

FALL OPENING.

A Comprehensive Exhibit Formally Revealing the Authentic and Approved Fashions for Fall. This Important Store Event is Announced to Begin on Saturday, September 14th, and Continues Through All the Next Week.

OUR OPENINGS ARE considered style-events of greatest importance in this city so we announce that the dominant notes of the fall styles are Directoire and Pannier. The modes we so carefully and painstakingly selected are the styles accepted and worn by the critical dressers hereabouts. And it is this wide recognition of this store as the leading style authority of this section that spurs us on to outdo each season all former efforts. Important and broad as our past openings have been, you'll admit that our present exhibit far surpasses them all in beauty, completeness and comprehensiveness.

OF COURSE, SUCH superb and vast stocks of new merchandise cannot be gathered over night. It has taken many weeks of the most tireless effort, keen discriminating and careful searching in the leading style and industrial centers of the country to gather this COMPLETE and intensely interesting style exhibit. The latest and most beautiful modes that fashion has approved for fall and the newest merchandise ideas are on display. The styles for the forthcoming season are more beautiful than ever and in order that you may enjoy a full season's wear of them we have marked them at unusually attractive prices.

REMEMBER, YOU ARE to be our guest Saturday and all next week to view at your leisure the correct fashions for the forthcoming season. And please remember you need not buy if you are not ready. Just come, see, admire. We bid you welcome.

What Fall Coats are Like.

Usually seven-eights long and built on swagger manish lines with broad shoulders, large collars and narrow bottom; the new on fall coats certainly combine real beauty with practical utility. Rich rough effects predominate in the favored materials—zibelines, fancy striped fabrics, heavy mixtures, chinchilla, velvets and plushes being the most popular.

Niles of New Wool Dress Goods.

While we have devoted considerable attention to the latest novelties in weaves and shades in wool dress goods, we have not forgotten the always popular staple favorites such as serges, whipcords, chevots and broadcloths. And you'll find our assortment of both, far and away the best we have shown in seasons. Every sort of wool fabric for suitings, cloakings, dresses, misses and children's wear is comprised in a full line of fashionable colors.

The New Shoes Combine Style and Service.

All the handsome new lasts are here in complete assortment in button and lace shoes, pump, etc. All the leading leathers and in tan and black. Fit, Wear and Price? Almost unnecessary to mention that almost everyone knows they are RIGHT in OUR SHOES.

Never Such a Showing of Suits.

Not only is our collection larger and finer than ever at the opening of a new season, but the styles themselves have rarely, if ever, been so strikingly effective and beautiful. Our gathering comprises tailored, demi-tailored and dressy models. The coats are from 32 to 34 inches long. The Directoire effect being the dominant style influence of the season, most of the coats show the smart new Robespierre and Directoire collars and cuffs. The skirts show many handsome new pleated effects. The favored materials are serges, fancy manish mixtures, whipcords, etc., in a great range of beautiful shades, such as blue, brown, dark green, black, etc.

Refined Elegance is the Mark of the Fall Dresses.

From the simple, serviceable street dress to the one elaborately trimmed is the range covered by our extensive showing. You'll marvel at the beauty and originality of the new styles, at the richness of fabrics. Full length sleeves, long shoulder line, button trimmings, and modified draped or pannier skirt are the dominant style notes. Many dresses have flat Directoire collars. Sash and belt effects are greatly favored and the use of two materials is a notable tendency.

Furs of Character in Superb Showing

Gathered from the best sources everywhere—rich, lustrous, beautiful, perfectly dyed AND TRUSTWORTHY furs. Every desirable skin is represented, fashioned in the latest model coats, sets and separate scarf and muffs. Not a bit expensive at our prices, either!

Fall Waists of Attractive Beauty.

In all our long career as merchants we have never seen waists of such real attractive beauty. Long sleeves, high collars, many in Robespierre style, lace neck frills and revers and button trimmings are the important features. Tailored lingerie, embroidered and silk models are shown here in profusion, in white and all fashionable shades for fall.

The Corsets Preserve the Natural Figure Lines.

