

Regardless of What it Costs Us

We Keep Faith With Our Customers.

WE have rather peculiar ideas about running a retail store. We believe that the merchant who looks out for his customers' interests will never have to worry about his own interests. Business success, like happiness, comes to the average man indirectly. The fellow who goes about seeking happiness is the most unfortunate individual imaginable; the man who does his duty from day to day and tries to make others contented, finds true happiness. And so it is with business. We believe, and always have believed, that by serving your interests, we shall, in the end serve our own best interests.

Goods Must be as Represented

Every article we sell is exactly as we represent it to be. There is no deviation from this rule. A child can buy here with the same assurance that a jewelry expert would have of getting full value for his money. If we tell you a locket is solid gold, you can depend upon it that it IS solid gold; if we sell you a watch you can depend upon its quality; if your watch needs regulating and nothing more, you will never be charged for a repair bill.

Goods Sold on Approval

When visitors are undecided as to choice, we gladly allow them to take the goods home on approval and thus let their friends help them make suggestions.



Bargains are Bargains Here

Whenever you see an article advertised by this store as a bargain, IT IS a bargain. Only goods sold at reduced prices are advertised as bargains. Please remember that. When you see an announcement of a special sale at this store, it means we have something special to sell—either an ORDINARY article at a REDUCED price or an EXTRA QUALITY article at the price of the ORDINARY.

Jewelry Cleaned and Watches Regulated Free.

If you have gems or jewels that need cleaning and polishing, bring them in and we will be glad to do the work free. If your watch is irregular in its time-keeping habits, we shall be glad to regulate it and no fee will be asked.

We Want Visitors as Well as Customers.

We now have a most complete and interesting display of JEWELRY, WATCHES, CHINA AND CUT GLASS. Come in and see these beautiful creations. Don't feel obliged to wait until you are ready to buy. Come now. Today or tomorrow. And bring your friends along. We like to have visitors.

DIXON, THE JEWELER AND OPTICIAN.

Watch Inspector U. P. Ry. Co.
Special Inspector Burroughs Adding Machine Co.

LOCAL PARAGRAPHS.

Martin Mickleson, of Denver, visited in town the last of the week.

Otto Thoelecke has returned from Spearfish, S. D., where he spent several weeks.

A football game will be played Friday between the high school eleven and the alumni team.

Rev. Jolmen, of Lexington, came up Saturday to visit Rev. McDaid and left late that afternoon for Gandy.

Twenty extra fireman have been hired by the U. P. company in the past week, so heavy is business on the road.

Miss Margaret Craigie returned Saturday evening from Paxton after spending a week with her sister Mrs. E. M. Hogg.

Mr. and Mrs. Sam Derryberry and children returned the last of the week from Denver after spending a week sightseeing there.

Mr. and Mrs. W. P. Snyder, of the experimental station, returned Saturday from Lincoln where they attended the State Fair last week.

Mrs. Jacobs, of Madison, arrived Saturday to visit Miss Schavalaed, head nurse at the Physicians' and Surgeons hospital.

Robin Sayre of Denver, who has been visiting his aunt Mrs. Harry Murrin, accepted a position as locomotive fireman and will remain here.

Mrs. A. S. Chamberlain left Saturday at noon for Denver to spend a few days after which she will visit her daughter in Atwood, Colo.

Daniel Ragon of Sterling, Colo., spent last week with friends in town and also transacted business concerning his real estate interests near here.

William Gerkin and son Roy, of Maywood, who were called here by the death of the former's mother, the late Katherine Gerkin, went home Sunday.

Mrs. Henry Gilfoyle, Mrs. Arundale and Miss Violet Gilfoyle returned Saturday from a three months' visit in Long Beach, Cal., with the Doolittle family.

The Philathea club were the favored guests of Miss Bessie Salisbury Friday evening, a function which was greatly enjoyed by the young ladies. A two course lunch was served.

Mr. and Mrs. Fred Marquette, returned to Hershey Sunday, having come down last week to attend the funeral of the latter's mother the late Mrs. Gerkin.

The La Tu Sextus club, chaperoned by Miss Gladys Welsh, picniced at Sioux Lookout Saturday. The club were conveyed there in automobiles and prepared dinner over a camp fire.

Miss Irma Horne spent Saturday and Sunday in Maxwell.

Miss Pearl Howland came down from Paxton Friday evening.

Eugene Delatour, of the Lewellen bank, is spending a few days in this city.

Mrs. Robert Holcombe, of Brady, visited relatives in town the last of the week.

