

W. F. MASON, President. L. HANSEN, Cashier.

## In Real Life

It seldom happens in real life that the "tail wags the dog" or that people "get the cart before the horse."

They are merely extravagant examples of things being done in the wrong way. They say there's a wrong way and a right way to do everything. In taking care of your money the right way is to deposit it in a good bank like ours where it will be perfectly safe yet subject to your check whenever needed. No need to tell about the wrong way to handle your money. It's the right way that needs to be known and followed.

## First National Bank

We Pay Five Per Cent Interest on Time Deposits

## Announcement!

Our Store is Headquarters for

### Black Cat RE-INFORCED HOSIERY

### WESTERN UNION TELEGRAM

Kenosha, Wis., Dec. 21, 1915.

R. L. Arthur, Loup City, Neb.  
Our new dye plant solves the problem of fast black dye for cotton hosiery.

It is proven by every conceivable test a faster black than the imported article and has been found strictly harmless to fabrics.

You can assure your customers that **FAST BLACK** will continue to be part of the broad **BLACK CAT** Guarantee of Complete Satisfaction to Wearer.  
Chicago-Kenosha Hosiery Company.

Here you'll find a complete stock of Fast Black Cat Hosiery. You can depend upon the same non-fading, non-croaking, sanitary dyes always used in its construction. There's a Black Cat stocking to suit every member of the family. Any material, weight or color at the price you want to pay. Buy your hosiery here, where satisfaction is guaranteed.

## R. L. ARTHUR

When Looking For a Square Meal Drop In

at the

### Ideal Bakery & Restaurant

South Side of Public Square

Meals, Lunches and Short Orders  
at All Hours

We Also Carry a Full Line of Bakery Goods

Careful Attention Given All Special Orders

### FLANDERS & CONGER

TONSORIAL AND BILLIARD PARLORS  
Tobacco and Soft Drinks

LOUP CITY

NEBRASKA

Daily sells for less.

Try Chase's first—it pays.

Alfalfa hay for sale. Inquire of Burr Robbins.

E. G. Taylor was a business passenger to Ashton Thursday.

Judge Aaron Wall was transacting business at Grand Island Monday.

Max Leschinsky was a business passenger to Grand Island Monday morning.

Mr. and Mrs. Frank Sobieszky were visiting with relatives at Ashton Monday.

William Ohlson was a passenger for St. Paul and Grand Island Saturday morning.

Jack Pageler was a Grand Island passenger Monday, returning in the evening.

Stop in and let us demonstrate our new line of sheet music at Lou Schwamer's.

A. N. Cook returned from Ashton Friday evening where he had been on business.

County Clerk Polski has been confined to his room with a bad case of grippe this week.

Mr. and Mrs. E. A. Miner were Grand Island passengers Saturday, returning in the evening.

Lost—A bunch of keys about Jan. 1st. Finder will please leave at this office and be rewarded.

Downing Charlton is in Lincoln this week looking after business affairs and visiting with friends.

Mrs. J. Frehlich was a Grand Island visitor last Thursday morning, returning home Friday evening.

A. M. Lewis was a business passenger to Grand Island last Thursday, returning home Friday evening.

Miss Vida Cowling, who has been visiting at Aurora the past two weeks, returned home last Friday evening.

Miss Florence Depew, who has been in Lincoln the past week visiting, returned home last Saturday evening.

Henry Schuman Jr. returned home Saturday evening from Schaupps where he has been visiting with relatives.

Miss Ruth Levy returned from Hastings last week where she had been for the past three weeks visiting with home folks.

Miss Lila McNulty resumed her school duties at Hazard Saturday morning, after a two weeks' vacation with home folks.

Miss Clara Bogacz returned to her home at Ashton last Thursday after visiting here several days at the Floyd Janulewicz home.

Frank Blaschka arrived here last Thursday from Harlinton, Mont., to attend the funeral of his father, who died last Monday.

Mr. and Mrs. James McBeth and daughter, Alice, were westbound passengers to Comstock Saturday evening to visit with relatives.

Miss Elizabeth Dinsdale returned to her home at Palmer Saturday morning after visiting here several days with relatives and friends.

Mrs. J. D. Henthorn of Aurora was visiting at the W. J. McLaughlin and M. A. Phillips homes Monday, returning to her home Tuesday morning.

The Misses Nellie and Vernie Stanczyk returned home last Friday evening from Ashton where they had been visiting with relatives and friends.

