

# "To Make A Long Tale Short."

Some people will tell you that we are selling goods at ABSOLUTELY LOW PRICES. This is a fact and we glory in it. We could peg along and sell at the usual prices and make a fine profit on a small business, but we want to be kept busy, which is the joy of life. We have watched our chance and purchased an immense stock at largely reduced prices and we are giving the public the benefit. It would be wise for you to investigate and make comparisons.

## DIAMONDS DIAMONDS.

Our stock of Diamonds is very complete. If you intend to buy now is your chance. One-fourth carat, Tiffany mounting, special price \$22.00 up to \$27.00. Three-eighth carat, Tiffany mounting, special price \$25.00 up to \$35.00. One-half carat, beautiful cut stone extra fine white color from \$60.00 to \$85.00. Other goods in proportion.

## All Kinds of Watches at All Prices.

Ladies O size Watch, Elgin or Waltham movement in 20 year gold filled case 12.50.  
Gents Watch 15j Elgin or Waltham movement in a 20 year plain or engraved case \$9.75.

## SET RINGS.

Ladies solid gold Set Rings, all styles and designs, regular prices, from \$3.00 to \$15.00 special sale price from \$2.00 to \$10.00.  
Baby Rings, solid gold, plain and seal and diamond set, regular price from \$1.00 to \$2.50 special price from 35c to \$1.50. Seal Rings for gents very heavy, regular price \$3.00 to \$8.00 special price from \$1.75 to \$5.00.

## Solid Gold and Gold Filled Brooches.

Solid gold Brooches in all the latest designs, regular price from 6.00 to 20.00, special sale price from 4.00 to 15.00 sold gold. 14k filled Brooches, new and nifty designs, regular price from 1.25 to 4.00, special sale price 75c to 2.50.

## Matinee Locketts.

We have a great line of Matinee Locketts with Mirrors and Powder Puff, also for Photos, with or without chains. Our stock in all styles is complete, regular price from 8.00 to 12.00 reduced to 6.00 and 9.00.

## Beauty Pins.

Solid gold Beauty Pins, all designs, regular price from 2.00 to 4.00 reduced to 1.25 and 3.35. Solid gold filled Beauty Pins from 75c to 2.00 reduced, extra special sale price 35c up to 1.50.

## Quadruple Plated Toilet Ware.

Ladies 3-piece Toilet Set, Comb, Brush and Mirror, regular prices from 7.00 to 10.50, special sale price 5.00 to 6.50.

Prices such as the above must convince you that we are giving you a great opportunity to buy goods at an exceptional low price. Why not select your Xmas presents now before the rush. We will put them away until you need them.

# CLINTON, The Jeweler.

## DR. W. F. CROOK, DENTIST.

Graduate Northwestern University.  
Office over McDonald State Bank

Mr. and Mrs. Roland Malmstem returned Thursday from a visit with relatives in Gothenburg.

Wanted—To sell 100 head of stock hogs. L. E. Ebright, two miles west of Experimental Farm.

Miss Bates, who has been night nurse at the P. S. hospital left last night for her home in Long Pine.

Mr. and Mrs. J. J. Halligan will entertain at a dinner party this evening. Covers will be laid for twelve.

Hogs were from ten to fifteen cents higher in the South Omaha market yesterday, the bulk selling for \$7.12.

Baled hay is now selling at \$9.50 on car at this station. The shipments are rather light, the hay men anticipating higher prices.

For Sale—Same choice Poland China Bows, also some Red Polled Bulls. Payne's Dairy Farm, one half mile south of North Platte.

Mrs. C. S. Clinton will return Tuesday from Grand Rapids, Mich., where she was called by the illness and death of her father.

The double track was placed in service to O'Fallon yesterday. That will be the end of the double track until next summer.

In the case of Higgins against Edmisten and Combs, which was concluded in the district court yesterday, the jury brought in a verdict for the defendants.

According to a report made by State Supt. Bishop, Lincoln county has 4,796 persons of school age—between five and twenty-one year. This is a gain of 178 over last years.

Diamonds make good investments they also make fine Christmas gifts. Our diamonds are sold on the lowest possible margins and every stone guaranteed as represented.

DIXON the Jeweler.

Congressman Kinkaid is spending today in town, having arrived last night from O'Neil. He is enroute to Washington and will be in his seat when congress convenes next Monday.

A general reduction of 20 per cent in the rates for the upper Pullman berths and specific reductions for lower berths were announced before the interstate Commerce Commission by a representative of the Pullman company yesterday.

Prof. Leonhardt, of Kearney, the well known piano tuner, is in town today enroute to Madrid, where he will sing his lately composed song "Jesus Lover of My Soul" at the dedication of a church. This composition, which is written both as a solo and duo, is a very beautiful one, and is on sale at Rincker's book store.

