

LOUP CITY NORTHWESTERN

A LIVE NEWSPAPER PUBLISHED IN A LIVE TOWN

VOLUME XXXIV

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NUMBER 21

UNITY CLUB STARTS ACTIVE CAMPAIGN

Ladies' Club Endeavoring to Raise Fund to Provide Pleasure For Young Folks of Loup City—Has Endorsement of the Commercial Club.

The ladies of the Unity club are endeavoring to raise sufficient funds for a club for young men and others, to be conducted on the Y. M. C. A. plan. The running expenses of the club, it is estimated, will be in the neighborhood of \$1200 a year, of which \$700 is already subscribed. The ladies have had the subscription paper in circulation only a few days, and it is thought the necessary sum can be secured by a few more days work. The new club will be called the "Community club" unless it is decided to change the name at some future time. This is a very worthy cause and may be the nucleus of several other worthy enterprises needed in this city.

We want to thank the school children for their contribution amounting to \$10.50. So many of the little ones brought a penny or a nickel to help the little children of Belgium. This will help them to have a more personal interest in the important history now being made. The reflex benefit to the willing and cheerful giver is the greatest good.

The committee on yard inspection went around two weeks ago, and children in every part of the town are busy making flower beds and raking alleys. Please don't forget to dig up dandelions, this is more important than some of the other work. If the plant is cut off about an inch below the crown it will not grow again.

A very good meeting was held at Mrs. Hansel's last Thursday afternoon. The club is working up some very important plans for the near future. The study for

for the day was on modern literature. Harold Bell Wright's book, *The Eyes of the World*, was reviewed. A paper by Miss Favthrop was very much appreciated.

After the long full afternoon the dainty refreshments served by the hostess was very welcome.

