

The Greatest Tailoring Snap of a Decade

Two Suits, made-to-your measure, almost for the price of one

Read this important letter from the world's greatest tailors

To Royal Dealers,—Everywhere.

Gentlemen:—Again the Royal Tiger has "scooped" the field. Again Royal Service has put over a "Sales Coup" that will take the nation by storm.

Enclosed, we have given you cut prices on 46 of our best selling patterns in the current Royal Spring line. But "cut price" isn't a strong enough term. The prices have literally been pounded down to the very pulp of cost.

And why?

Simply as daring advertising plan to introduce thousands of new customers to Royal Tailoring—to induce them to try out Royal Service during the months of May and June.

In other words, we have set aside those two months for educational work, for the work of making thousands of new "rooters" and "boosters" for Royal Tailoring, by actually putting Royal clothes on their backs regardless of cost.

To accomplish this purpose we have offered 46 of our best suitings at prices that no keen value-seeking man, who is in need of a suit of clothes, can afford to overlook.

We don't need to explain to you that we are taking a big loss on every one of these patterns. You know that. You can see it right in the prices. But you know, and we know, that the great Royal battle is to get a customer to make his first purchase. Once he has a taste of Royal Service, his trade is ours and yours as long as he buys clothes.

He won't need extra price inducements after his first suit sale. So we are willing to take a loss on this first order just to get him acquainted with Royal Quality, Royal Style and Workmanship.

That is the reason for this educational sale. It is timed just exactly right. It is coming when the country is right on the verge of a great prosperity era. And we want our dealers to be first in catching the momentum of the new good times. We want them to show a gait of business activity that will be inspiring to business men of all lines.

So here's to the biggest May and June trade you have ever had!

Yours very truly,

THE ROYAL TAILORS.

Wonderful! Wonderful Prices!

These 46 Reductions mean that The Royal Tailors are virtually paying you to get your first Royal order without regard to their loss.

The values are unparalleled. You can take your choice of the snappiest, classiest woolen suitings of the season at reductions as high as \$10 per suit. And you can have any of these suitings made up in any style you want; a snug fitting English suit with the roll lapels; or a conservative style. It is for you to say. Your fashion choice is almost unlimited. We earnestly believe that this is the best good clothes snap ever offered to the men of this town. Don't lose your share of the money-saving offerings.

The Hub Clothing Company
VICTOR VIENER, Proprietor

DOINGS IN THIS COUNTY

ROUTE TWO.

Mr. Syas has been hauling hay from McBeth's.
Clinton Outhouse was out to Fritz Bichel's Sunday.
Jim Lee has been assessing on Route 2 the past week.
Clarence Burt marketed two loads of wheat last Wednesday.
N. P. Neilson is home and is quite a little improved in health.
Mason Phillips autoed to Kearney Sunday, returning in the evening.
Glen Cash was at Loup City last Wednesday and took home a new lister.
Will Schuman and Rev. Guth were out on Route 2 autoing last Wednesday.
Mr. and Mrs. Edgar Foster autoed out to E. J. Pugsley's Sunday evening.
Mr. and Mrs. Will Behrens took two loads of wheat to Loup City Saturday.
Fritz Bichel took home a 4-horse load of posts from Loup City last Friday.
John Czarnek was over to John Kleppenstine's west of Bichel's last Tuesday.
Herman Jung hauled a load of hay from south of Tom McFadden's Monday.
Mrs. John Olson and Mr. and Mrs. Wycoff came home from Polk, Neb., last week.
Mr. and Mrs. Hans Obrmiller took

their son Arthur to school at Loup City Monday.
Mr. and Mrs. P. G. Peterson were trading at Loup City last Friday and took home lumber.
W. H. Gunn is down on his farm on Wiggle Creek making some improvements this week.
Dr. Wilkie and family of Ravenna autoed to the home of G. B. Wilki and spent last Sunday.
Ed Radcliff and men were building a house over E. G. Taylor's new water wheel the past week.
A. H. Newhouser has rented all the farm land on Frank Lorchick's place west of the brick school house.
C. J. Norstead had the big four out Saturday grading the new piece of road south of C. O. Johnson's.
Willie Plambeck helped John Heasler take a bunch of cattle to the pasturewest of the Hawk school house Monday.
John Paulson is captain of the southwest Wiggle Creek nine and Glen Cash is captain of the southwest nine.
The Normal Training class visited the schools of Miss Merce Outhouse, Miss Mable Daddow and Miss Olive Bogseth of late.
Henry and Ed Obermiller, August Westphal and Richard Scharnow helped Fritz Bichel to get his hogs to the Loup City market.
F. B. Martin and son Guy painted F. W. Kuhl's house and barn the past week. Nothing improves the looks of farm buildings like a coat of paint.

