

The North Platte Semi-Weekly Tribune.

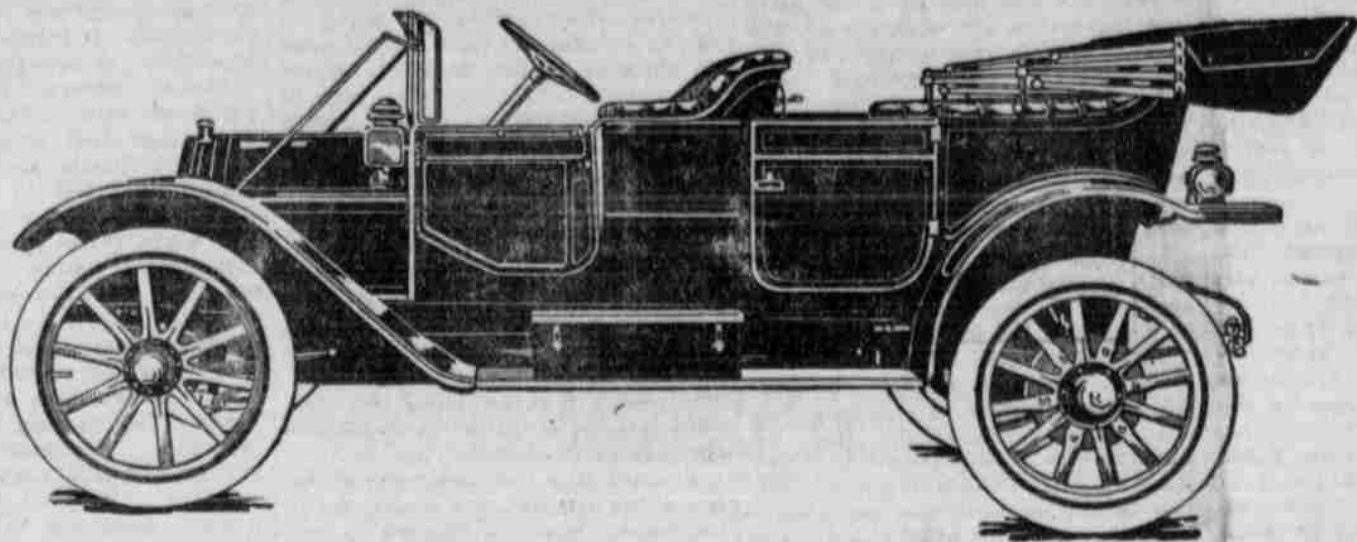
TWENTY-SIXTH YEAR.

NORTH-PLATTE, NEBRASKA, APRIL 14, 1911.

NO 24

CHALMERS "30" \$1,600.

Including Bosch magneto, Prest-O-Lite tank, gas lamps, three oil lamps, horn and tools. Detachable fore-doors \$15.00



How to be Sure of a Good Motor Car Bargain.

Getting a good bargain when you buy an automobile is not just a question of price. It is a question of features—of what is in the car—the design, materials and workmanship.

If it is possible to get more for your money in one car than in another, you want to know it. Ability to pick out a car that will give you the most money, depends upon knowing the important points on which to judge and then comparing cars on the basis of these points. It is a question of having the right standards.

A diamond expert will select the one most perfect stone from a handful of diamonds.

The horseman, looking over a string of thoroughbreds, will pick out the one or two best horses of the lot.

They are able to do this because they know the standards by which to judge a diamond and a horse.

The same is true of motor cars. We ask you to compare Chalmers cars carefully with others. We give here a few standards which may help you to get an unusual dollar's worth of value for every dollar you put into your motor car.

Simplicity of design is one good standard. The Chalmers "30" has cylinders cast en bloc. Motor, clutch and transmission cast in a unit. Working parts thoroughly protected from dust and yet easily accessible. The Chalmers "30" was the first American car to have all of these features. There is no other car with these features which is so thoroughly tried and proved as the Chalmers. Many cars that looked all right in design failed in use. Whatever you do, buy a proved car.