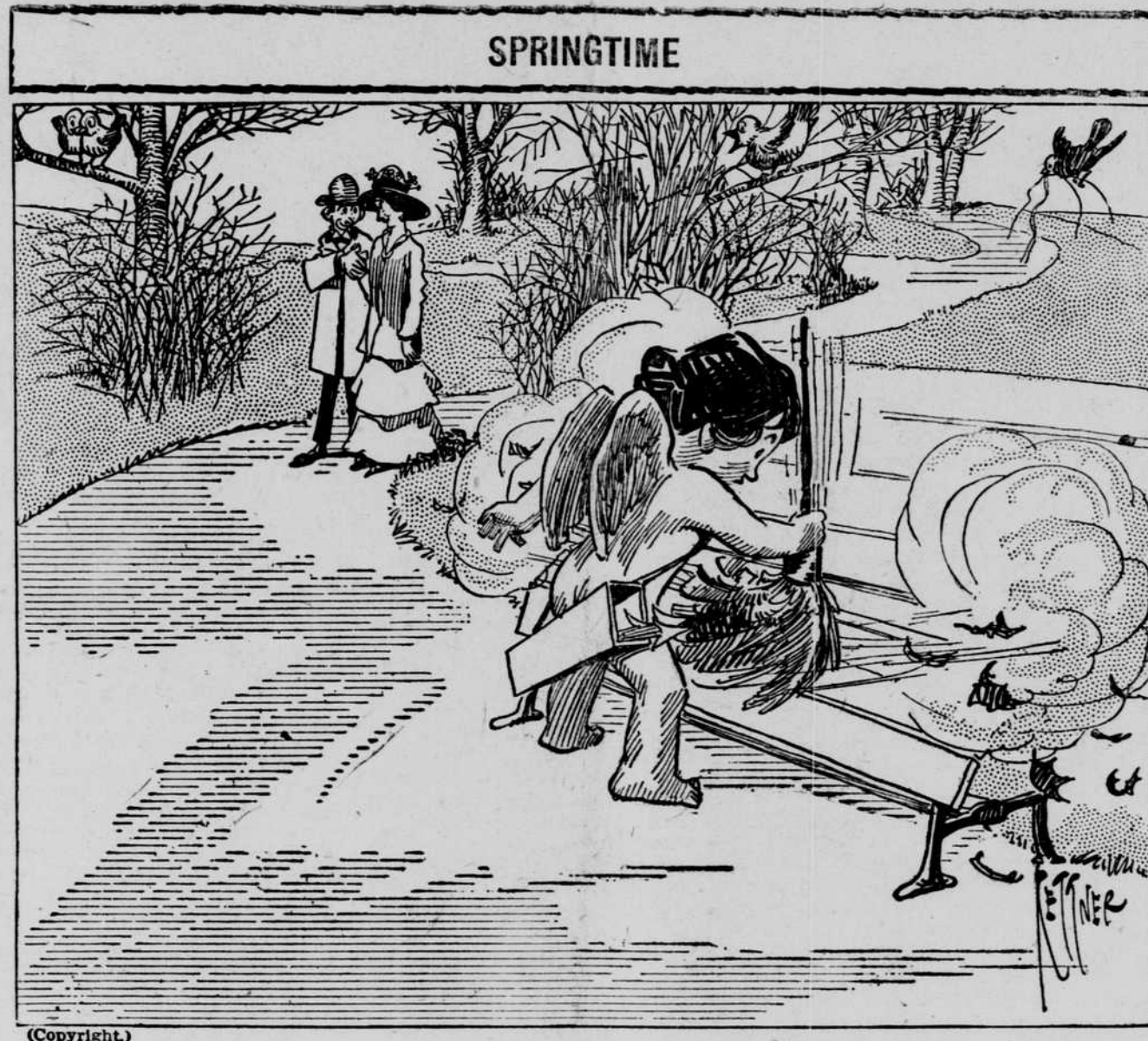
WEEKLY WEATHER FORECAST

Issued by the U. S. Weather Bureau, Washington, D. C., for the week beginning Wednesday, May 12, 1915.

For Upper Mississippi Valley and Plains States:—Generally fair weather is indicated during the week, except that local showers are indicated early in the week over the extreme Northwest. Temperatures will be moderate with a rise Wednesday over the extreme Northwest.

SOMETHING WRONG.

We received a letter from an out of town subscriber some days ago requesting that we discontinue sending him *The Northwestern*. He said that he did not think he was getting his money's worth, but was not explicit on that point. We think the paper is worth the money it sells for. It is worth the price for the reading matter it contains; worth the price as a guide to live merchants who are striving to better their town and county. If a man does not care to read it, he can still get his money's worth. Each issue contains twenty-two and one half square feet of good print paper, which is useful in many ways, such as shelf-covers, carpet papers, lining for chicken coops, and to cover up plants to protect them from the early frost. Probably there are other ways in which a county paper can be put to use so a man can get more than his money's worth out of it, if he only exercises a little ingenuity.



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COUNCIL HOLDS MEETING

City Dads Will Make Trip to Look Over Sewer Construction.

The city council met in special session Monday evening to look into the sewer proposition. The question was discussed at considerable length and it was finally decided that a personally conducted investigation of sewers in neighboring towns would help the board determine upon what policy to pursue here in the matter. It was decided that the board go to St. Paul in a body today (Thursday) morning to look over the sewer system completed there, return to Loup City for dinner and then go to Ravenna, where a sewer is under construction. These personally conducted investigations, the Northwestern believes, is a good stroke of business policy. The citizens of Loup City are in favor of the sewer, and the mayor and city council are determined that it be as complete and serviceable as possible, and that no money be uselessly expended to attain that result.

WHO PAYS THE FIDDLER?

Who pays the cost of advertising? Five years ago a certain automobile manufacturer's output was a few thousand cars which he sold for about one thousand dollars each. During the present season he is building more than two hundred thousand cars which are vastly better than the former output, and his price for them is less than five hundred dollars each. Extensive advertising has brought this vast number of buyers, thus enabling him to equip an enormous factory where cars in such large numbers can be turned out much more cheaply.

The same condition is found in practically all lines of business. Advertising reduces the cost to the consumer and improves the quality because of the large volume of sales it brings. In buying advertised goods you not only get the best value for the money, but a reliable manufacturer's guarantee of "satisfaction or money refunded."—Plainfield, N. J., Press.

START ON LONG TRIP.

Mr. and Mrs. L. Hansen left for Los Angeles, California, yesterday morning where they will visit a short time with friends. They will visit the exposition at San Diego and San Francisco before returning.

