



DIXON, THE JEWELER.

Dixon is the Tiffany of North Platte and an establishment which the writer did not expect to find in a town of this size. Our people are fortunate in having a jewelry emporium of this character and Mr. Dixon has during his business career of thirteen years among us built up a trade which extends far beyond the natural business limits of our town.

The writer has several times visited this fine store and has always found patrons there and clerks as busy as bees. A stock running up into thousands and thousands of dollars is here displayed in the most attractive of show cases and the best and most honorable business principles prevail every day in the year. It is utterly ridiculous for a single dollar to go outside North Platte for anything in the way of diamonds, precious stones, jewelry, cut glass or anything else a first class, up with the times jewelry house should have as it can all be found here and at prices that allow the lowest margin of profit.

The exact truth is told about every article sold and this is one of the places in North Platte where a child could trade as safely as a grown person could.

Mr. Dixon is a man of excellent taste himself, one of the most expert men in his line in the State, and his special knowledge is always at the service of his patrons. There are families in this trade section that have been doing business with Mr. Dixon since the day he threw open his doors and when this gentleman represents a certain article to be of a certain quality, we all know it will prove exactly as he says it is.

Many of the most particular folks here are his customers and there are goods in his establishment for every taste and purse. And every dollar spent here is given the maximum of value.

Every modern tool and appliance that a Chicago or New York jeweler would have is found here and no business man in our county gives closer attention to his business or tries harder to please his patrons than Mr. Dixon. He is always to be found at his place of business, working early and late, and if there is a business man in our county who has deserved success by reason of hard work, unbending integrity, and the giving of full return for every expenditure made at his store, it is certainly Mr. Harry Dixon.

His premises are light, commodious and spacious, the location could not be better, and if there is anything lacking in this jewelry establishment, the writer has failed to see it, though he has written up scores of jewelers from Chicago to San Francisco.

Mr. Dixon is the official watch inspector for the Union Pacific and you will always find railroad men here. He draws patronage from the boys in Denver, Cheyenne and Omaha and nothing we would add gives such complete assurance and satisfaction as a watch running on the dot—and nothing is such a nuisance as the irregular kind of watch. Mr. Dixon's large repair force are always busy, and the regulation, repairing and selling of watches is a large part of Mr. Dixon's business. None have a higher standing among the official watch inspectors of the Union Pacific system than Mr. Dixon and the competent and highly skilled watchmakers here are essential factors in the success of this emporium.

Mr. Dixon has long since entrenched himself in the confidence of our people; his establishment deserves all the good things we can say for it, and prosperous, straightforward as business man, upright, go-ahead citizen, and pusher for all that will help North Platte and Lincoln county, we doff our hat to this gentleman.

The New Baptist Church.

The Baptist congregation has just completed the modern church shown above. It is located on the corner of Locust and Fourth streets opposite the court house and near the new federal building. The basement is finished off with fuel and furnace rooms, kitchen, spacious dining room, ladies' parlor, with lavatory and toilet adjoining, small gymnasium, shower bath and men's reading room with lavatory and toilet adjoining. All these rooms except fuel and furnace rooms and kitchen will be used for the elementary departments and the men's bible school, accommodating at least six separate classes.

Above the basement are the pastor's study, choir room and two reciting rooms in rear of low roof addition. In the main building a cosy auditorium may be used by closing off all other rooms, or when needed a south annex and a west annex, separated by collapsible doors may be thrown into use. There is a balcony on the south and west accommodating 150 persons. Altogether 400 can be seated without crowding. Also a bible class of several hundred could be accommodated

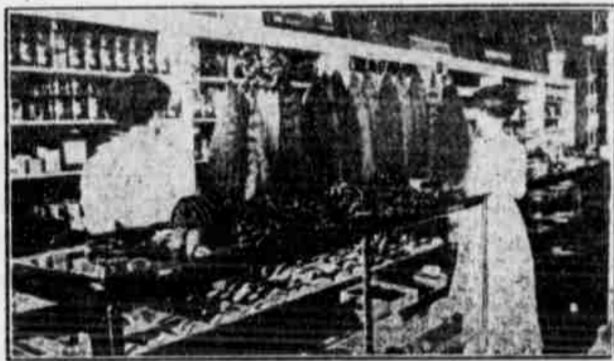
in twenty-four class rooms outside the main auditorium by the use of a few curtains. There are twelve distinct rooms outside the audience room, besides the balcony.