Good looks is another standard. The Chalmers "30" has good looks. It has beautiful lines and it has fine finish. Those who are most competent to judge, say there is no more beautiful car at any price.

As for finish, you positively cannot find a car to equal the Chalmers "30" except at nearly double the price. For attention to details, compare this car with those costing twice and three times as much. Only in that way can you appreciate how all of the "little things"—that seem so big when neglected—have been provided in the Chalmers "30".

Ease of control and comfort for both driver and passengers is one of the best

standards. The Chalmers "30" is easy to control because it has one pedal for brake and clutch; because the control levers are just where you would naturally reach for them; because of a big steering wheel and good steering connections. It is no trick to learn to drive a Chalmers. We guarantee to teach every buyer without additional expense how to drive and care for his car.

This car has a 115 inch wheel base. The body is swung well between the axles. The seats are tilted and have good springs in them. The upholstery is luxurious. The rear springs are long, three-quarter elliptical and of the finest steel for the purpose. The majority of automobile engineers have voted this type of springs the best.

Without fear of contradiction, we say there is no car in the world which is more comfortable under all conditions than the Chalmers "30". Yet the price of this car is only \$1600 including Bosch Magneto, gas lamp, Prest-o-lite tank.

Weight is another standard.

The Chalmers "30" motor is lighter per horse power than any other motor. The complete car is from 200 to 600 pounds lighter than any competing car of the same size and roominess. The "30" has all the weight that comfort and efficiency demand yet no useless weight to consume gasoline and wear out tires.

The Factors of Safety are a standard which you should have in mind at all times. The four main factors of safety in any motor car are Frame, Wheels, Brakes, Steering Connections.

The Chalmers "30" has the heaviest, strongest frame in proportion to total weight of any car in its class. Relatively this frame is as strong as in any car at any price. These "30" frames are built of special heat-treated steel. They are strong enough to sustain many times the weight they are called upon to carry. They are staunch and heavy enough to give a feeling of solidarity, without which no car is comfortable.

The wheels of the Chalmers "30" are made under the same specifications and of the same material as those on the highest priced cars.

The Chalmers "30" has bigger, stronger, quicker-acting brakes than any other car in its class.

The design material and construction of the steering connections are no better on any car—no matter what the price—than on the Chalmers "30". It would be possible to make the steering

apparatus of the "30" more costly by putting more expensive wood in the steering wheel. But this would not make it better in any particular. All steering connections on the Chalmers "30" are protected, and the cross steering rod is back of the front axle, out of danger from shocks of the road.

Have you ever noticed the difference in the riding qualities of an ordinary railroad coach and a Pullman chair car? The day coach is light. It shakes and rattles. It transmits every inequality of the road-bed or the rails straight to the passengers, giving them a succession of jars and vibrations.

The Pullman coach is compact and solid. It goes smoothly at any speed. It is comfortable. It gives a sense of security.

There is just the same difference between riding in the cheaper cars and in the Chalmers. Cars that have light wheels and frames can not be comfortable or safe.

You are buying a car to ride in. You will often be in it hours at a stretch. Insist that it give the utmost comfort.

You trust your own life and the life of your family to it. Insist, therefore, that the factors of safety be of the best design, finest materials and workmanship.

We have made strong claims in this advertisement—the strongest that could be made for a car. Because we have stated that according to certain important standards, the Chalmers "30" is preferable to any other car selling at anywhere near the same price. And in some respects, the equal at least—if not the superior—of any car made at any price.

We have made these statements advisedly. We know that they are right.

We could not make them unless we had the car to back them up. The car does back them up. It is the best automobile value today. Study it for yourself. Compare it for yourself with others.

If you don't agree with us after you have studied the situation, why of course we cannot hope to sell you a car.