Hans Hansen returned to his home in Hastings last Thursday morning after visiting here a few days with his son and daughter, P. E. and Mable Hansen.

Mrs. D. F. Fakes and two daughters returned to their home at Kearney last Thursday, after visiting here with her sister, Mrs. Frank Daddow, and family.

J. P. Leininger was an eastbound passenger for Fort Morgan, Colo., Monday on business and to visit his daughters, Mrs. W. E. Henry and Miss Adeline Leinger.

Mr. and Mrs. W. W. Hartzell returned to their home at Nemaha, Neb., last week Thursday after visiting here with the former's brother, Robert Hartzell.

The Misses Anna Clopper and Gladys Dunn returned from Liberty, Neb., last Friday evening where they had spent the holiday season with the former's parents.

Mr. and Mrs. Squires of Comstock, formerly of this place, who attended the funeral of Mr. Frank Blaschka last week, returned to their home Saturday evening.

Mrs. A. T. Conger and two daughters, Alice and Abby, returned home last Saturday from Blair where they have been for some time visiting with Mrs. Conger's parents.

La grippe and whooping cough is prevalent in Loup City and surrounding country at the present time. Only a fortunate few have escaped the clutches of the grippe.

Mrs. I. M. Haskins and daughter, Miss Lydia, who have been here visiting at the Val McDonald home for some time, returned to their home at Erie, Pennsylvania, Saturday morning.

C. L. Rein came up from Lincoln last Friday on business and to visit over Sunday with his mother, Mrs. Tillie Rein. He returned Monday morning, going by way of Grand Island.

Miss Mary Smith returned to her home at Ashton last Thursday morning after visiting here with friends. She was accompanied by Miss Teckla Kaminski, who visited there until Saturday.

## A Busy Saturday at Vic Swanson's

### CASH SYSTEM

Saturday was one of the busiest days I have experienced since I started in business in Loup City, nearly five years ago. I have changed my method of doing business, having gone on the cash basis. We were surprised how many new people took advantage of the low prices and several made the remark that they could not see how I could sell merchandise at such reduced prices. Remember, I am here to serve the people, to lower the prices and get the business. I will defy any store doing a credit business to sell goods at anywhere near the prices I am selling them for. Instead of having several thousand dollars on my books from year to year, I can use this money and buy merchandise at rock bottom prices. I have no interest to pay on borrowed money, discount all my bills, pay cash, lose no accounts. Why can I not sell you merchandise for a small per cent? Come to us with your cash and we will show you how you can save money.

### VIC SWANSON

THE CASH STORE.  
Where You Get Good Goods For  
Less Money.

Daily sells for less.

Try Chase's first—it pays.

Werner Pritschau was a Boelus visitor Monday.

Shoes, tinware, etc., repaired at Grows's Variety store.

Born, to Mr. and Mrs. Frank Pruss, on January 10, a thirteen pound boy.

C. F. Benschhausen was an eastbound passenger to Lincoln Wednesday morning.

O. A. Woods returned home Tuesday from Grand Island where he had been on business.

Mrs. Ida Carpenter came up from Austin last Saturday and visited between trains.

**Henry Elsner will fit you with glasses. Satisfaction is guaranteed.**

Miss Carrie Cole was called home to Palmer Monday on account of the serious illness of her father.

George Schlote left Monday noon for Dunning, Neb., where he will help his father work on the ranch.

Our new Patch Phonograph will demonstrate our new line of popular sheet music for you, L. Schwamer's.

Joe Viener, of Mason City, was here the first of the week visiting with his brother, Victor Viener, and family.

Born, to Mr. and Mrs. Frank Lewandowski, eleven miles northeast of town, on January 11, a fine boy.

Mat Janulewicz, John Stanczyk and J. D. Callaway were Rockville passengers Tuesday, returning the same day.

Mrs. A. W. Boecking and daughter Edith, were passengers to Kearney last Saturday to spend a week visiting with her parents.

Mr. and Mrs. Thomas Dinsdale came up from Palmer last Friday for several days' visit. Mr. Dinsdale returning Saturday morning.

Ignatz Goc and Miss Barbara Kosmicki, of the east side, were granted a license to wed by Judge Smith, on Saturday, January 8.

William M. Sands of Butler county and Miss Tillie M. Springer of Cedar Rapids, were married by County Judge Smith on Thursday, January 6.