The building itself, furnished ready to dedicate cost approximately twelve thousand dollars, located on a lot valued at probably seven thousand dollars, and this with the pastor's home, gives the Baptist people property valued at \$23,000.

There are 143 names on the church roll, but forty of these are non-residents. The annual budget of the church runs from \$1,500 to \$2,000.

Seven years ago the church was without a pastor and a feeling entertained in the community that one would not be secured, but in December, 1906, R. B. Favorite came from Illinois to this work, since which time the membership has more than doubled and the finances have multiplied by three.

The Tribune compliments the Baptist people on their new church home, and the success that has been theirs since Rev. Favorite assumed the pastorate.



Interior of C. M. Newton's Store.

C. M. Newton.

Books, Stationery, Novelties, Notions, Wall Paper, News Department. Mr. Newton has been with us since '90, has made a record as a prosperous, progressive business man, fine citizen and pusher for the best interests of our city and county, therefore we take pleasure in enrolling him among the substantial, honorable merchants of our town who on their merits deserve all the good things we can say of them.

Nothing of a commercial nature is more indicative of the culture and refinement of a community than the patronage extended its book and stationery store. Mr. Newton's large and growing business speaks well for the town and this is one of the busiest establishments here.

Mr. Newton caters very closely to his customers the process of expansion is always going on, and no man in North Platte is more attentive to his business than this gentleman. Early and late he is always on duty and we are inclined to think if any man here deserves success by hard work and honorable business principles, it is Mr. Newton. There are always patrons at these counters and his line of books of all kinds is complete. All kinds of stationery suitable to business requirements or social usage can be had and we find an almost endless line of notions and novelties.

Lack of space precludes the possibility of mentioning each line separately and in detail and it must suffice to say that the stock is varied and extensive and yet so well displayed that nowhere is there evidence of crowding or lack of harmony. From the show windows to the office located in the rear, everything which greets the eye whether in case or shelf is pleasing to the vision.

More than passing mention is due the wall paper stock which embraces the latest designs in the various grades from the least to the most expensive. The patterns are attractive, regardless of price, there are hundreds to select from and you do not pay more than you would in Omaha or Chicago.

The line of periodicals and papers carried is an important feature of the business, any magazine or paper for which there is any demand being kept and subscriptions are taken for any not generally sold.

Mr. Newton has made a gratifying success here; his business is a credit to him and the city in which he lives and he is esteemed for his personal work as well as his well known integrity and sound business judgment.

We incline to think that with half a chance men of Mr. Newton's type would win in any community. It is not necessary for us to note that he has long been an advocate for whatever will keep North Platte.

Dr. Voorhees Lucas.
Specialist Eye, Ear, Nose, Throat, Woman's Diseases.

The profession of medicine is one of the noblest as well as the most important of callings and those who pursue it must be philanthropic in disposition, energetic, of sound judgment and learned. Their reward is not always money but the silent endeavors of charity lend an additional charm to the profession which cares for the whole human race.

In noting the reputable and ethical physicians of our town and county we desire to bear testimony to their moral worth, professional competence and skill, and among them no one stands higher than Dr. Lucas.

This gentleman has been with us seventeen years and has built up a large and growing practice.

The writer has inspected many doctor's offices in his travels through the country but never one better equipped than this gentleman's. Here we find the latest and best instruments, costing thousands of dollars, and Chicago or New York could furnish no finer.

Dr. Lucas is a graduate of the Nebraska state university medical school and has also taken special courses in New York and spent almost a year in Vienna at the greatest hospitals in the world.

Dr. Lucas is still a student as the profession of medicine is advancing rapidly and he keeps pace with it in all respects.

He specializes as we all know in diseases of the eye, ear, nose and throat also women's diseases and every day is a busy day for Dr. Lucas.

