



Bridal Gifts

How important that the gift to a bride should be in good taste in order to express your good wishes properly. Especially when it is something she wants to keep and treasure for years to come, maybe for a whole life time. Gifts of this kind can only be bought at a store like ours. It doesn't cost any more to get something in good taste, something that will last, it only requires the proper judgment in selecting the place where you buy it. We have a large assortment of goods of this kind and are always glad to give you any suggestions, information or assistance in making your selection.

Clinton, JEWELER AND OPTICIAN,
North Platte, Nebraska.

SCHILLER & CO., Prescription Druggists

First Door North of
First National Bank

J. F. Clabaugh went to Omaha last night on a business mission.

E. R. Smith, of Gandy, was in town Sunday while enroute to Omaha.

D. M. Leypoldt came down from Hershey yesterday and left last night on a business trip to Denver.

Latest Style Oxfords at Wilcox Department Store.

Dr. A. A. Ward will occupy the rooms of Dr. W. T. Miller during the absence of the latter in Illinois.

Engineer Charley Calhoun came up from Grand Island yesterday and will remain until after the Elks' dedication.

Mrs. J. C. Federhoof left this morning for Williamsport, Pa., where she will spend the summer with relatives and friends.

Miss Marie VonGoetz has returned to Overton, where she is employed as principal of the schools. During her visit here she had as her guest Miss Pierce, a teacher in the schools in Overton.

Dr. W. F. Miller left Sunday night for Fremont where he will transact business for a few days and then go to Springfield, Ill., to visit his mother until June 1st.

A car on a train in charge of Conductor Graham broke a journal as it entered the west end of the yards a day or two ago, resulting in the derailment of the car. Fortunately the train was moving slowly at the time.

Model Shirts \$1.00 (best shirt made at that price) at Wilcox Department Store.

Clark LeDioyt with the selection "Movement Cure for Rheumatism", won the local declamatory contest and was the representative of the North Platte high school at the contest of the West-Central Nebraska High School Declamatory Association. Ten schools entered in this contest and Clark again won the humorous class prize and now he is to represent the district in the contest of the Nebraska State Declamatory Association. This contest is to be held soon. He will have contestants from the eight districts to compete with and will have some good readers to overcome. The prize is a gold medal. Before going to the state contest the management has arranged to have the selection given at the "High School Night" at the Keith next Friday evening. Those who have not heard him give this selection should be there. One of the judges in the district contest who has been an authority on declamatory contest matters for fifteen years or more told Supt. Tout that in all his experience he had never heard a humorous selection that was better given than "The Movement Cure for Rheumatism" by Clark LeDioyt. "Keep the traces tighter than the holdbacks". Friday evening, April 21, 1911, at the Keith theatre.

For Rent.

One 5 room and one 7 room furnished house close in. Other houses, furnished rooms, storage room and safe deposit boxes.

BRATT & GOODMAN.

Mr. and Mrs. Clarence Tolfaen, of Sutherland, were visitors in town yesterday.

Mr. and Mrs. Thos. Green and daughter returned last night from a visit in Grand Island.

Miss Stacia Grace is visiting friends in Cheyenne, leaving for that city Sunday evening.

Mayme and Nora O'Rourke, of Brady, were guests of their aunt Mrs. Moore Mitchell Sunday.

Contractor McMichael and a force of carpenter began repairs on the Commercial Hotel today. A flat composition roof will be placed on the building.

Better take out cyclone and tornado insurance with Bratt & Goodman. It costs so little you can't afford to do without it. You may be struck next.

Will Stack has returned from Omaha where he had been receiving treatment for ulcers on the eye. The ulcers were removed and the sight will not be impaired.

Dr. A. J. Ames gives the three day cure for the liquor habit, no cure no pay. See me before going elsewhere. Reference given. Prices right.

Dr. J. A. McKay, who located here a couple of weeks ago, will leave this week for South Dakota, where he goes to accept a position as manager of a hospital.

Wanted at once a girl for general house work. MRS. W. V. HOAGLAND.

