

The Famous Players Presents

PAULINE FREDERICK

in a mammoth, elaborate photo-production of

HALL CAINE'S

immortal novel and play

"THE ETERNAL CITY"

THE SUPREME TRIUMPH OF THE SCREEN

"The Eternal City" has nine reels, 9000 feet of film, 107 different scenes. Produced in Italy, England and America. See such world famous spots as the Coliseum, Castle of St. Angelo, St. Peter's, the Vatican Gardens and other places of historical renown.

at the

Garland Theater
15c, 25c, 35c

Feb. 9th
8:15 Sharp

GOOD ROADS A PERSONAL RESPONSIBILITY.

Perhaps no other feature of civic reform or improvement of recent years has attracted so much attention as has that of road building. All over our broad land, from ocean to ocean, from the lakes to the gulf, the wave of enthusiasm is rolling. The people are realizing that they must have better roads, and the machinery of government in its taxing capacity is being ever more and more strained to meet this demand.

But while there is a certain responsibility resting upon the state in the maintenance of our highways, we are in danger of forgetting that an even greater responsibility rests upon us, individually, as citizens. The reason why we sometimes lose sight of this responsibility is that we Americans have gotten into the habit of working out all such matters through the medium of taxation. If we want a new road opened, we levy a tax. If we want an old road macadamized, we tax some more. Is a bridge to be built? We impose another tax. We tax and we keep on taxing, and this regardless of the fact, that we all know that the hardest money to give up is that which is paid in taxes. Many a man will come to town and spend in a day enough to pay his yearly taxes and think nothing of it. But he will sweat drops of blood, as it were, when the tax gatherer rounds him up.

We depend too much upon taxes. We should depend more upon individual and personal effort. A lively neighborhood interest in good roads is worth all of the taxes you can wring from unwilling pocketbooks. A determination by a united citizenship of a county that their roads shall excel is worth more than all of the road commissioners in existence. Road commissioners work through devious ways to reach their object. The united sentiment of a people works direct to the object. It determines what is wanted and then takes the most direct route to accomplish its ends.

Do you favor better roads in this community? Then go to work and arouse a healthy community sentiment that will demand them. When that is accomplished good roads will be the result.

And just a few words more. Realize your own responsibility. Say to yourself, "the roads of this community belong partly to me, and I owe a duty to them." Don't depend upon a benevolent government, national, state, county or township, but shoulder your own responsibility. Then you will be in a fair way to get your neighbor to do likewise.

Try it!

WHY ADVERTISING PAYS.

Everybody reads the ads and nearly everybody remembers what they read. Mrs. Jones remarks to Mrs. Smith that she simply must go to the store and get a new dress pattern, or a winter coat, or possibly a new hat. Mrs. Smith has read of the latest creations at some store and immediately springs her knowledge upon Mrs. Jones, who simply can't resist the temptation to go and see for herself. Once there she generally buys.

Farmer Hankinson needs a new harness, or a plow, or some other implement for progressive farming. His neighbor has read the up-to-date ad of the implement house in the local paper and incidentally mentions that So-and-So carries a good article which he is advertising quite heavily. This excites Farmer Hankinson's curiosity and he "just drops in to see it." He, too, often ends with a buy.

The woman's club or the sewing circle, or the pink tea ladies get together and spend the afternoon or evening in gathering up stray bits of information. Anything that has attracted the eye of any member comes in for discussion, and nothing is more dear to their hearts than those delightful things that were advertised in the last issue of the paper. Of course they all want to know about them, and then they must see them, and in the end they buy them.

Bill Doollittle wants a new overcoat, and the well written overcoat ad never gets by him. He drops in and looks over the coats of which the merchant has spoken so glowingly. They are as

represented, and he buys. Yes, they all read the ads, and they talk about the goods they read about, and they buy when they are sufficiently interested to talk about them. Of course advertising pays. Everybody knows it pays.

PROSPERITY VS. HIGH PRICES.

"No such thing exists in America as prosperity for just one class, unless it exists for all." So said a noted statesman last fall, and millions of Americans believed him, but we differ from him.

Our present so-called prosperity is a prosperity of the Classes. It is most emphatically not a prosperity of the masses. The munitions manufacturer is prosperous because Europe is clamoring for his products. The automobile maker prospers because the craze for the buzz wagon is on the upward slant. The farmer prospers because Europe demands his products.