Treatment for Cutworms.

Among the familiar pests which the experienced gardener expects to meet this season, if he has not already, are the various kinds of cutworms. One of the remedies suggested by the college of agriculture is the poisoned bran mash. To make it, mix 20 parts dry bran to one part Paris green; and the juice and chopped pulp and peel of orange or lemon fruits to give perceptible flavor or odor and enough water to make a thoroughly dampened mash. A tablespoonful of the mixture may be placed near the bases of the plants. In the small garden it may often be easier to pick and destroy worms or brush them into a pan of oil and water than to poison them. Clean culture, of course, is important.

SENIOR CLASS ENTERTAINED.

Miss Eva Watts entertained the senior class of 1915 at her home north of town last Thursday evening. They started Wednesday evening but were caught in a heavy rain a short distance from town, but they are a jolly bunch and could be heard singing even though it was raining pitchforks, for it takes more than rain to stop this lively bunch of seniors. The evening was spent in playing interesting games, all departing at a late hour, declaring it a time they will never forget. The trip out and back was made in a large hayrack, which is a very popular method of traveling by the young people.

NOTICE.

The public gatherings of commencement week at Loup City, will be as follows:

May 23, baccalaureate sermon.

May 24, eighth grade graduation.

May 25, high school commencement exercises.

All these events will take place at the opera house. Admission free.

When you want better shoes for less money, try L. C. Weaver, at Rockville. Our motto, (Quick sales and small profit.)

What kind of a hat to buy

BUY hats that have a style and individuality that is all their own. Hats from this shop can be readily distinguished on account of their distinctiveness and the chic appearance of the trimming. No need of having an unstylish and unbecoming hat when our hats can be bought so reasonable.



\$1 and up

The Busy Bee Hat Shop
South Side of Square

LOUP CITY WALLOPED

Loup City Team Makes Costly Errors and Is Defeated.

Friday afternoon Ravenna came over and played the return game with the high school here. It was a fierce game from start to finish. Ravenna made most of their scores on errors. The trouble was with Bunnie who looked good only at times. This is a very unusual failing with him. Pug played about the same, being afraid of the ball sometimes, and sometimes his feet slipped out from under him. Pig tried to pull off a grand stand, but instead pulled off a bonehead. Woten through his unusual activity did very well. The rest of the team did real well except Milo. His mother was in the grand stand. Old Sauerkraut was the star on the diamond; although he had two errors chalked up against him, he chopped out seventeen men. The final score was 6 to 4 and of course these two extra scores were blamed on the pitcher. Loup City could have a very good team if they only would practice.

A SMART MACHINE.

Always progressive, and keeping right up with the advancement of this day and age, and alert for any improvement that is really an improvement in every sense of the word, the First National Bank installed, this week, one of the latest improved Burroughs posting machines. This machine combines direct subtraction and addition, is used as a regular adding machine for adding, subtracting and also as a posting machine. The machine does the following: prints and adds the old balance, prints and subtracts the checks, prints and adds the deposits. The new balance is automatically computed and over drafts are instantly detected and marked. The old and new balances are handled in one run, when proving, and the machine is available for regular adding in any emergency. It is mechanically perfect and impossible for it to make a mistake if handled correctly. Besides the above features the machine also automatically prints the dates. All the ledger work in the bank is now done on this machine, eliminating a great amount of pen and ink work, which is slow and tedious. Special loose-leaf ledgers were purchased with the machine, the sheets being made the right size for utility and convenience. The new machine is more than human, for it cannot make mistakes.

There is no perfect happiness. The joyous child, the blushing bride, the dying man who sees the brighter way open before, oftentimes seem supremely happy. The mirage is dispelled as the sun goes down and the shadows creep across the way. Man is of the earth earthy, and from the earth springs the tares and the wheat.

A woman in a Kansas town recently gave a "white elephant" party, to which each of her eighteen guests was required to "bring something for which she had no use, but couldn't well dispense with." Eleven of the eighteen brought their husbands.