Miss Lorine Marr, of Lexington, arrived Saturday to visit her aunt Mrs. C. P. Carson.

Mrs. George Hatfield left Saturday for Paxton to spend a week or longer with relatives.

Mrs. C. P. Carson returned Saturday from Gothenburg, having spent a week with relatives there.

Miss Ida Anderson of Belware entered the Physician and Surgion Hospital Saturday for treatment.

Merton Morrill returned Saturday afternoon from an extended visit with relatives in Fremont.

Miss Minnie Snelling of Omaha who has been nursing little Donald Yost left the last of the week.

Miss Nell Hanifin resumed work at the McKay store yesterday after enjoying a fortnight vacation.

Mrs. Julia Todd, who is teaching at Hershey, spent the week end with her daughter Mrs. Frank Buchanan.

Mrs. O. R. Robinson will return this week from a visit of two months with her mother Mrs. Otten in Nampa, Idaho.

Leo Erb, of Gothenburg, visited Corbin Jones and other friends in town Saturday while enroute home from Sidney.

C. F. Tracy returned Saturday afternoon from Omaha after spending a month there in the interests of the B. of L. E.

Mrs. F. E. Williams of New Bedford, Ill., arrived here Saturday to visit her Saturday to visit her brother Howard Graham and wife for two weeks or longer.

Miss Lena Wangon is expected back soon from Norway after a three months visit with relatives. She sailed from Norway Sept. 6th and will visit in eastern cities of the U. S. enroute home.

Miss Celia Quirke, of Green River, who has been visiting relatives in Monticello, Ia., for two weeks, arrived here Saturday and will spend a few days with her cousin Miss Lucy Dunn while enroute home.

F. A. Stroup formerly connected with the Payne Investment Co. in this city visited in town the last of the week while enroute to Omaha from Colorado Springs. In the latter city he sustained a broken ankle last week.

Attorney J. G. Beeler transacted business in Ogalalla Saturday.

Rev. M. E. Johnson and family spent Saturday at the Birdwood.

Mrs. A. S. Coates will entertain the Nevada Club tomorrow afternoon.

Miss Mabel Duke left Friday evening for Columbus to begin teaching Monday.

Miss Ethel Jacobs went to Maxwell Saturday to teach in the schools this year.

Mrs. Dick Cox will leave shortly for Fremont to visit her daughter Mrs. F. W. Miller.

Mrs. VanDyke returned Saturday from a week's visit with relatives in Gothenburg.

Charlie Calhoun, late of Grand Island, spent the last of the week in the city with his mother.

Mrs. Harry Goldberg is contemplating a trip to her former home in Los Angeles in the near future.

Mrs. John Knox and Mrs. C. J. Bowen returned a few days ago from Lincoln where they attended the State Fair.

Mrs. Earl Yorke, of Lexington, returned home Saturday after spending several days with Mr. and Mrs. G. W. Anderson.

Misses Mae and Bernice Burford, of Kearney, left the last of the week after visiting a short time with Miss Marie Martini.

Miss Hilda Koester, who spent the summer with her cousin Miss Alma Waltemath will leave this week for her home in Baltimore.

Mrs. Thomas Gorham and baby, of Grand Island, who spent the past two weeks with relatives in the city left Sunday afternoon.

Victor Halligan, local reporter for the Daily Telegraph, will leave the last of the week for Lincoln where he will enter the State University.

Charles Fenison, general car inspector of the Union Pacific, spent the last of the week in town looking over conditions, which he found to be very satisfactory.

Mrs. James Welsh and daughter Katherine, of Omaha, spent the week end with Miss Josie O'Hare. They are returning from an extended visit in California.

County Superintendent Ebricht returned Saturday from Lincoln where he spent last week at the State Fair. He reports the crowds larger than usual and the exhibits first class.

Irv. Armstrong, who had been confined to the house for five weeks with bladder trouble and inflammatory rheumatism, is now able to be at the Armstrong store.

Arthur Rosenbloom left Saturday for Omaha.

Mrs. Dorimer, of Scotts Bluff, is visiting friends in the city this week.

T. F. Hobbs went to Lexington yesterday to attend the Dawson county fair.

Perry Carson came up from Grand Island Saturday and spent Sunday in town.

The longer the threatened railroad strike is delayed the less likely it is to occur.

Elmer Hill was among those who went to the county fair at Lexington this week.

One of the local tonsorial artists will join the ranks of the benedicts next week.

Mr. and Mrs. Keith Knight, of Gothenburg, visited friends in town the last of the week.