Certain other special industries prosper because a war crazed Europe needs their wares with which to prolong the struggle. And there the real prosperity ends. The millions of salaried men and women and the more modest wage earners are immeasurably worse off than they were five years ago. Thousands of printers and publishers are facing actual ruin. The small merchant has difficulty in making both ends meet. Thousands of professional men are wondering how they can pay their rent.

High prices are the result of this half prosperity, but all people have them to pay. The classes have the money with which to pay, but the masses are wondering where in blazes it is coming from.

THE ARROW AND THE PLOW

That is a pretty little ceremonial which Secretary Lane has devised for making full-blooded American citizens out of Indians. The Indian is brought forward and informed that a federal commission, having investigated his circumstances has determined that he is entitled to take the responsibilities of citizenship, by being released from the paternalistic care of the Indian Bureau. The Indian is handed a bow and arrow, and is directed to shoot the arrow. After doing so, he is told to take into his hands the handle of a plow. Then he is informed: "You have shot your last arrow, but you may keep that arrow, it will be to you a symbol of your noble race and the pride you feel that you come the first of all Americans." With reference to the plow he is told that "the white man lives by work. From the earth we all must get our living and the earth will not yield unless man pours upon it the sweat of his brow." Having been presented with a flag, the new citizen takes it in his hands and repeats these words: "For as much as the President has said that I am worthy to be a citizen of the United States, I now promise to this flag that I will give my hands, my head, and my heart to the doing of all that will make me a true American citizen."

GO NO FARTHER

The Evidence Is At Your Door. Loup City roof is what you want and the statement of this highly respected resident will banish all doubts:

J. J. Golus, farmer, Loup City, says: "I was annoyed by having to get up at night to pass the kidney secretions so much. Almost all the time for about three years. I was laid up with my back. There was a deep seated pain right in the center of it. I could hardly sleep owing to it and the next morning I felt tired and worn-out. Doan's Kidney Pills were not long in ridding me of the trouble and of late I have not had any return of it."

Price 50 cents at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Golus had. Foster-Milburn Co., Pros., Buffalo, N. Y.

The world will forgive a man for failing, but not for giving up.

Just a thought for employees: If you were in business, would you employ yourself?

NEBRASKA'S GROWING POTASH INDUSTRY.

The potash industry of Nebraska has received added impetus by the official announcement that a corporation has been formed to operate an other plant in the vicinity of Alliance. This concern begins with a paid-up capital of \$100,000, all of which has been subscribed and paid in. It is understood that the stockholders are all Nebraska men, some of them being local capitalists in Alliance. The firm has already obtained extensive leases and is assured in advance of an almost inexhaustible supply of potash solution. The location of the plant will be seven miles from Alliance on the C. B. & Q. railway. The company is already placing orders for machinery and have their plans prepared for the building, on which they expect to begin active work early in the spring. It is anticipated that the plant will be in operation by July 1st. When completed this plant will have the largest capacity of any of the five now in existence. The hundred thousand dollars capitalization which has been paid in is expected to extend the activities by increased capital until this plant will be the largest of its kind in the west. This announcement, coupled with the intimation that there is a probability of a refining plant being erected in Alliance leads all to believe that the chemists and engineers have reached a conclusion that the potash industry of western Nebraska due to the excellence of the product and increased efficiency in producing, can continue as a profitable investment even after the war is over and foreign potash is brought on the market to compete.

FEDERAL FARM BANK STOCK BOUGHT BY MANY.

Omaha, Neb., Jan. 25. Nearly one hundred farmers and business men of the Omaha Land Bank district have purchased stock in the Federal Farm Loan Bank of Omaha. These subscriptions vary all the way from \$25 to \$1,000. Customs Collector Loomis, who has charge of the sale of the stock, says he is receiving a great many inquiries, in which statements of the benefits to be derived from the Farm Loan Act are most optimistic. Farmers and business men of the

MIDDLE WEST MERCHANTS COME TO OMAHA IN MARCH.

Omaha, Neb., Jan. 25. Spring market week, that time when merchants of Nebraska, Iowa, South Dakota and Wyoming gather in Omaha for pleasure and business has been set for the week of March 12th. Chairman Kelley of the Manufacturers and Jobbers Committee, under whose auspices the event is held, declares that more than 1,000 merchants will be on hand. Business and pleasure will be mixed in the right proportion, according to Mr. Kelley, to drive away every thought of anything except the biggest and best year in Nebraska and Iowa's commercial life.

Classified Advertising

KODAK FINISHING.