DELEGATES ATTEND ST. PAUL MEETING

Representatives of Middle Loup Commercial Clubs Meet at Sainly City and Make Plans for New Automobile Route—Will Benefit Loup City.

About fifty delegates from towns in the Middle Loup river valley attended a good roads convention at St. Paul on Monday of this week. Delegates from Loup City were E. G. Taylor, Wm. Larson and O. F. Peterson. The convention was called by officers of the Central Nebraska, Loup river, Black Hills and Omaha route, and was for the purpose of arranging to build an auto road from Sargent to Grand Island, a distance of about one hundred miles.

The new road was named the Grand Island and Middle Loup auto road, and will be known as the road without a hill, following the Middle Loup river the entire distance. One fair sized hill is now on this road, which will be cut down and levelled in order to make the road one long, level stretch.

Commercial clubs in the different towns in this section of the state are now boosting the good roads movement, the Loup City commercial club holding a meeting a week ago last night for the purpose of aiding this movement.

The travel through a country goes a long way towards its development and upbuilding. A county with poor roads is generally a poor place in which to live, as all travel avoids the poor roads and the places that are exhibited to travelers through the medium

of good roads receives the benefit of a great amount of free advertising that the avoided places do not get. Besides the benefits mentioned above, good roads help the people who live in a community, which is by no means a secondary consideration. President Gallaway, of the commercial club and the members of the committee appointed by the club to attend the convention at St. Paul, are certainly to be commended for the prompt action they have taken in this matter and the way the proposition is being pushed towards an ideal culmination.

DEATH ENTERS HOME.

The three weeks old baby boy of Mr. and Mrs. A. E. Reed, of Greeley, died Friday morning at their home at Greeley. The funeral was held at Loup City, Saturday, at the home of Mrs. Reed's father, Mr. I. C. Conger, conducted by Rev. Slocumb and interment was made in Evergreen cemetery. The many friends of Mr. and Mrs. Reed sympathize deeply with them in their bereavement.

Card of Thanks.

We wish to thank our friends for their assistance and sympathy during the death and burial of our darling baby.—A. E. Reed, family and relatives.

For Sale.

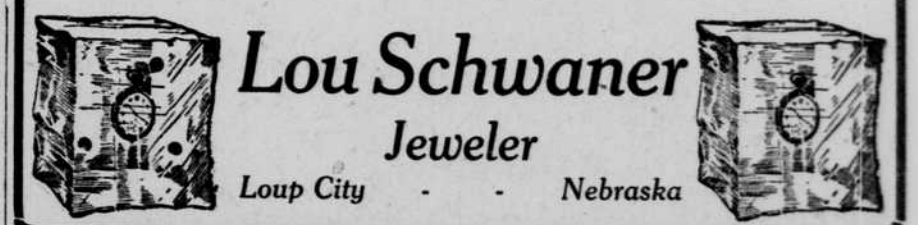
House 20x26 ft. and four good lots, west of Catholic church. Inquire at this office. 21

Watch Club Offer

OUR last year's watch club was a success, as we sold over the required number of fifteen South Bend watches, which have given such good satisfaction that we are again putting on a watch club on the same plan. Our stock is complete with newest models, both large and small.

Owing to the terms given us by the South Bend Watch company, you pay no more than if you were buying for spot cash.

Come in and let us make good our statements and show you our plan, how you may own a good watch and not miss the money.



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

The Thought of Getting Ahead

of accumulating enough for a home or for some other special purpose confronts every ambitious man or woman at some point along the road of life. No other plan for saving the odd ends of one's income is so definite, so safe, yet so adaptable to varying conditions as our bank account plan. Come in and let us explain to you the simple details of this plan and why its use will enable you to accumulate faster.

LOUP CITY STATE BANK
Loup City, Nebraska.

We pay 5 per cent interest on time deposits

LOUP CITY FLOUR

Why buy Flour shipped here by outside mills when you can get

Loup City White Satin Flour

for less money, and every sack guaranteed. All dealers handle our flour.

LOUP CITY MILL & LIGHT CO.



Meet me at

Nyal Store
Soda Fountain

The ideal meeting place for those who "know." Only the purest drinks and ices are served.

Swanson & Lofholm
Loup City, Nebraska