Geo. E. French and Mr. and Mrs. Ralph Smith were called to Omaha a few days ago by the serious condition of Mrs. French, who has been receiving treatment in that city.

For Sale—Good milk cow. Will be fresh in few days. Inquire of E.R. York 402 So. Pine.

The work of tearing down the two buildings on Dewey street owned by Henry Waltemath will begin next Monday. Barber Newton will move to the Goozee building and Tailor Broeker to rooms over the Green billiard hall.

Wanted—Man and wife without any children to work on Cody ranch.

The city council will meet in regular session this evening. It is said that City Attorney Halligan has given a written opinion declaring unconstitutional the hospital ordinance which the council passed but which Mayor Patterson declined to approve with his signature. This opinion will be read at the meeting this evening.

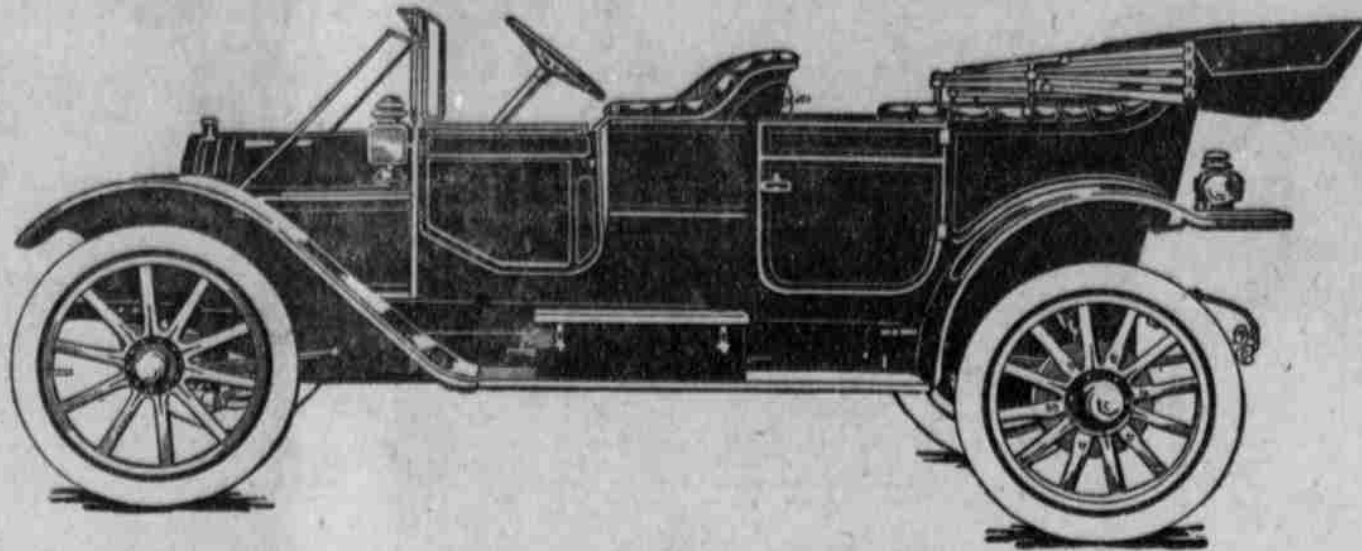
Dr. J. K. Elms the eye specialist will fit glasses, furnish medicines, do his surgical work and treat all forms of chronic disease for one half of former prices on Saturdays, Sundays and Mondays only. Office over Star Clothing House.

Beginning this week each passenger train on the Union Pacific will have an auditor, who will collect all tickets and cash fares, the conductor having nothing to do but see to the proper management of the train. This is a radical innovation, and one which might be taken as a reflection on the honesty of the conductor, but this is not so intended. It will give the conductor more time to look after the movement of his train.

Our Real Estate Bargains Today

Are the best ever offered in houses, lots, farm and other land. 100 acres Adams county, Nebraska, to exchange for North Platte property.

CHALMERS "30," \$1,600.
Including Bosch magneto, Prest-O-Lite Tank, gas lamps, three oil lamps, horns and tools. Detachable fore doors.



How will You Decide Which Car to Buy? Some Horse Sense About Automobiles.

