Mrs. N. E. Jensen of Dannebrog arrived Tuesday evening for a few days' visit with her daughter, Mrs. J. B. Gardiner.

Owing to the rush of advertising, home news and the delinquent tax list, we are again obliged to omit the continued story for a week. We hope after this week to give a portion each week till finished.

Don't forget the Masquerade Ball at Jenner's Park Thursday evening, October 9th.

Mr. and Mrs. Will French and daughter Tena went to Omaha last Saturday for a week's visit with Mrs. French's father and sisters and to attend the Ar-Sar-Ben festivities.

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

Art McCullough, wife and baby went to Omaha Saturday for a week's visit with relatives and to attend the Ar-Sar-Ben. They were accompanied by Mrs. Bascomb, mother of Mrs. McCullough.

For Sale—New Ford Roadster, slightly used. See car at Blaska's garage.

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

Mr. and Mrs. A. L. Zimmerman, Mr. and Mrs. James Johansen, Dr. and Mrs. Main and Mrs. Beth Owen and little daughter, Dorothy, were entertained at a six o'clock dinner, with an evening at cards, at the home of Mr. and Mrs. J. W. Burielgh Monday evening.

Call and see the very latest in High Grade Pianos. Bring one along with you who can judge a piano. Why buy a cheap instrument when you can get the very best for the same money. H. M. ELSNER.

The Jolly six entertained the Juniors and teachers at the T. Daddow home Friday, Sept. 26, 1913. An enjoyable evening was passed by all in games, etc. There were about thirty present. A two course luncheon was served. One important event of the evening was the capturing of a little Sophomore, who to his pleasure was given a two-course luncheon of olives and much to the embarrassment of the poor "Sophomore" the milk had to be given with force. The Jolly Juniors and teachers departed for their homes as the clock was striking the hour?

ASHTON NEWS

Miss Sylvia Blumer was home over Sunday.

Theo Ojendyk went to Loup City Monday.

John Rapp, Jr., drove Route 2 Tuesday.

A bunch went to Farewell Tuesday to take in the Base Ball Carnival.

Ed. Adamski was a west bound passenger Friday evening.

Miss Victoria Topolski visited in Ashton this week.

J. A. Johnson of Laramie Wyo. is in Ashton this week.

Mrs. F. W. Mills left Thursday morning for Hot Springs Arkansas.

Answer to last weeks question is "sidewalk."

A play entitled Lucia's Lover" will be given by the Sorority girls at the Opera House, Tuesday October 7.

F. G. Smith went to Davis Creek Friday to see his sisters who are visiting with their uncle, John Smith.

The dance given in the barn of John Topolski Saturday evening was largely attended.

S. S. Polski and J. Jankowski attended the banker's convention at Lincoln by auto from Ravenna Saturday evening.

Mrs. J. Smith returned from Grand Island Wednesday evening where she has been visiting her daughter.

Mr. Fletcher of Rockville took possession of the Ashton pool hall Saturday which he bought of Geo. Polski.

Hy Ojendyk antoed to Rockville Friday.

Leo Beza left Saturday morning for a visit at Schyler, Neb., after which he will go to Omaha and take in the Ar-Sar-Ben.

A number of Ashton young people attended a surprise dance in honor of Mrs. Rappat their home near Ashton Saturday evening. There was a good crowd and they seemed to enjoy themselves.

ALONG ROUTE ONE

Mrs. George Douglas is visiting in Iowa.

Lorin Hayden and Cecil Haddix were Loup City visitors Thursday.

H. F. Beckman bought thirty head of cattle Thursday which he is going to feed.

A Franzen and C. S. Morrison road bosses on Route 1 have both been doing road work the past week.

About fifty neighbors of Zaygran brought got up a surprise on them Saturday night and all left reporting a good time.

W. T. Krstzer was called to Missouri last week on account of his mother being very ill.

GOOCH'S FLOUR

If you are having any trouble with flour get a sack of Gooch's flour at Vic Swanson's and your trouble will cease. Bread from Gooch's flour took first prize at the Lincoln State Fair. It makes beautiful white bread. Every sack guaranteed. Vic Swanson.

Teachers' Examination

A special teachers' examination will be held at the office of the county superintendent on Friday and Saturday, October 17 and 18. This examination will cover all subjects for county certification. L. H. Currier, Co. Supp.

Cloak Department.

We have one of the finest selected lines of Ladies' and Children's Cloaks we have ever had and prices are less than last year.

Come in and Pick Out Your Cloak and Suits.

While we have a good selection to pick from. They are going fast.

Loup City MERCANTILE CO.

LOCAL NEWS.

A. M. Robbins was a passenger for Grand Island Monday.

A. T. Conger had business at Farwell Monday.

New Dress Goods received at Arthur's.

George Zigler has recently become possessor of a dandy Studebaker auto.

E. G. Taylor went to Omaha Monday to attend the Ar-Sar-Ben.

The ten cent store has just received a shipment of Sheraton glassware.

The Misses Maggie and Bertha Christensen visited at St. Paul last Friday.

Will Guarantee to give your money's worth on any purchase at Elsner's the jeweler.

Arthur carries the best in Dress Goods, Hosiery and Underwear.

Mrs. Wm. Rowe was a passenger to Omaha last Saturday to visit relatives and attend the Ar-Sar-Ben jubilee.

Mr. and Mrs. Will Wharton went to Omaha Monday morning to attend the Ak-Sar-Ben doings.

Go to the ten cent store for pencils, tablets and lunch boxes.

Mrs. J. S. Pedler and Miss Louise Taylor were passengers for Lincoln Monday morning for a few days' visit.

Miss Jennie Sutton left for Omaha Monday morning to attend the Ak-Sar-Ben festivities.