KODAK FINISHING. LOWEST prices. Strictly professional work. Prompt service. Send for price list.—W. F. Mohler, Fremont, Neb.

SEED CORN.

PURE SILVER MINE AND ST. Charles White (Red Cob.) Carefully selected. Tipped, butted and shelled. \$2.00 per bushel.—L. E. Larsen, St. Paul, Neb.

PIANOS.

PIANO AT A BARGAIN. CUSTOMER near Loup City, Nebraska, is unable to finish payments on piano contract. We will turn piano over to first satisfactory party who will pay balance either cash or five dollars per month. Write Schmoeller & Mueller Piano Co., Omaha, Nebraska.

HOMESTEAD OR FARM LANDS.

OREGON & CALIFORNIA RAILROAD Co., Grant Lands. Title to same re-vested in United States by act of congress dated June 9, 1916. Two million three hundred thousand acres to be opened for settlement and sale. Power Site, Timber and Agricultural Lands. Containing some of the best land left in United States. Now is the opportune time. Large sectional map and description of soil, climate, rainfall, elevations, etc. Postpaid one dollar. Grant Lands Locating Co., Box 610, Portland, Oregon.

NEW HOME

"I'll get it for my wife"
NO OTHER LIKE IT. NO OTHER AS GOOD.
Purchase the "NEW HOME" and you will have a life asset at the price you pay. The elimination of repair expense by superior workmanship and best quality of material insures life-long service at minimum cost. Insist on having the "NEW HOME". WARRANTED FOR ALL TIME. Knows the world over for superior sewing qualities. Not sold under any other name. THE NEW HOME SEWING MACHINE CO., OMAHA, NEBRASKA. FOR SALE BY E. P. DAILY, FURNITURE CO.

MILK IN WINTER.

Why do your cows give less milk in winter than they do in summer? Just because nature does not supply them with grasses and green food. But we have come to the assistance of Dame Nature with B. A. Thomas' Stock Remedy which contains the very ingredients that the green feed supplies in season, only, of course, in a more highly concentrated form. We guarantee that this remedy will make your cows give more milk, and better milk, with the same feed.—J. J. Slosinski, Loup City, Neb.

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smaller cities are showing unusual interest in the Act he says, which the gurs well for the success of the Farm Loan Act. Subscriptions for stock will be received until February 17, at which time the government will absorb the stock remaining.

SOME COLD SNAP.

Twenty-eight below this morning is probably the coldest it has been here this winter. February is starting out in great shape. We thought winter was over, but from the looks of things spring has not yet arrived.

EXERCISE BREEDING HERD.

Exercise for breeding animals is especially important at this time of the year inasmuch as they are not likely to move about enough, says the animal husbandry department of the college of agriculture.

An excellent method of providing exercise is to place feed at some distance from the shelter. Sows, cows, and mares will be kept in good condition by this means, will experience less trouble at birth, and will produce stronger offspring.

A POETICAL RECIPE.

Here's one of those fool things a reader comes across once in a while and can't let loose of until he has solved it. Try filling in the blanks with words that rhyme:

Willie caught a little f—
Mary put it in a d—
Susie said it needed s—
Mary said, "it's not my f—"
For, indeed, I never k—
What the cook would have to d—
To prepare a fish to e—
I suppose it's just like m—
Then she took the frying pan.
And to cook it they b—
First they put in lots of l—
Heated it, each keeping g—
Lest it get so very h—
That it would be burned a l—
Then they dipped the fish in f—
Let it cook a half an h—
Turning it when it was b—
So the upper side was d—
Then they put it in a d—
And they all ate of the f—

"HE KEPT US OUT OF WAR."

The price of food keeps jumping.
But he kept us out of war;
The price of clothes keeps humping.
But he kept us out of war.
The price of coal keeps soaring.
But what's the use of roaring.
Our dear Woodrow we're adoring.
For he kept us out of war.

Trusts and combinations flourish.

But he kept us out of war;
No resentment should we nourish.
For he kept us out of war.
But dear Woodrow, won't you ponder:
On the question of how in thunder.
We are to live and not go under.
While you keep us out of war.

We know what you promised if elected.

But you kept us out of war;
Perhaps this is worse than we expected.
But you kept us out of war.
But now that you have got our votes,
Won't you please cut out some notes,
And aid us somehow to earn our oats,
And keep us out of the poorhouse.