The natural figure lines are the lines of real grace and beauty. And the new corsets for fall, more than ever aim to give every woman a graceful and easy carriage and a modish figure. Here you can choose from a splendid collection of latest correct models from the leading corset makers in the country. A model for every age and physique—a model for every purse—and the best values ALWAYS.

Wilcox Department Store.

TOWN AND COUNTY NEWS

G. W. Anderson went to Lexington on business yesterday.

Mr. and Mrs. Clyde Cook will leave in a few days for Omaha to visit friends.

For Rent—Two front rooms for light housekeeping, 514 East 3rd St.

Attorney J. J. Halligan left yesterday morning for Sidney on legal business.

Frank Herrod returned to Ogalalla Tuesday after visiting a few days in town.

Miss Isabella Doran left yesterday morning for Kearney to attend the normal.

Attorney George Gibbs left Wednesday morning for Paxton to transact business.

Messrs. Cockran and McNamara are making an estimate on a water plant for Brady.

Fred Warren went to Lexington Wednesday morning to deliver a socialistic address.

James McMichael and T. M. Cohagen left yesterday morning for Lexington to attend the fair.

Mrs. F. T. Redmond left yesterday morning for Lexington to visit her daughter Mrs. Tanner.

For Rent—4 room house on East 10th, W. B. Ellis 529 E. 11th St. 63-4

W. W. Burr is attending the Dawson county fair at Lexington at which he is judging the farm products.

Mr. and Mrs. W. S. Dolson will leave tomorrow for an extended visit in Colorado cities and Portland.

W. P. Snyder went to Lexington the first of the week to judge the sheep and hogs at the Dawson county fair.

Miss Helen Jeter will leave today for California after spending the summer with her parents in this city.

Miss Beryl Jeter left yesterday for Potts Dam, N. Y., having spent the summer with her parents in this city.

F. T. Watts returned yesterday from Lexington where he was judge of horses and cattle at the Dawson County Fair.

Miss Alice Miller, of Kearney, who was the guest of Mr. and Mrs. H. T. Troup, left for her home Wednesday morning.

Louis Tobin went to Fremont and Columbus the first of the week to attend the Wild West show. He returned yesterday.

Mr. and Mrs. Vosejka returned Wednesday from Kearney where they were called recently by the illness of their daughter.

Nels Rasmussen and family, who have been visiting in Lincoln and other eastern points for ten days, are expected home tomorrow.

Vantine's Kutch, Sandalwood and Oriental odors are the best perfume and toilet luxuries.

RINCKER BOOK & DRUG CO.

Ralph Hayman, of Omaha, who has been in charge of the American Telephone & Telegraph exchange during Mr. Witty's absence, will leave Sunday.

Peter Moehler and his German Orchestra who are enroute from New York to California gave a concert on the main streets Wednesday and furnished music for the Lloyd dance that evening.

Huldeb, the nine year old daughter of Hans Johnson fell Monday while at play and sustained a fractured bone above the left elbow and also dislocated the elbow. She had broken her right arm only two months ago.

Otto Weil has returned from a short visit in Denver.

Keith Neville left a few days ago for Denver to spend a week.

\$1.00 will buy you a good crepe kimona at E. T. Tramp & Son's.

Frank Taylor, of Wood River, spent the first of the week with Francis Dunn.

Paul Tobin left for Omaha Wednesday after visiting his aunt Mrs. John Herrod for a few days.

E. W. Mann left Wednesday morning for Gothenburg to spend a couple of days on business.

Miss Clara Dickey, of Evanston, arrived Wednesday morning to visit Mr. and Mrs. Charles Osborne.

Mrs. Ralph Smith left yesterday morning for an extended visit in cities of Iowa with relatives.

Martin Scott, who had been taking treatment in the P. & S. hospital for some time, left for his home in Ogalalla Wednesday.

John C. Chase, candidate for the U. S. senate from Nebraska on the socialist ticket, will speak at the court house Saturday, Sept. 14th, at 8 p. m. Come out and hear this able exponent of socialism discuss the issue of the day.

Arrangements are being made whereby R. S. Baker, of Curtis, becomes the owner of the former Lamb building occupied by the P. & S. hospital. In exchange for same Mr. Lamb will take 400 acres of land north of Curtis and a balance of \$4,000.