It must be hard for the man interested in motor cars to know just which car to buy. So many claims, confusing because they are so much alike, are made by the various companies that it must be difficult to sift them and locate the car most worthy of investment.

One company advertises that it has 20,000 owners, "all satisfied." Another company advertises that it has 25,000 owners, also "all satisfied."

One company advertises that it has 27 acres of factory floor space. Another says that it has 31 acres—therefore you should buy its car rather than the product of the other concern.

One company employs 5,000 men; and another company employs 5,001 men. These are cited as reasons for buying one car rather than the other.

Every car according to the advertisements, has the "most up-to-date design," the "finest materials money can buy." And in the building of every one of them there was employed nothing but the "highest grade of workmanship."

Analyze Puzzling Claims.

The man who reads these claims must be puzzled to know what to do. The advertisements would lead him to think that all cars are equally worth his money, that he might as well simply close his eyes and choose one.

And yet this does not seem quite reasonable. In any group of half a dozen makes, selling at about the same price, there must be one, or possibly two, which are better than others. Moreover, there must be cars which have greater value in proportion to the prices asked than other cars have in proportion to the different prices asked for them.

Different groups of men engaged in similar tasks will inevitably produce different results. One group will produce better results than the others.

Railroads and the trains that run on them are made of the same materials. They all charge the same rates of fare. Yet nothing is so plain as that some railroads are vastly better than others. The difference comes in the way the materials are handled.

It takes more than a set of specifications, blue prints, a mass of steel, wood rubber, and buildings filled with machinery, to make a first-class automobile, just the same as it takes more than a right-of-way engine and cars to make a first-class railroad.

Advertising Claims Don't Make Good Cars.

Further, it takes more than advertising claims to make a first-class automobile. Anyone can write an advertisement. No doubt a great many people can write better advertisements than this one. As to whether anyone else can or does build at the price as good a motor car as this advertisement aims to tell about, is another question—one which you, as a buyer, must settle for yourself.

Advertising never added one iota to the value of an automobile. All that advertising can do is to tell of the good points of an automobile, if it has them or to lie about them if it has them not.

Good automobiles are the result of right specifications; right materials; right parts put together in the right way, and tested in the right way; the whole finished in the right way, and all of it backed up by a good organization that is in the business to stay and give service.

We once heard of a man who wrote a book. He submitted the book to a critic with the remark that it ought to make him famous because he had used the same number of words Shakespeare used in his plays namely 12,000. However, the critic decided the author hadn't put the words together quite the same way Shakespeare did, so the book was never heard of again.

Taking a group of automobile builders how will you find out which has got the best results out of the materials and the capital at his disposal? How will you decide which can to buy?

Suppose you try this method once: Ask yourself what it is you can get in one car which you can't get in another?

To be specific, what is there that you can get in a Chalmers "30" which you cannot get in any other car of the \$1500-\$2000 class?

There are so many things. Here are a few which you should consider:

What You Can Get in the Chalmers

First of all, you can get in a Chalmers "30", more than in any other car, simplicity of design which has been proved. A few other cars, with features patterned after the Chalmers, claiming equal simplicity, have not been put to the tests of use by thousands of owners.

The Chalmers "30" was the first American car to have all such advanced features as en bloc cylinder casting, two-bearing crank shaft, unit construction of clutch and transmission, single pedal control, double drop frame.

Something More than Theory Needed

But, as we said above, making a good automobile is more than just mechanical design. A car could have all the up-to-date features found in the Chalmers and still be a failure. The vital organs of all men are much the same, yet some men are in all respects superior to others. You do not take a chance when you buy a Chalmers.

Something else you get in a Chalmers and no other car is the appearance—the looks peculiar to this car.

Many "designers" hearing the praise of the public, have copied the lines of the Chalmers cars. But a copy never equals the original, and so the Chalmers has remained in a class alone for good looks and style and distinction.

Appearance is one of the most important standards for judging a car. In every person there dwells a liking for beautiful things. You see your car dozens of times a day. If it has graceful lines and fine finish, it will please you all the more from month to month and year to year.

