



Office of Clyde McMichael, Contractor and Builder, Real Estate, Loans and Insurance.

THE MUNICIPAL WATER PLANT

On April 1st, 1912, the city of North Platte purchased its waterworks plant for the sum of \$87,074.29. The plant was found to be in a run-down condition and badly in need of repairs and betterments before it could be expected to supply the city with the amount of water required. The boilers were in such bad shape that one had to be replaced immediately and the other two could hardly be made to last until new ones could be purchased and installed. The well and pumping systems did not have the capacity to provide sufficient water for the needs of the city.

The Mayor and City Council set to work at once to remedy these conditions and the following improvements have been made.

Three new high pressure boilers of 80 H. P. capacity each, with duplicate steam lines to each pump have been installed at a cost of \$4,900.00.

Six of the best of the older wells have been thoroughly cleaned and overhauled and additional land purchased and twenty-seven new 6-inch wells have been sunk to depths ranging from 75 to 90 feet and new and separate suction and discharge lines, together with the necessary valves, enabling any pump to draw from any well or set of wells, have been installed.

PATRONIZE HOME INDUSTRIES.

Our merchants stand for stability and character and deserve the full confidence of the people. As a market for all classes of merchandise, no city anywhere near the size of North Platte affords better advantages to the customer. Business men carry a well selected, dependable stock of standard goods but not the kind carried by mail order houses. Prices in all lines are reasonable and there is sufficient competition to bring figures to the proper level. Folks everywhere are beginning to realize that the mail order houses do not contribute to local prosperity in any way. In the first place, no regular mail order house carries regular goods of standard character. Whenever they do list goods of standard make they are "job lots," otherwise odds and ends and out of date designs. Reputable manufacturers do not and will not sell to them, hence of course, they cannot sell to other manufacturers the goods of standard manufacture.

The lines carried are usually cheap, inferior imitations with perhaps some of the appearance of the original but no more real like them than plated ware is of sterling silver. Furthermore, to many persons have considerable difficulty due to shortage or damage to goods, supposed to have occurred in transit that they have learned it does not pay to trade with mail order houses. Cases wherein shortage or breaking occurs are hard to adjust, and often the customer becomes dissatisfied and takes his loss rather than push the matter. Then, again, the catalogue house quote prices without freight or expense or damage added. Add those to the price and the difference will be considerable. Furthermore the mail order man gets the cash in advance. When you buy from the local merchant he shows you the goods; you can see them, feel them, judge them for yourself. The mail order house sends out a cheap catalogue and the illustrations seldom mean anything. The local business man is willing to make a prompt and satisfactory adjustment without loss of time or correspondence. And taxes. The taxes paid by local merchants help the town and county. That helps every one. It means better roads, more improvements, more and better bridges. It means for every dollar sent away for merchandise that more taxes are to be paid on each dollar left.

This is a strictly logical deduction. Moral: Buy your goods in North Platte. The reputation of the home merchant is at stake with every bill of goods he sells and he must give fair value for every dollar spent with him. If the few shortsighted persons who patronize outsiders would realize the fact that if others did likewise their own business would be seriously affected, the mail order evil would be of small dimension. Our commercial and professional men keep pace with the growth and development of the city and county and their patronage would conduce to the benefit of all concerned.

CLYDE McMICHAEL,
Contractor and Builder.

The list of our prosperous, progressive contractors would be lacking unless this gentleman were included therein as he has made a first-rate record here and no man in his line

does better work. Evidences of his skill and craftsmanship abound on every side and when he takes a contract, we know that there will be no fault found. Mr. McMichael's business is growing fast and his success has been based on fair dealing, the full return in value for every dollar he ever received, and an accommodating, liberal way with patrons.

He can give you hints and pointers of great value if you are going to build or make repairs or remodeling and contractors and builders of his type would get their share of the business anywhere.

Mr. McMichael employs competent men, pays them liberally, and never has any trouble with his work people. The various residences and business blocks he has put up fill the bill in every respect and we will have an A1 contractor and builder here as long as Mr. McMichael is making the chips in North Platte. He has the means, the experience and the knowledge of the business that put him in the front rank and there is no contract large or small he cannot handle.

Mr. McMichael never fails to do his share for helping and boosting North Platte and as citizen and contractor he is in the O. K. and up-to-date class. Among the buildings he has put up we would note the following and they are all a credit to him and a satisfaction to their owners.

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Wilcox Department Store.

The department store is a development of comparatively recent years and is the outgrowth of the general store. A city's commercial importance may be roughly judged by the character of its department stores. In the larger cities, these great establishments are conducted on an enormous scale, each department being under individual management but subordinated to the office.

It is not difficult to understand the advantages attaching to this form of business. It is the common advantage of cooperation and organization that give strength to every character of enterprise and confidence to the public. It enables the general management to secure valuable discounts on large bills, beyond the reach of small buyers and thus to compete so vigorously in price as to make it the manifest interest of the economical buyer to purchase of the department store. Moreover, it affords patrons a wider range of selection and, in exclusive agencies, standard lines not obtainable elsewhere.

The Wilcox is modeled after the famous department stores of the east. There are eight distinct departments, groceries, carpets and rugs, ladies' ready-to-wear goods, dry goods, shoes, ladies fine goods, etc., each of which is in charge of a specially qualified clerk, but all under the immediate supervision of Mr. Wilcox who is in active charge of the entire concern.