The only evidence of the hard winter we have just passed through is the deep ruts in lots of the roads where the drifts lay a long time. Holes from six inches deep to ones that you could bury a horse in the road.
W. H. Gunn and Jim Roush bought a car load of feeders at South Omaha and had them shipped to Loup City Wednesday. Jim and his boys were busy last week getting them home. They were put in the feed lot and will be fed all summer. This will be work for some one.
Now the thing to do on this piece of road is to cut every willow and all other brush along the sides of the road and most of the snow trouble will be over, and scarcely any, if any will lay on the center of this piece of work. Andrew Thompson is certainly doing a good job now.
A few Sundays ago Bert Kay rode a bucking broncho of Harry Roberts at E. M. Marvel's place and the pony threw him. Then Roberts bet Bert \$5 that he could not ride him at all, Bert bet the \$5 he could and the stunt was pulled off at Will Hawk's Sunday. Bert won the money. Several people witnessed the affair.
Andrew Thompson started a big gang of teams claying the road from Michow's to the bridge Monday. First he graded it high with the soil from the sides of the road. Then he put a heavy coating of clay on top, raising the crown of the road high. Now if the road drag is put on at the proper time this will be an easy piece of road to keep in shape, and the trouble of deep mud holes the past spring if dragged, will be avoided.
Thanks to Will Steen, manager of the Standard Oil business at Loup

City. He came to the carrier Saturday and said for me to put him down for a day's work with three teams in the two days good roads work that the carrier is going to have the first week in October. This is fine of Mr. Steen. This work ought to be done this spring but the farmers are too busy. This piece of road is five and one half miles long. It may not run by your place, but come and give two days work on it. Next the two days will be put on some other main traveled road that will help you. I expect to have one half hour program each day at the noon hour. Let me put your name down.
The most of the past week has been hot and windy, with a frost Sunday night that killed tomatoes, beans and other tender vines. Fruit does not seem to be damaged, but ice formed a quarter of an inch thick. Wheat and alfalfa has been damaged some by the hot days of the past week. Winter wheat has been hurt in some fields while others have been benefited for the growth has been too rank. Alfalfa will make a big crop but not as large as the first crop last year. Lots of farmers are finishing planting their corn this week and the first planting is coming up. Some farmers have been husking out their field corn of last year, this week. The time to get the weeds in the corn fields is the first time it is cultivated. If you set your lister cultivator right you can clean your corn perfect the first time.

Loup City Flour Is Guaranteed.

ASHTON

Emil Ojendyke returned from Lincoln Saturday evening.
F. J. Jackholl moved out of the Rapp residence Friday.
J. W. Burleigh of Loup City, was a business caller here Tuesday.
Doctors Longacre and Wanek autoed to Hastings Tuesday forenoon.
Miss Alma Hansen arrived last Tuesday for a visit with Ojendyke's.
H. W. Ojendyk, John Rapp and F. G. Smith autoed to Davis Creek Sunday.
Dr. Ull was a passenger to Omaha Monday to attend the dental convention.
Mungo Martin and James Vincent autoed to St. Paul Tuesday on business.
P. K. Peterson was an eastbound passenger Friday morning on a fishing trip.
O. E. Nehler and his sister autoed to Rockville Tuesday evening for a visit with John Burmans.
Miss Anna Siefert's school closed

last Tuesday. She returned to her home at Boelus Wednesday.
Harry Lornez moved on his farm west of town last week. His house in town is now occupied by the Ault family.
The ball game for last Sunday between Dannebrog and Ashton was postponed on account of the cold weather.
Mr. and Mrs. Papiernik, Mrs. Ray Ault, Miss Dora Glinesman and Miss Carstens were eastbound passengers Thursday.
Frank Jezowski had the misfortune to fall down stairs Friday night, which caused a broken arm and a severe bruising.
F. G. Smith captured six young lhdrlr cm cmfetaoincmfhlulwolves Thursday. Monday evening he took them to Loup City and returned on a bike.
The married men's dance Monday evening was well attended by young and old. Quite a number of outsiders attended. Refreshments were served and a good time was reported by all.

Try Loup City Flour.

ROUTE ONE.

Louie Bly Carried mail on Route 2 Tuesday.
Oliver and Arnold Johnsonwer marketing fat hogs Monday.
Ed Lunday sold his span of mules to Willie Aufrecht recently.
Geo. Curry helped Koss Goethe driv cattl from Loup City th other day.
Lars Johnson has changed his box to the left hand side of the road for carrier.
Mesdames Lee Anger, and Lee attended the Baptist Aid at Mrs. Ella Williams' last Wednesday.
Miss Alice Mest n closed a very successful term of school last Friday and left for her home at St Paul Saturday.
Since school has closed Ira Timpson has changed his box over to the north side of route, so he can get his mail easier.
Andros Thompson has about ten teams claying the road to the south bridge. This will improve that stretch of road very much.
Not Scared.
"Were you frightened during the battle, Pat?" asked a sergeant of an Irishman who had received his "baptism of fire."
"Not a bit, sor," replied Pat. "O! can face most anything when O! have me back to it."—Unidentified.

Clean-Up Sale of Stylish Millinery

MAY 27, 28 and 29

This is Your Opportunity GRASP IT

It will pay you to take the time to come in and ask prices of these hats

Busy Bee Hat Shop
Loup City, Nebraska

One door west of Ideal Bakery

Feterita Seed.

Have a quantity of feterita seed for sale at Gallaway's store. See sample and get prices.
True Leatherman.

O. S. MASON

Plumbing and Heating Tinwork.
LOUP CITY - NEB.

JUNE WILL SOON BE HERE

and prospective brides and grooms are beginning to look about to see what they will buy in the way of furnishings for the new home. We have just received a carload of new furniture and have everything that may be needed to furnish the home, no matter how large and imposing, or how humble it may be.

FOUR ROOMS COMPLETELY FURNISHED

\$110.00

CASH OR EASY PAYMENTS

For this remarkable price we furnish completely the parlor, dining room, bedroom and kitchen. It includes rugs, buffet, kitchen cabinet—21 articles in all—good, well-made house furnishings. Look this snap over and you will see that it is impossible for other dealers to attempt to duplicate it. *It can't be done.*

FURNITURE AND UNDERTAKING

DAILY'S

LOUP CITY, NEBRASKA