F. R. Ginn returned this morning from a brief visit with relatives at Perry, Iowa.

E. H. Evans returned this morning from Omaha, where he has been transacting business for a day.

Miss Hansen, late of Omaha, will take the position of head nurse at the P. & S. hospital December 15th.

See our show windows for latest novelties. DIXON the Jeweler.

Sutherland organized a business men's association this week, the object of which is to boost trade conditions and protect each other from "dead beats."

Nothing nicer for a Christmas gift than a delicate piece of china. Make your selection at the Tramp Grocery.

Weather forecast—Generally fair tonight and Saturday, warmer tonight. Maximum temperature yesterday 37; one year ago 44; minimum temperature this morning 16; a year ago 30.

Have you made a comparison of Derryberry & Forbes' show window with the back cover of the Saturday Evening Post?

Rev. H. A. Taylor and wife returned from North Platte Tuesday evening where Mrs. Taylor has been in the hospital during the past few weeks. She returns greatly improved.—Chappel Register.

For Rent—Furnished rooms with furnace heat. Inquire 820 East Fifth St.

The population of Pennsylvania is 7,675,111. There are twenty-one counties in the state with over 100,000, and two of the counties have over one million. The state increased over 1,000,000 from 1900.

For Sale—A few loads of alfalfa delivered. Phone D. 75.

Charley Martini entertained the members of the high school football team, Supt. Tont and Coach Neville at a five course dinner Tuesday evening; the piece de resistance of the well laden board being turkey. Following the dinner toasts were proposed and responded to by the guests.

Early shoppers get best selections; our stock is now complete. DIXON the Jeweler.

R. L. Graves arrived from the east yesterday and will remain until Sunday night, when he goes to Denver.

Mr. Graves, who has been with the Sherwin-Williams Paint Co. for a number of years, has been promoted to the position of selling agent to railroads and will be located at St. Louis instead of Newark, N. J., as heretofore.

Have you seen our foot gloves or pulman slippers. They make splendid Christmas gifts. Different from the gifts you have been giving.

DIXON the Jeweler.

Last month we had eleventh one-hundredths of an inch of precipitation; in November, 1909, we had 2.24 inches. The average for the month is, however, but forty one-hundredths of an inch. Since January 1st we have had a deficiency of 8.41 inches in rainfall. Last month was three degrees warmer than the average for November, the mean for the month being 35.1 degrees.

## DR. O. H. CRESSLER, Graduate Dentist.

Office over the McDonald State Bank.

## Gillian Tonight.

The second number of the North Platte lecture course will be Strickland W. Gillian, the humorist, who has appeared before North Platte audiences in the past and provided them with clean amusing entertainment. He is worthy of a crowded house this evening.

E. A. Bell and Brakeman Passmore are goose hunting in the vicinity of Oahkosh.

W. P. Byron, manager of the Gothenburg Power Co., transacted business in town yesterday.

The sale at The Leader will continue until Saturday evening, December 10th. Bargains in every department of the store.

Geo. A. Walker, who had been transacting business in town for several days, returned to Denver yesterday.

F. W. Herminghausen is shipping an average of five cars of hogs per week. Hogs are being marketed almost as freely as when prices ruled higher.

Everyday our business is on the increase by reason of our immense stock of new and extraordinary goods and values. DIXON the Jeweler

J. F. Keefe, of Sioux City, Iowa, a graduate of the law department of the Iowa University in the 1910 class, arrived in town this week and will enter the law office of Hoagland & Hoagland as a practicing attorney.

A St. Louis commission man was in town yesterday for the purpose of contracting alfalfa hay. Alfalfa is in good demand in that market and considerable is shipped there from Hershey.

Treasurer Langford says the 1910 personal taxes are being paid freely. These taxes became delinquent yesterday and draw ten per cent interest from that date. If not paid by February 1st the treasurer is authorized by law to issue distress warrants.

Tramp handles the Kamo brand of canned goods, coffees and other goods. There are none better.

Roller skating is again becoming a popular amusement in North Platte. Under the new management of W. E. Morgan the attendance at the rink is increasing each evening, and the attendants are more orderly than when the rink was conducted by Kubik.

The sale at The Leader continues. \$25.00 ladies' coats are being closed out at \$14.49; ladies' long coats worth \$15.00 are being sold at \$7.65.

The fair and lunch held by the Presbyterian ladies in the church parlors yesterday afternoon and evening was largely attended. Lunch was served to several hundred persons and the fancy work and candy booths were well patronized.

# Mr. VanDerhoof of The Star says:

He has in stock and will put on sale for Christmas trade the greatest and most beautiful line of Grips, Bags and Suit Cases ever shown west of Omaha. The public is cordially invited to call and inspect them at

The Star Clothing House.

## Brotherhood of American Yeomen

DES MOINES, IOWA.

The Young Fraternal Giant.

Issues Certificates Paying—Less Expectancy Deduction.