Mr. and Mrs. W. A. Hayes left Tuesday morning for Burwell to visit with relatives. They have been visiting here at the J. F. Nicoson home.

James Bartunek is now prepared to do your harness repairing on short notice. Bring in your work and have your harness ready for the spring rush.

Morris Fowler will hold his pure bred Poland China bred sow sale at his place adjoining Arcadia, on Wednesday, February 2. Sale will be held in a heated tent.

The Misses Cecil and Gladys Ling returned to their school work at Aurora Saturday morning after visiting here over the holidays with their parents, J. N. Ling, and family.

Mr. and Mrs. J. W. McDonald, of Edgewood, Iowa, arrived here Wednesday evening to visit with relatives, Mr. and Mrs. S. F. Reynolds and Mr. and Mrs. O. Benschoter families.

I sell meat by the quarter, hind quarter 11 cents and front quarter 8 1/2 cents. Hogs by the whole or a half 9 cents. I buy beef hides and furs at the highest market price.—JOHN EGGERS.

FOR SALE.

Owing to ill health I am compelled to offer for sale my millinery business and two good residences. This property will be disposed of at a bargain price if taken soon. For particulars call on or address,

MRS. R. H. PRICHARD,  
Loup City, Nebraska.

FOR RENT.

We have for rent a nearly new four room house with electric lights and city water. Can give possession any time.—FIRST TRUST CO.

FOR SALE.

My home with lots of 140 feet front and 130 feet deep. Cheap and terms reasonable. Must sell at once. Inquire of Jas. W. Conger.

COAL AT LOW PRICES FOR CASH.

Why pay big prices for coal when you can buy Yampa Valley Route County Lump coal at \$7 cash and net at \$6.50 cash. We are also exclusively agents for the genuine Pinnacle, Nut and Lump Coal. Try this coal and you will use no other.—Taylor's Elevator.

Daily sells for less.  
Chase's for fresh groceries.

Daily sells for less.

Try Chase's first—it pays.

Largest line of sheet music we have ever shown at Schwamer's.

Dr. A. S. Main was a business passenger to St. Paul Monday.

This is the season when the weather might be a little more seasonable.

Corn Flakes, 6c per package, at The Loup City Cash Store, Wm. Lewandowski, proprietor.

Earl C. Brink, piano tuner, will be in town this week. Leave orders at Lou Schwamer's Jewelry store.

Mrs. C. R. True, who has been here visiting with her sister, Mrs. O. Benschoter, who is very ill, returned to her home at Arcadia, Tuesday evening.

Dr. W. L. Marcy and son, Charles, returned home last week from a two weeks' visit with relatives at Sterling, Ill. They also visited at Chicago and other eastern points of interest.

Mark Johansen entertained the Freshmen class at a party at his country home last Saturday afternoon and evening. Games were played and supper was served. All present report a most enjoyable time.

Another slight fall of snow Tuesday morning caused Marshal Jim some work cleaning off crossings and gave the skaters no little concern. Skating is fine and all who love the sport are enjoying themselves.

Mrs. O. Benschoter, who has been confined to her home for some time on account of sickness, was taken to St. Paul, Monday, to consult Dr. Grothan. Mr. Benschoter accompanied her, returning home Tuesday evening.

The United States navy now controls the greatest wireless telegraph system in existence—one that circles the globe. You will find much of interest in the special illustrated article on the subject which appears in this issue of The Northwestern.

Mr. and Mrs. Frank Wardyn, Mr. and Mrs. John Wardyn, Mr. and Mrs. Louie Galczenski and Miss Pollie Kwiatkowski, returned to their homes at Ashton last Saturday morning. They visited at the John Jezewski home.

The article clipped from the Mason City Transcript and published in a Loup City paper last week, stating that the Hub Clothing store was to be moved from Loup City is a mistake. I have moved my Mason City store but will continue the store here.—Victor Viener.

The Ladies' Altar society of St. Joseph's church, will hold a basket supper and dance at the Daddow opera house, Thursday, January 13. Ladies will please bring well filled baskets. Dance will start at 8 p. m. Music by P. & P. orchestra. Dance tickets \$1. Come out and have a good time. Proceeds to go toward furnishing the new parsonage.