Horses and Motor Cars

Most automobile buyers have owned horses, and they understand what we mean when we say that there is the same difference in appearance between the Chalmers and many other cars as there is between the thoroughbred horses and one of common stock. You can tell the difference in the horses a long way off as they come down the street. And you can tell it in automobiles the same way.

In the Chalmers you get a degree of comfort and safety which you cannot get in any other car at anywhere near the same price. The Chalmers "30" has a long wheel base—115 inches. It has a heavy frame, 34-inch wheels, and long, three-quarter elliptic rear springs. The seats are tilted and perfectly upholstered. There is no car at any price which gives more comfort under all conditions than the Chalmers "30". You can prove this for yourself. No one has ever ridden in this car without praising its excellent riding qualities.

The Factors of Safety in a car are Wheels, Frame, Steering Connections and Brakes. We make the statement, and stand ready to have you investigate it, that in no car at the price can you get the same size and quality in these all-important Factors of Safety.

You cannot get any other car with such a performance record as the Chalmers "30" boasts.

Many companies advertise vaguely that their cars have won "scores of motoring contests." What were they? Little local events, mostly of self-appointed endurance runs.

An Unequaled Record.

What has the Chalmers "30" done? For two seasons it was entered in every road race of national prominence for

light cars, and it won in every one of them.

This is the car which won the Indiana Trophy Race, starting last and finishing first in a field of nineteen—the best field of light cars ever in an American road race.

This is the car that won first and second in the Jericho Sweepstakes. It was the Chalmers "30" which won the National Light Stock Chassis Race at Lowell, and the famous Santa Monica Race in California.

And it was a Chalmers "30" which won the Massapequa Trophy in the Vanderbilt and set a world's speed record for cars of this class—a record which still stands, in spite of many efforts to better it.

This is the car which was given the title of "Champion car" because it won a higher percentage of events entered than any other.

This is a car which proved itself as good in touring contests as in road races by winning the Glidden Trophy in the longest and hardest touring contest ever held. It was the first car costing less than \$4000 to win this honor.

This is the car which has never been defeated in a motoring contest by a car of its own price and power class.

When anyone talks about contests, ask them to show you a record like the Chalmers "30". When you buy a Chalmers you buy a duplicate of the car which won the Glidden tour. You cannot get this record of performance with any car which competes with the Chalmers in price.

There's Everything in a Name

Another thing you get in a Chalmers which you can get in no other car, is the medallion on the radiator—the trade mark—the Chalmers name. The trade mark is your insurance that the cars which bears it was designed by Chalmers' engineers; constructed of material which has come up to the Chalmers inspection standard; built by the Chalmers organization in the Chalmers factory, tested by the Chalmers inspection department; and backed by the guarantee of Chalmers service.

The Chalmers Company was the first company to build a real automobile to sell at a \$1,500 price. That was three years ago. That car immediately took the lead among cars of this class, and it has steadily maintained that lead ever since.

The Chalmers Company is capitalized for \$3,000,000. It has a factory which is not surpassed by any in the industry. The Chalmers Company builds all important parts. It builds enough cars so that it gets the full advantage of quantity production, yet it does not try to make production records. It builds for quality rather than quantity.

The Chalmers Policy

The Chalmers Company is free of debt. It is not hampered by "entangling alliances". Its policy is now just what it has always been, namely, the best car at the price, only a fair profit to itself and service guaranteed.

These are some of the things you can get in a Chalmers and in no other car. We have started them strongly because we want to impress upon automobile buyers the desirability of getting away from glowing advertising claims and getting down to the cars themselves—to an examination of what is really in them and of what stands back of them.

We are not "knocking". There are other good cars besides the Chalmers. But where there is another as good, there are a dozen we know not as good—and it is the dozen we have in mind when we say—study the cars.

Our contention is that the Chalmers is the "best buy"—the finest dollar for dollar value. If we can't prove it, we can't hope to get your order; but we want a chance to prove it and ask you to come soon to see the car, or let us know when we may bring the car to you.

MINOR HINMAN, Dealer.
NORTH PLATTE, NEB.