LIVE STOCK PRICES AT SOUTH OMAHA

Cattle Market Steady to Strong; Moderate Receipts
HOGS \$11.50--NEW RECORD

Fat Lambs Generally Steady—Values Not Quite As Good As the Latter Part of Last Week's High Close, Though. None Over \$14.25 Early—Number of Sales at That Figure—Feeders Sharply Higher—Medium Weights \$14.15. Old Sheep Steady, Too, if Anything, Stronger.

Union Stock Yards, South Omaha, Nebraska, January 30, 1917. The week opened out with a very respectable run of cattle, 350 loads, or about 9,200 head. Vigorous competition for the choice, weighty beefs and for the best yearlings created an active market for anything in these lines. The good to choice beefs sold readily at \$10.60@11.00, and the fair to good 1,050 to 1,300-pound beefs went largely around \$10.00@10.50. Supplies of she-stock were tolerably liberal and the good to choice grades at \$8.00@9.00, were about steady.

Quotations on cattle: Good to choice yearlings, \$10.50@11.50; good to choice beefs, \$10.25@11.10; fair to good beefs, \$9.75@10.25; common to fair beefs, \$8.00@9.50; good to choice heifers, \$7.75@8.75; good to choice cows, \$7.50@8.25; fair to good cows, \$6.50@7.50; canners and cutters, \$5.50@6.50; veal calves, \$8.00@11.00; bologna bulls, \$6.00@7.00; beef bulls, \$7.00@8.50.

The run of hogs here for Monday was just about normal, arrivals counting out 134 cars, or 9,500 head. Shippers took about their usual share, buying mainly the good lights and butchers on a 5@10c higher basis, and packers paid fully 5@10c higher figures for the butchers and heavy kinds. Bulk of the hogs sold at figures that were a big 5@10c higher, most of the sales landing at \$11.00@11.40. Several loads of the best heavies reached \$11.50, the top, and a new record for this market.

A liberal run of sheep and lambs showed up for Monday, receipts were estimated at 67 cars, or 16,000 head. Fat lamb trade was a little draggy at the start, but when traders got down to business it was at figures that were fully steady with the close of last week. Early sales brought nothing over \$14.25, but quite a number of sales were made at that figure. Bulk of the desirable stuff brought \$14.00 and better. Choice fall clipped lambs made a record of \$12.50. Best ewes brought \$10.25, while quite a bit of the better stuff sold upwards from \$10.00.

Business and Professional Guide

ROBT. P. STARR
Attorney at Law
LOUP CITY - - - - NEBRASKA

J. H. O'CALLAGHAN
Licensed Embalmer and
Funeral Director
With Daily Furniture Co.
Loup City, - - - - Nebraska

R. H. MATHEW
Attorney at Law
And Bonded Abstractor
LOUP CITY - - - - NEBRASKA

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Plumber & Electrician
For good, clean and neat work
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Physicians and Surgeons
LOUP CITY - - - - NEBRASKA
Phone 114

O. E. LONGACRE
Physician and Surgeon
OFFICE, OVER NEW BANK
Telephone Call No. 39

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Dentist
Office upstairs in the New State
Bank Building
LOUP CITY - - - - NEBRASKA

A. J. KEARNS
Physician and Surgeon
Phone 30—Office at Residence
Two Doors East of Telephone Central
LOUP CITY - - - - NEBRASKA

W. L. MARCY
Dentist
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E. T. BEUSHAUSEN
Licensed Embalmer
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Good Lumber
at
Lowest Prices

KEYSTONE LUMBER CO.
Yards at Loup City, Ashton, Rockville, Schiaupps and Arcadia

F. J. SCHOLZ & SON
manufacturers of
MONUMENTS AND MAUSOLEUMS
JACOB RITZ, Rockville, Nebr.

TO LIGHT PATRONS

Having changed our lamp contract from the West- ington Lamp Co., over to the Bryan Marsh Co., we will give a reduction of 5 cents on each lamp bought at our office when five or more than five are bought at a time.

The prices on lamps from now on will be:

300 Watt Mazda C	\$3.50
200 " " "	2.25
100 " " "	1.10
75 " " "	.75
60 " " "	.55
40 " " "	.40
25 " " "	.35
10 " " "	.25
7 1/2 " " "	.25
32 " " "	.30
16 " " "	.25
8 " " "	.20
High Low Lamps	1.00

We also will give a rate of 6 cents per K. W. to any one putting in electric stoves. This to take effect January 1.

LOUP CITY LIGHT AND POWER CO.