But at the same time, we believe that if you do study this automobile question carefully, with the right standards in your mind, you will decide the Chalmers "30" is the most you can buy in an automobile for \$1600. And that, relatively, it is more than you can buy in any other car, regardless of the price.

Come and see these cars as soon as you can. Let us arrange a demonstration at your convenience.

TOWN AND COUNTY NEWS

Mr. and Mrs. C. A. Weir returned Wednesday from a brief visit in Denver.

Mrs. Cara Chamberlain who had been visiting relatives in town, left yesterday for her home in Gillette, Wyo.

W. M. Baskin has been in town for a week or so. He is just recovering from a siege of a light form of erysipelas.

J. J. Halligan and Ray C. Langford have had their residences freshened by repainting, thus adding to the appearance.

Will Hatfield, formerly of this city, now bracing between Gillette and Whitman, recently suffered a bad sprain of a leg.

The sidewalk on the west and south sides of the Elk's home are being widened to the prescribed width on the business streets.

Miss Evelyn Daily, who is a student at the Sacred Heart Academy in Omaha, arrived home Wednesday night and will remain until after Easter.

Senator Reynolds, of Chadron, spent Wednesday in town as the guest of Senator Hoagland while enroute to McPherson county, where he has a ranch.

Dr. W. W. Sadler, of Hershey, was in town yesterday and while here purchased a \$950 Buick runabout of Davis & Churpenning, which he will use in visiting his patients.

W. H. C. Woodhurst transacted business in Omaha this week. It is probable that Mr. Woodhurst will accept a position as state agent for an insurance company.

Joe Mahaffy, who for a year or two had been living in the east part of the state, returned to town this week and accepted a position in the Telegraph printing office.

Local saloon men are somewhat "up in the air" over the report on the streets that five of the eight councilmen are against the issuance of licenses—in other words are in favor of a "dry" town.

The Tribune recently stated that Pete McGlone had been elected mayor of Shenandoah, Iowa, when it should have read Miles McGlone. The two are twin brothers and both are residents of Shenandoah.

Supt. Pratt, of the Nebraska Telephone Co., and District Manager Wilson, of the same company, were in town a day or two this week transacting business connected with the local office.

The derailment of a car west of Brule Tuesday started the wrecking crew west, but by the time the outfit reached Birdwood it was notified that the car had been gotten on the rail by the train crew.

Mrs. Geo. A. Beecher and two children, Elizabeth and Sanford, arrived in Kearney Tuesday to take up their residence. The other daughter will remain in Omaha until the end of the school year at Brownell Hall.

Minor Hinman has contracted with The Tribune for a liberal amount of advertising space in order to tell of the Chalmers motor car, for which he is the local agent. There are a number of Chalmers cars in service in the city and the county and each of the owners express themselves as highly pleased with the performance of the car. Mr. Hinman will be glad to demonstrate the car to probable purchasers.

Supt. Pratt, of the Nebraska Telephone Co., which company is the owner of the North Platte plant, informed this writer Wednesday that the work of rebuilding the local plant will begin in the near future. All the office appliances will be supplanted with more up-to-date switch board, and all the lines will be re-cabled. The proposed improvements will cost forty or fifty thousand dollars.

Next Sunday is Easter, and for this joyous day of the church year, special preparations have been made by the local churches. The musical programs will be special features of the services for the day, and these with good sermons and floral decorations should result in "standing room only" at all the churches. No able-bodied man should fail to go to church next Sunday—even if he don't go any other Sunday in the year.

WHAT ABOUT THAT TORNADO

You are undoubtedly carrying fire insurance on all of your property, and it is very important that you should, but did you ever stop to think that it is just as important, if not more so, to have your property protected from windstorm? The spring of the year is the season for tornadoes.

Phone Red-46 to call, and we will give you the cost for protection from this most uncertain hazard.

TEMPLE REAL ESTATE & INS. AGY.