Cash at Death.....	\$1,000	\$2,000	\$3,000
Cash for loss of hand.....	250	500	750
Cash for loss of foot.....	250	500	750
Cash for loss of eye.....	250	500	750
Cash for broken arm.....	100	200	300
Cash for broken leg.....	100	200	300
Cash for total disability.....	500	1,000	1,500
Old age disability yearly after 70, 10 yrs.....	100	200	300

You don't have to die to secure benefits

Insures Men and Women from 18 to 50 Years Old.

### Table of Rates.

AGE	\$ 500	\$1000	\$2000	\$3000
18-23 inclusive.....	\$ 45	\$ 60	\$1 10	\$1 60
23-28 inclusive.....	45	65	1 15	1 75
28-33 inclusive.....	45	70	1 25	1 90
33-38 inclusive.....	50	75	1 35	2 05
38-43.....	50	80	1 45	2 20
43-48.....	50	80	1 45	.....
48-49.....	55	90	1 65	.....
49-50.....	55	95	.....	.....
50.....	55	1 00	.....	.....
.....	60	1 05	.....	.....
.....	65	1 10	.....	.....

The Yeomen reserve guarantees permanency and future low cost—have it explained now.

The Yeomen plan is based on life expectancy and will protect you at the same rate all through your expectancy of life.

W. J. TILEY, State Manager.

A Man's Perfect Gift  
to a Woman

## A Bottle of Perfume

Our line of Holiday Packages are beautiful and we are positive we selected the best makes and odors.

Ask to see

Riegers Flower Drops.

Schiller & Company  
Family Druggists.



## ST. LUKE'S HOSPITAL

EAST FRONT STREET,

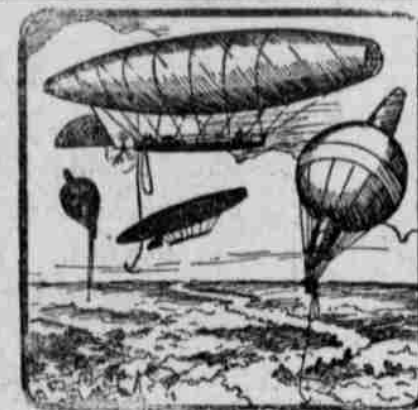
NORTH PLATTE, NEB.

MEDICAL STAFF:

Dr. D. T. Quigley. Dr. G. B. Dent.  
Dr. V. Lucas.

A general hospital for all acute and chronic cases—medical, surgical and obstetric. Open to the medical profession. For further information address,

W. M. CUNNINGHAM, Mgr



## Air Ships are Popular

but not more so than the cigars manufactured by J. F. Schmalzried. Their popularity is due to their quality, nothing but the best tobacco going into their make-up. The nickel cigars are just as good for the price as are those which sell for a dime. Try one of the many brands made by us.

J. F. SCHMALZRIED.

# You economical women who buy Corsets for a dollar or two

Don't you know that's false economy?  
Let us tell you about a REAL bargain.

When front laced corsets were first placed on the market at \$25 they were purchased only by the millionaire class. Later when the \$15 corset made its appearance women sought them because, even though considered a luxury, they were recognized as the one corset that combined style and healthful comfort. Then when the \$12, \$8 and \$5 Gossard was offered many women eagerly accepted the opportunity to secure the corset that until then had seemed beyond their reach.

THE  
**Gossard**  
CORSETS  
*"They lace in front"*

NOW, when you can get true Gossard principals of corsetry, with the distinctive features of the Gossard front lacing, the habit back and the hygienic comfort combined, and the same beautiful lines for which formerly \$25 was cheerfully paid—for only \$3.50—doesn't it seem absurd to even think of another make?

Suppose you HAVE felt that \$2 was your limit to pay for a corset. Be honest. Has it been satisfactory? Has it kept the lines that looked good to you when you bought it? Has it worn well? Has it been comfortable? Was it fitted by an expert corset fitter whose experience proved of valued aid in knowing the particular model for your style of figure? Haven't you sometimes wondered why some women had such perfect poise, could stoop and exercise without having a steel break and dig into them, why their clothes fitted so well, especially why their backs looked so good? Didn't it ever dawn on you that it is the Gossard that does all this and more?

A Gossard at \$3.50 is true economy, but it's not cheap in the true sense of the word, for there is nothing tawdry about it. The materials are the best there are on the market for the money.

The model illustrated conforms to the present styles and the workmanship shows the Gossard precision of details and accuracy of boning. Boned with Electric boning which is as strong as steel, yet more pliable than whalebone.

Here is an opportunity waiting for you. Be fitted by one of our experienced corsetiers who is acquainted with every detail of corset fitting from a fashionable and hygienic standpoint. The same courteous attention given to the \$3.50 fitting as to a \$25 one. Other models from \$5 to \$25. Come and see for yourself.

Wilcox Department Store,  
North Platte, Nebraska.