Dusty Roads left yesterday for points in Wyoming to spend a week or more hunting.

Miss Elsie Kelso, of St. Luke's nursing staff, left yesterday for Hillside to spend two weeks.

W. F. Glaser, formerly employed on the Daily Telegraph, has taken charge of the Brady Vindicator.

Clarence M. Newton returned the last of the week from Omaha after spending a week in that city.

Mrs. Robert Lannin left yesterday morning for Grand Island to visit relatives for two weeks or longer.

Mr. and Mrs. Florin Muchlinski and baby will leave the 19th for South Omaha to visit the former's parents.

Charles Whalen will leave tomorrow for Lincoln and Omaha to spend several days on business and pleasure.

The foundation and basement of the Carnegie library has been completed and brick work will begin this week.

Mrs. G. L. Baker, of Sidney, left yesterday for Axtell after spending a week with Mr. and Mrs. John Den.

Mr. and Mrs. Bert Moore, of Lexington, arrived here Sunday and are guests of the Jenkins and VanCleave families.

Miss Lela McKensay left yesterday morning for Gothenburg after visiting Misses Lizzie and Hanna Young a few days.

Mrs. H. S. White will leave in a few days for a visit with friends at North East, Pa., and will be absent several weeks.

Mrs. Gruber and son Harold will return home tomorrow after a two weeks visit with Mr. and Mrs. Julius Pizer.

Mr. and Mrs. Arrowsmith, who spent the past week with the latter's parents, Mr. and Mrs. N. F. Clough, left yesterday morning.

Mr. and Mrs. G. W. Bailor and children, of Farnam, who spent the past week with Mr. and Mrs. Harry E. Smith, left for their home yesterday morning.

Mrs. R. D. Thomson has been released from an Omaha hospital where she had a cataract removed from her eye and is now visiting relatives at Plattsmouth.

Miss Agnes Ickes and brother William, who have been visiting at the Brodbeck home for two weeks while enroute to their home in Salt Lake, left last night.

Ground was broken Saturday for the new Episcopal rectory, which complete will cost \$5,000. It was originally the intention to move the present residence to an inside lot and build the rectory on the corner, but this plan was abandoned.

A. O. Sumption, of Omaha, auditor for the Union Pacific, spent several days here the last of the week checking the books in the ticket office and counting the tickets sold which numbered about 480,000 in those three years.

Dell Huntington returned Saturday from a week's visit at the ranch in McPherson county owned by himself and son George. He brought down samples of the corn raised in that section which are now on exhibition at The Tribune office. This corn is certainly fine, as good as any grown in any part of the corn belt.

Mr. and Mrs. Harry Lamplough returned yesterday from Lincoln where the former consulted both dentists and physicians in regard to his case which is a very peculiar one. A week ago his gums became rigid and have remained so ever since, liquids being all that he could take. The trouble is thought to be caused from a decayed tooth.

The theatre-loving public of North Platte are promised good entertainment when Billy (Single) Clifford arrives at the Keith Thursday evening in his new musical fantasy in two frolics called "The Girl, the Man and the Game." This show is brand, sparkling new. It is hot, right off the griddle with the latest and best fun, the newest and catchiest tunes, and it has been heard. Mr. Clifford is an entertainer with unique methods, and he is seen this season in a role that fits his comedy talents to perfection. A strong company supports Mr. Clifford, and the chorus is composed of two dozen pretty girls, who sing, dance and delight.

A Mistaken Idea.

Some people have an idea that in order to have a bank account they must have a large sum to deposit; that the bank does not care to be bothered by small accounts.

This, however, is not true of the Platte Valley State Bank. This bank welcomes new accounts, whether of \$1 or \$1,000, and the same courtesy and service is accorded the small depositor as those in more fortunate circumstances.

It is our object and wish to serve the public in financial matters in a manner that shall be satisfactory to all—old or young, rich or poor.

The Platte Valley State Bank,

Capital \$50,000.00. NORTH PLATTE, NEB.

Officers and Directors:

F. C. PIELSTICKER, President; M. E. SCOTT, Cashier;
JULIUS PIZER, Vice-President; L. F. MEHLMANN, Ass't Cashier;
J. W. PAYNE, HENRY MEHLMANN, C. H. WALTER,
J. G. BEELER, G. L. SCOTT, C. A. LISTON.



A Modern Institution

For the treatment of medical and surgical cases. Open to the medical profession. Special accommodations for confinement cases. Training school for nurses in connection. Address all communications to the superintendent.
Phone 642 Cor. Eighth and Locust

Mr. and Mrs. Thomas Green left Saturday for Grand Island to make their home.