He is not only one of our leading physicians but is likewise a public spirited, enterprising citizen, willing to do his part in putting North Platte still further ahead as he has always had unbounded faith in our thriving, progressive city and her work.



Miss Cleo R. Clappell, Co. Supt.

One subject on which our entire citizenship is agreed is liberal and prompt provision for the welfare of our schools. Education is the jewel most eagerly sought these days and thousands of children have been educated in our city and country schools and gone out into the world to become successful men and cultured women. Our advancement compare favorably with much larger towns and fortunate indeed is the youth or miss bearing a diploma from our excellent institutions. This leads us to say that no office is of more importance than that of county superintendent and we are entitled to the best indeed. The teacher's work is next to the mother's; there is no nobler worthier task than moulding the characters of the rising generation and fortunate surely is the county the schools of which are directed by a competent, up to date, enthusiastic superintendent.

Miss Chappell possesses rare qualifications and one people chose wisely indeed when they secured her trained, effective services. This lady has made the broad and noble field of education her life work and great indeed has been her success. She puts heart and soul in her work, never sparing herself, and Miss Chappell is thoroughly familiar with all branches of her profession. She makes a study of the various educational methods pursued these days in the large centers and we know our schools under her control will make greater progress than ever made before.

Miss Chappell taught for several years in Brady and we might add has received a thorough normal training herself. This lady is well adapted indeed for educational work and it is seldom that such a well qualified county superintendent holds this important position. Miss Chappell is a lady of strong personality, executive force, and gracious, refined bearing. United to this, thorough scholarship, teaching ability, and a broad, comprehensive grasp of the needs of our schools, with tact and untiring industry, and we have in Miss Chappell a very capable and estimable county superintendent.

We wish to emphasize the fact that Miss Chappell visits every school in the district once a year and sometimes twice and though this means extra work and expense Miss Chappell gladly undertakes it as she, as we have said does not spare herself in making every effort for the school.

E. S. DAVIS, POSTMASTER,
Custodian Post Office and Court House.

The many friends and business and political acquaintances of this gentleman would be surprised indeed if we did not seek to pay him some measure of tribute in these pages as we note the "live ones" and estimable, honorable individuals who make up the worthy and valuable citizenship of our town and county.

Mr. Davis cast his lot with us in '94 and his career in this and we might add every other community in which he has ever been, has been a creditable one. He has at all times stood for personal integrity, efficiency and in his official relations, has always regarded public office as a public trust.

This gentleman was for several

years engaged in mercantile pursuits, achieving considerable success, and he always applied the Golden Rule and the Square Deal in his commercial transactions. He took a prominent part in every movement aiming to advance the best moral and material interests of the community and his shoulder was to the wheel constantly when North Platte and Lincoln county were to be pushed ahead.

Mr. Davis served as Deputy County Treasurer, and County Treasurer and it is generally conceded that he made one of the best officials we ever had in this office. The interests of the public were well served, every penny of the taxpayers' money was carefully guarded and scrupulously accounted for, and full value in effective, wholehearted, obliging service was given for every dollar this gentleman received in salary. Few if any men have a better knowledge of the needs, resources and financial affairs of the city and county than Mr. Davis.

This gentleman's appointment as Postmaster was popular with all classes and he is "making good" all along the line. The fine \$100,000 building, the pride and ornament of our city, which we fully describe in another column is well presided over by Mr. Davis and there is not a post office in the country anywhere that has a better equipped.

The staff is well trained, accommodating and we hear only praise of our post office service. Business is growing rapidly and we understand that the record of our local office in the Washington archives is excellent.

Mr. Davis has a brisk, pleasing personality, is very attentive to his duties and though one of our busiest men is never too rushed to extend a courteous greeting to all comers.

He was one of the first members of the North Platte Booster & Pusher Club and as citizen, business man and public official, he ranks among our best.

J. E. JEFFRIES

Blacksmithing and Horseshoeing.

Mr. Jeffries has built up a large business on the basis of first-class service and the best of value and therefore in mentioning in these pages the leading men in his line in Lincoln county we desire to give him credit that is his due.