Miss Harriett Radcliff, of Sidney, is the guest of Mrs. G. A. Zentmeyer and also Miss Edith Patterson.

Mrs. Allen Tift left yesterday for South Dakota where Mr. Tift has taken a grading contract on a railroad.

Christian Science Society Services, Sunday 11:00 a. m. Subject Doctrine of Atonement, K. P. Hall, Dewey street.

Mrs. John Murray left yesterday for Lincoln where she will make a visit with her daughter Mrs. Bartlett and son Ray.

The American Yeomen initiated a class of fourteen Tuesday evening and following the ceremonies refreshments were served.

Mrs. J. A. Jones returned yesterday from Denver, where she accompanied her husband, who will take treatment in that city.

Word received in town Tuesday announced the birth of a son that day to Mr. and Mrs. H. V. Hilliker of Denver, formerly of this city.

Lucien Stebbins has returned from Chicago where he had been spending several months. He expects to remain in town during the summer.

Bishop Beecher will make an official visit to North Platte on Sunday, April 23d and confirm a class to be presented by Rev. C. F. Chapman at the Episcopal church.

Conductor Breternitz has been assigned to a work train that will be stationed at Northport. He and his brakeman, Lillie and Evans, will begin this service next week.

Robert E. Lee and Miss Minnie Shriber came down from Denver Wednesday morning, were married by Rev. Harman during the forenoon and returned to Denver the same afternoon.

Field's minstrels gave an excellent performance to a well filled house at the Keith last evening. Owing to sickness Al. G. Field and Doc. Quigley did not appear, but the show went merrily on and furnished plenty amusement.

Several pre-nuptial functions will be given complimentary to Miss Irene Neville. Mrs. Minor Hinman will give a luncheon April 22nd, Mrs. D. T. Quigley will entertain April 21st, and the Catholic Girls Club will give a shower on the 24th.

During the past week four colonist specials have passed west over the Union Pacific. Each of these trains had over 200 passengers, a majority of whom came from points east of Chicago. Fifty per cent of the number were ticketed to California points, the other half to Washington and Oregon.

W. V. Hoagland has filed with the state irrigation board an application for water appropriation from the Birdwood creek. It is Mr. Hoagland's intention to ultimately organize a company, build an immense dam and create power, transmitting the electrical energy to Sutherland, Hershey and North Platte. Mr. Hoagland says that a few hours after he filed his application with the state board an Omaha party appeared before the board for a similar purpose but was too late. The power plant will cost in the neighborhood of one hundred thousand dollars.

At no time in Lincoln county has any addition to any town or city been laid out and improved with either side walks, sewer or city water, as has been done in the Trustee's and Riverdale Additions to North Platte.—Since the original city of North Platte was platted Peniston's, Miller's, Hinman's, North Platte Town Lot Company, Taylor, Park, South Park, Grace and Hinman's Second, Trustee and Riverdale additions have been platted and added to the city. In a few of the additions streets have been graded, but no other improvements were ever made by the parties, platting or selling the additions except in the Trustee's and Riverdale Additions, where permanent cement sidewalks five feet wide have been laid, sewer constructed, streets graded and city water furnished for each lot. These improvements average an expense of about \$100 a lot. Yet the lots are sold at a lower price than any vacant residence lots in the city. All these lots are situated between six and ten blocks from Dewey street and located between the Union Pacific and the right of way of the Burlington Railroad, so that after the Burlington is constructed it will not be necessary to cross any tracks to get to the business portion of the city. Permanent sidewalks with crossings reach from every part of Trustee's and Riverdale Additions to the best part of the city, and mail is delivered to all parts of these two additions. The prices for the best residence lots in these additions range from \$300 to \$400. The lots will be sold on easy terms or a five per cent discount given for cash. For sale by

WM. E. SHUMAN.

MINOR HINMAN, Agent, North Platte, Neb.