The Omaha Bee has discovered the meanest man on earth. His wife needed a set of teeth and had no money to buy them. An Omaha dentist was going to give her a set for a Christmas present but her husband arose in his might and refused to allow her to accept them. Says Ole Buck: "Some one ought to pull all of that fellow's teeth and then make him live on rubber boot heels for the balance of his life."

J. A. Mawhinney, who for many years has been a heavy cattle feeder on his farm northeast of Ravenna, is feeding a bunch of sheep, this year, and says he is well pleased so far with the experiment. He bought 1,143 head of lambs in Denver in October of last year, and has since had them on feed and they are doing nicely. He has lost but three head, so far, and he believes that he will clean up a tidy profit on the operation. He expects to ship out the tops the latter part of this month, and the balance will go in February or the first of March.—Ravenna News.

In "Hearts Adrift" Mary Pickford is seen in a distinctly new role, that of a little Spanish girl, a castaway, who leads a primitive life on a desolate island, where fate later sends another castaway, for whose happiness the little half savage creature sacrifices her life. The pathos of this drama of the shifting sands of time and the surging, changing tides of life is tenderly softened by Miss Pickford's charming and delicate portrayal. Miss Pickford attains a high dramatic power in this production, and strikes a strong note of uplift in the supreme sacrifice which is the climax of Nina's devotion to her lover. In four reels, at the opera house, Saturday, January 15. Price 10 and 15 cents.

LOST.  
A brindle bulldog, with cropped ears and short tail. Finder notify T. R. Lay, Loup City. Reward.

NOTICE.  
Parties knowing themselves to be indebted to me would do me a great favor by settling their accounts now.—James Kay.

FOR RENT.  
We have for rent a nearly new four room house with electric lights and city water. Can give possession any time.—FIRST TRUST CO.

FOR SALE.  
My home with lots of 140 feet front and 130 feet deep. Cheap and terms reasonable. Must sell at once. Inquire of Jas. W. Conger.

COAL AT LOW PRICES FOR CASH.  
Why pay big prices for coal when you can buy Yampa Valley Route County Lump coal at \$7 cash and net at \$6.50 cash. We are also exclusively agents for the genuine Pinnacle, Nut and Lump Coal. Try this coal and you will use no other.—Taylor's Elevator.

Daily sells for less.  
Chase's for fresh groceries.

The Careful Man asks you **What?** are you thinking of after earning money for which you worked hard, to waste it in foolish extravagance? Put some in the Bank

START RIGHT NOW TO LIVE THE REST OF YOUR LIFE RIGHT. ARE YOU FACING AN OLD AGE OF POVERTY?

IF YOU ARE EARNING MONEY PUT AS MUCH OF IT AS YOU CAN IN THE BANK EACH PAY DAY. YOU WILL BE HAPPY WHEN YOU SEE YOUR BALANCE GROW AND SEE YOUR MONEY PILE UP SO IT CAN REALLY "PROTECT" YOUR OLD AGE.

START RIGHT NOW.

BANK WITH US.

## Loup City State Bank

### We Can Make You a Farm Loan on the Amortization or Rural Credit Plan

On this loan the total payment will be \$9.07 for each \$100 borrowed, payable annually. If these payments are made for 20 years the loan will be fully paid off and released. Payments can be made in advance of maturity or the entire loan paid off any time the borrower desires to do so. Twenty-year loans relieve you of commissions and expense incident to renewals of five-year loans.

In 1893 the company offering this loan made a \$300 loan for 10 years at 6 per cent and this loan was renewed for another 10-years period at the same rate. A statement of this loan is as follows:

Principal loaned .....	\$300.00
6 per cent interest for 20 years.....	360.00
	\$660.00

Under the amortization or rural credit plan annual payments on \$300.00 loan would be \$27.50, or a total for 20 years of .....

Difference saved by borrower .....

.....\$116.00  
If you contemplate making a farm loan, come in and let us explain this plan to you.

### First Trust Company

Loup City, Nebraska

## Meat and Brains

The brainiest people of the world are meat eaters.

Brainy people make the money because they have more than the usual allotment of brains.

This exceptional brain development is due in great part to the eating of the right kind of meat—GOOD meat.

Eat Meat and Buy It Here

### Pioneer Meat Market

O. L. TOCKEY, Proprietor



We Carry Coal

that gives absolute satisfaction, coal that is clean and leaves no clinkers, in short, coal that is satisfactory in every respect.

### KEYSTONE LUMBER CO.

Yards at Loup City, Ashton, Rockville, Schaupps and Arcadia