Schwamer can and will save you money on a piano.

For Sale—A good carriage. A. C. Ogle.

Miss Minnie Gilbert left Monday morning for Omaha to again enter upon her duties with the Home for Friendless Children.

Don't forget the American Concert Four at the Opera House, Loup City, Oct. 14th.

First masquerade ball of the season at Jenner's Park, Thursday, Oct. 9th. You are invited.

John Ohlsen last week sold the residence property occupied by J. A. Danielson to a Mr. Kline of Sargent.

The Ravenna Creamery this week pays 30 cents for cream.

25 paper plates for ten cents, at the ten cent store.

Mrs. R. L. Arthur left for St. Joe Monday morning to lay in a stock of fall and winter goods.

Merrifield Pianos for sale by O. F. Petersen

See the new aviator dolls at the ten cent store.

Dr. and Mrs. Main were among the number who antoed to Ord to visit the county fair last week Thursday.

Schwamer can and will save you money on a piano.

Ten per cent off on house paints at the Loup City Paint and Glass Store.

Lou Schwamer went over to Ord last Thursday to attend the fair, bringing home Mrs. Schwamer, who had been visiting there a few days.

S. F. Reynolds wants a car load of hens at once.

Go to S. F. Reynolds for old wheat flour.

Dr. Allen expects to move this week into the George Letinger property recently acquired by him. John Needman will move therefrom into Chris Domgard home adjoining the M. E. parsonage.

Our stock is complete. Come in and look the line over. It will pay you. Henry M. Elsner, Jeweler.

Loup City has now a new tailorshop Mr. I. C. Smith having opened in the old Northwestern building. Mr. Smith is said to be a first-class tailor in all that the name implies. We will next week speak more at length in regard to the new enterprise.

Take your chickens to S. F. Reynolds. He pays the highest market price.



Distinctive Stationery

If you value what people think of you, be sure to have distinction in your Stationery. High class notepaper and envelopes that show pleasant artistic individuality is a good way to make yourself popular.

Swanson and Lofholms'

FUR OVERCOATS

Finest Line Ever Brought to This Community at Prices Below Those of Omaha or Any Other City.

- Pony Coats From \$22.00 to \$25.00
- Calf Skin Coats From \$25.00 to \$27.00
- Black Martin [Im.] .. From \$17.00 to \$21.00
- Raccoon Coats From \$65.00 to \$85.00

Come and Look at Them, it Costs You Nothing.

JAMES BARTUNEK

GORDON FURS

THE makers of Gordon Pure Fur Law Furs have printed a book called "GORDON PURE FUR LAW FURS," it tells "THE TRUTH ABOUT FURS"

This book tells how to select your winter furs, gives pictures and prices and tells the true names of all kinds of furs, and shows the pelts in their natural colors, tells about the Gordon Pure Fur Law and will prove of great value to anyone contemplating the purchase of furs

GORDON & FERGUSON, St. Paul, Minn., Makers since 1871 of GORDON PURE FUR LAW FURS

DAILY & BREDTHAUER

EVERYDAY BARGAINS

Having purchased the A. E. CHASE stock of **General Merchandise** I will give the greatest of Bargains Every day until the old stock is disposed of—New and Up-to-date Goods added almost every day

C. C. COOPER

Successor to A. E. Chase.

CHURCH NOTES.

German—Service at Kelso at 10:30 a. m. Oct. 5. Sunday school at 11:30 a. m. P. J. Uebling, pastor.

Baptist—Services as usual. Subject for morning service, "Pitching Tents Toward Sodom." Evening, "The Location of the Kingdom of Heaven."

Presbyterian—Rev. R. H. Houseman will speak morning and evening, the latter time giving an address on the occasion of the graduating exercises of the Teacher's Training class.

Friday evening of this week at the Presbyterian church, the churches of this community will unite in a reception to the city and country.

FOR SALE

Having decided to go to California for the winter, I will offer the following articles at private sale at my residence up to and including the 8th day of Oct.: One slightly used Ford Roadster; one Ivers & Pond Mahogany piano; Singer sewing machine (cabinet birds-eye maple); new electric washer and wringer; three new brass beds; including mattresses and springs; one iron bed and sanitary cot; three oak dressers and chair, one mahogany dresser and chair, and one somnolone; one Morris chair; four straight chairs; one green mission dining room set, including buffet, dining table and six chairs; one mahogany parlor set, very fine; four 9x12 rugs and many smaller ones; one library table; one kitchen table; gasoline stove; new refrigerator; two wash boilers and a quantity of canned fruit. Dr. J. F. Blanchard.



When Looking For a **Square Meal** Drop In At The **IDEAL** also for a Good Lunch We also carry a Full Line of Bread and Pastry Goods and also send Bread by parcel post. Phone Black 127 South Side Public Square. Wm. Dolling.

THIS WEEK

Mrs Arthur left for St. Joe Missouri, where she intends to purchase a large stock of

Fall & Winter Dry Goods

These goods will consist of all the latest weaves and patterns in dress goods, in fact every thing in Laces, Embroideries, and Trimmings, that are chick for style and that Dame Fashion decrees you should wear.

R. L. Arthur.

Low OneWay Colonist Fares

September 25 to October 10, 1913

Loup City	
To California	To Pacific Northwest
\$31.04	\$31.04
To Utah	To Idaho and Montana
\$24.04	\$26.04

Enabling prospective settlers to go out and look over the richest agricultural land in this country and at a saving in fare. Some crop is harvested every season of the year on the same soil—the land is never idle. Five special All Tourist Car Trains from Omaha October 9, and 10, 1913.

VIA

UNION PACIFIC

Standard Road of The West.

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

For Further Information Call on or Address

G. W. GOLLIPRIEST, Agent.