J. W. Adams, of Omaha, assistant superintendent, transacted business in town yesterday.

Miss Florence Strand, of Kearney, arrived yesterday to take charge of the Cloak and Suit Dept. at the Leader.

Mr. and Mrs. H. M. Getty and children came home yesterday from a visit with relatives in Lincoln and other points east.

For Sale—Lots 5 and 6, block 75, with four room house; located on west Eighth St. Inquire of Major Walker.

Miss Hilma Anderson, of the Brock dental office left last night for Lincoln to spend two weeks with relatives.

Miss Mary Durke, who resides with her aunt Mrs. Newton, returned Sunday from a visit of several weeks in Sterling.

All parties are warned against hunting and trespassing on lands owned by me.
CLAUS MYLANDER, 576p

Mrs. Martha Graham and daughter Bessie returned yesterday from Colorado Springs, Denver and Pueblo where they spent three weeks.

Miss Nellie Barry, of Columbus, Ohio, who spent the past month with Mrs. Charles Austin, left for home at 8:00 yesterday.

Deliver fresh milk and cream every morning at Armstrong's and North Platte Meat Market, D. P. Co. Phone D 75.

Victor Halligan received a beautiful engraved silver medal Sunday from the officers of the Nebraska High School Athletic Association for winning second honors in the 100 yd high hurdle at the meet in Lincoln last spring.

Notice to Contractors.

Bids will be received until four o'clock on Saturday, September 16, 1911, at the office of the Board of Regents, University of Nebraska, Lincoln, for the construction of a hollow brick dwelling house, to cost approximately \$7,000, on the Experiment Station farm near North Platte, according to plans and specifications now on file in the office of the Superintendent of Construction, Room 208, Administration Building, University of Nebraska.

Bids must be sealed and marked with the bidder's name, and the words "Bids for dwelling house, Experiment Station, North Platte" written plainly on the outside.

Estray Notice.

Taken up by the undersigned about July 18, 1911, on my premises on Sec. 12, T. 10, R. 30, ten miles northeast of Wellfleet, Neb., the following described horses: One bay mare, one white hind foot, branded 21 on left hind thigh; one sorrel mare, one white hind foot branded 21 on left hind foot. Weight of each about 900 lbs.

G. A. SCHRECONGOST.

For Rent.

The three rooms in the McDonald Block above Buchanan & Patterson's office, lately occupied by J. G. Beeler as a law office.

Also the building lately occupied by the Hartman cigar factory in block 101. See Chas. McDonald.

BIG HARNESS SALE

During the month of September I will sell all Harness Saddlery Goods and Hardware at cost prices for CASH Note these prices:

HEAVY HARNESS

\$45.00 Harness will sell for.....\$40.00
\$65.00 Harness will sell for.....\$60.00
\$40.00 Harness will sell for.....\$35.00
\$35.00 Harness will sell for.....\$30.00
\$32.00 Harness will sell for.....\$27.00

HEAVY BUGGY TEAM HARNESS

\$42.00 Harness will sell for.....\$35.00
\$35.00 Harness will sell for.....\$30.00
\$32.00 Harness will sell for.....\$27.50

SINGLE HARNESS

\$17.00 Harness will sell for.....\$14.00
\$20.00 Harness will sell for.....\$16.00
\$18.00 Harness will sell for.....\$10.00

SADDLES

\$45.00 saddles for.....\$40.00
\$37.00 saddles for.....\$32.50
\$22.00 saddles for.....\$19.00
\$18.00 saddles for.....\$14.00

TEAM BRIDLES

\$6.00 Bridles for.....\$5.00
\$5.50 Bridles for.....\$4.50

RIDING BRIDLES

\$4.00 Riding Bridles.....\$3.25
3.75 Riding Bridles.....2.75
2.00 Riding Bridles.....1.50

COLLARS

\$5.00 Collars for.....\$4.50
3.75 Collars for.....3.50
3.50 Collars for.....3.00
1.00 Baker Collars for.....85c
1.25 Landfed Collars for.....1.25

Everything goes at proportionately low prices: Horse Blankets, Fly Nets, Sweat Pads, Halters, Second Hand Harness, Hardware, Team Hausing, Team Pads, Team Lines, Heavy Tugs, Light Tugs, Saddle Blankets, Spurs, and all other goods are included in these cut prices.

P. Forstedt,

LOCUST STREET,
NORTH PLATTE, NEB.