Miss Viola Eves was given a surprise party Wednesday evening by a dozen young friends who remembered that it was her nineteenth birthday. Entertaining games were played and the evening was enlivened with music. Dainty refreshments were served.

Jerry Bowen made a trip to Curtis, Tuesday by auto.

Have you seen the new Star skirts at E. T. Tramp & Son's.

Miss Florence Antonides left yesterday morning for Kearney to attend the Normal.

Mrs. Jennie Trout, of Wood River is visiting the Redfield and Bowen families this week.

W. J. and Hiney Langraf left yesterday for Lexington to visit friends and attend the fair.

Dan Lyons, of Alliance is visiting in town and has purchased a new Buick Car which he will drive home.

Miss Mayme Doyle, of Schuyler, who spent the past three months with Mrs. James Guynan, will leave early in the week.

M. H. McDermott, of Somerset, the man with the smile that won't come off, and who never has "a kick comin," transacted business in town yesterday.

J. E. Beans, who was called here by the death of J. J. Meyers, returned to his home at Cozad Monday morning. Mrs. Beans and Miss Jennie are still with the former's mother, Mrs. J. J. Myers, who is critically ill.

A sufficient petition has been filed with the county clerk asking the county commissioners to submit to a vote the proposition to do away with the county assessor. This office is undoubtedly a useless one, and should be abolished. It has been tried out for four years and found to be without value to the taxpayers.

I take this opportunity of expressing my appreciation to the Altar Society of St. Patrick's church and the Knights of Columbus for the beautiful flowers sent to me during my illness in the P. & S. hospital in your city. MARTIN SCOTT, Ogalalla, Nebr.

Chautauqua Directors Meet.

The board of directors of the Chautauqua association met Wednesday evening and received the report of the committee appointed to audit the books of the secretary and treasurer. This committee found that \$2,741.26 had been received from all sources, a similar amount had been expended and that the bills outstanding and unpaid amounted to \$914.45.

To meet this deficiency the directors ordered an assessment of \$7.50 on each share of stock. Figured in with the three former assessments, each stockholder will have been assessed ninety-nine per cent of his stock, or one per cent less than the maximum assessment.

The board received a communication from Isaac Selby offering to sell a tract of land adjoining the Banks' addition on the south and east for a permanent location for the Chautauqua, the price quoted being \$4,000. A committee of three was appointed to investigate the land, and will report to a committee of ten citizens at the library building this evening.

Business Expanding.

One of the growing industries of North Platte is the Hartman cigar factory, which now sells to dealers in practically all towns on the Union Pacific between Grand Island and Rock River, Wyo., and towns in northern Colorado and northern Wyoming. Wednesday shipments were made to ten different dealers in Cheyenne. The factory is at present considerably behind with its orders, and it will be necessary to increase the working force.

How About that New Car.

Have you had it insured? If not, you should phone or see Temple at once. It is one of the most hazardous risks you could carry.

Recommends Mrs. Cramer.

The University School of Music, Lincoln, Nebraska, takes pleasure in announcing the opening of Mrs. Elizabeth Bonner Cramer's studio for the fall term, as well as Mrs. Cramer's continued connection in the capacity of accredited teacher in North Platte for The University School of Music. Mrs. Cramer's splendid work last year is so well known to the people of North Platte that it only remains for us to add our praises and congratulations. The University School of Music has new and very interesting plans for their accredited teachers as well as for matriculated pupils this coming season which will be mentioned from time to time. It is the intention to make the pupils feel very much the importance of being matriculated with The University School of Music. It is to be hoped that more pupils will be interested in the scholarship contest next year, the conditions for which will be published soon.

The University School of Music recommends without reserve Mrs. Cramer's studio as the proper place for systematic instruction under the guidance of the greatest music school in the west.

The fall term will open Monday, Sept. 16th. Those desiring to matriculate are advised to do so at once in order to secure good hours, 122 W. Front St., North Platte, Neb.

For Rent.

Furnished Rooms for rent. Inquire 304 west 9th Street.

I have some exceptional bargains in town property. If you are figuring on building or buying this fall, call and let me show you what I have. I can save your money. C. F. TEMPLE.