His trade is growing fast and anything in the way of blacksmithing, horseshoeing or general repairing is done at the right price and in the right way.

His materials and tools cannot be beaten, his men are all top notches, and there are no dull days at this establishment.

Mr. Jeffries knows every department of his business from the ground up and no job is too big or too difficult for him to handle.

He is improving his plant right along and the job that is done here is done right in every way.

A well run, fair and square, up with the times blacksmithing, horseshoeing and machine shop helps a town and Mr. Jeffries does right by all comers and gets a large business.

All his patrons recommend him and there is no need of passing his door when you need anything in his line. He is a credit to his business, on the level every day in the year, and you will always find him disposed to "chip in" for all good things that promise to aid the best interests of North Platte and Lincoln county.



The Streitz Block, Occupied by the A. A. Schatz Company.

A. N. Durbin, County Treasurer.

Our county officials are never lacking in public spirit and they are always willing to do their share in boosting and pushing North Platte and Lincoln county therefore in this summary of prominent men and their activities in this section, we will proceed to throw a few well deserved bunches of violets in their direction.

Mr. Durbin is a very capable treasurer, a careful, conscientious gentleman, an acknowledged expert in the handling of accounts and an efficient and obliging servant of the people. His work is performed without fear or favor and his record would do credit to any man. Mr. Durbin believes that a public office is a public trust and a hundred cents in value should be given for every dollar received from the county funds. Therefore the people of Lincoln county should feel perfectly safe when a man of this type holds such a position

of trust and confidence as county treasurer. Mr. Durbin has spent practically all his life in our county and his record has always been creditable. He is a home product and his personal and business reputation will stand the searchlight every time. This gentleman farmed for a time, taught school and as deputy treasurer for four years and he has always "made good" in every relation of life. Patrons of the office meet with every courtesy and attention and the office of county treasurer could hardly be in better hands.

The Golden Rule and the Square Deal characterize the official and private conduct of this gentleman and he has the energy, the all round ability, and the varied experience that we think would make him a winner in any community.

He is entitled to a high place among the boosters and pushers for North Platte and Lincoln county.



Interior view of the Star Clothing House.



Arthur J. Salisbury, Sheriff. Our county officials are well deserving.

of a good word at our hands in reviewing the various factors that make up our town and county as they are necessarily men of influence, good judgment and well regarded by the community or they would not hold the positions of honor and prominence that they do.

Our Bill Salisbury is "making good" in the important work and the county is well served by him. He has lived in this section, twenty-three years, his life has been an open book, and he has always been a first class citizen, and pusher for the best interests of this part of the state. Mr. Salisbury farmed for some years was also in the livery line and achieved a considerable degree of success in these callings.

He is giving full measure and running over in his capacity as sheriff and earns every dollar he gets by conscientious, effective service. He is a man of undoubted personal courage, discretion, all round horse sense and no mistake was made in electing him to his present office.

He is well known in this section of the country and is making an excellent record as sheriff.

You will always find him willing to do his share in putting North Platte and Lincoln county a notch or so higher in the scale of prosperity and progress. Sheriff Salisbury is O. K. all along the line.



RAYMOND & BOARDMAN.

Dealers in Horses, Cattle and Hogs.

The horse dealers in this part of the state should not be left out in this commercial review of our business interests as theirs is an important industry and Messrs. Raymond & Boardman are representative men in this line.

They have been engaged in it three years, make their headquarters at Morgenson's barn, and they know

everything about their line though always willing to learn.

Their animals are disposed of locally and if you want the right kind of an animal for the right price, Messrs. Raymond & Boardman are the folks to see.

They do not handle inferior stock and their guarantee is as good as gold for every horse they market. Their success here has been marked and you are in good hands when you have

any dealings with them.

We need Messrs. Raymond & Boardman and their business here and it is a pleasure to observe the buying public in first-class shape.

Conscientious, experts in their line, and always on the level, Messrs. Raymond & Boardman are numbered among our winners and hustlers.

They likewise do a large cattle and hog business and this department is quite as important as their horse line.