This fine emporium at once a credit and an ornament to our city, has saved many a dollar for our careful housewives and no establishment in the state gives better value for the dollar, Omaha or any other mail order house included. The building a fine, pressed brick structure, is the leading business block of the town and it at once arrests the attention of visitors to North Platte. The immense plate glass windows afford ample room for street displays and at the same time flood the store with sunlight. Every facility afforded by the most modern stores in the large cities is here found and all business is transacted with energy, despatch and the most scrupulous honesty.

In carpets, linoleums, matings, portiers, lace curtains, bedding, etc., the Wilcox carries everything for

cottage or mansion. The carpets include plush, velvet, Brussels, Axminster, Ingrains, Turkish rugs, etc.

The groceries comprise everything usually carried by exclusive grocers, the best brands of canned and bottled goods are arrayed on the shelves and no inferior stock of any description is admitted to the store. The full weight and measure are given every time and all pure food laws are rigorously observed.

The ladies' ready to wear department include tailored suits, shirt waists, petticoats, cloaks, wraps and all under linen. The newest ideas in the various lines are expressed and this is the favorite trading point and bargain resort for many a miller around North Platte.

The cash system prevails here every day in the year, not a penny of credit extended to any one, and the custom is that you do not have to pay the debts of the other fellows and the stores that do give credit cannot of course compete with the Wilcox.

Shoddy trash or unreliable goods find no entrance here and though detailed reference to this stock would be hardly possible here, yet we must say that the latest, the best, the most reasonable in price characterize all lines of goods handled here and North Platte is proud indeed of this store which would do credit to a town five times the size.

High grade clerks are employed and there is no dull days here as the trade of the Wilcox Department store is advancing by leaps and bounds. There are 12,400 feet of floor space, fully utilized, and there is no institution here of greater benefit to all classes of our people than this excellent, up-to-date, well managed department store.

Mr. Wilcox began business here in May, 1895, and his career has been an honorable and successful one. No man is more attentive to his business and his prosperity has been won by all round business capacity, the straightest kind of straight dealing and by keeping up-to-date to the minute in all respects.

We need not say that he is always foremost in all worthy undertakings to increase the prosperity and well being of North Platte. We have no better citizen and Mr. Wilcox is one of the leading business men not only of our city but also of the state, in our simple judgment.



ST. LUKE'S HOSPITAL.

J. S. DAVIS AUTO CO., Buick, Franklin, Hudson Cars.

No review of our commercial enterprises would be complete unless we referred to the J. S. Davis Auto Company, as it is one of the representative establishments in this part of the state and you will receive excellent treatment and the best of services when you do business with Mr. Davis. His garage compares favorably with those in the large cities of the country and North Platte takes off her hat to this concern. It is fitted up with all the necessary appliances and is a favorite resort for automobile folks.

This gentleman handles the Buick, Franklin and Hudson cars and you waste your time if you look for better autos at the price and they are better than many of the higher-priced machines. Many of them are seen on our streets and roads and their owners may congratulate themselves they bought to the best advantage. A large general garage and repair business is done and every one is as busy as a bee here. Mr. Davis is a brisk, courteous gentleman, very capable in his line and O. K. all along the line.

Mr. Herzog, the sales manager, is one of the leading auto men in the state, knows all about the various makes of machines and you can depend on everything he tells you as being exactly so. He has been very successful in this field.

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H. LAMPLUGH Springwater Lake Ice.

Mr. Lamplugh operates a local enterprise which is one of our leading industries and we are fortunate indeed in being able to get such a pure article from this gentleman.

His ice is the natural kind which is in every way better than the artificial as it is colder, lasts longer, and really purer. He gets his supply from springwater lake and chemical analysis shows that it is the purest water in the country.

There is nothing more important than the right kind of an ice supply as it has considerable bearing on the health statistics but this ice is the highest grade and are people may well congratulate themselves therefore.

His plant is equipped with the latest and best machinery and he operates his business in just the right kind of a way. Deliveries are always on time, the full weight is given, and customers are served promptly and courteously.

Mr. Lamplugh is an enterprising gentleman and he keeps his business at the top notch, making improvements constantly and doing his utmost to merit the liberal patronage he enjoys.

This special addition would be lacking unless we said all the good things we could for Mr. Lamplugh and his thriving ice business as he is a man of integrity, keeps up with the procession in every way, and he is one of our successes.

The Union Pacific uses this ice for its icing plant, the largest in the world.



North Platte's Best Known Citizen—"Buffalo Bill"

DR. J. S. TWINEM Homeopathic Physician and Surgeon.

Our professional men are not a bit behind their commercial brethren in progressive citizenship and in boosting and pushing for a greater and better North Platte, and our citizens always do their share for the city in all worthy enterprises for the furtherance of its best interests. We have an excellent class of gentlemen in this noble calling and they surely deserve considerable credit for the reputation our city enjoys in the matter of health and low death rate.

In calling the roll of our successful, highminded gentlemen we desire to name Dr. Twinem. He has been with us a long time and has developed a practice which speaks more eloquently for him than anything we could say.

Dr. Twinem keeps well abreast of his profession and he stands high among the competent, ethical physicians of the state. His office is well equipped with the latest and best instruments and he is well adapted indeed both by training and experience as well as by natural ability for this work. Dr. Twinem pays special attention to obstetrics and children's diseases and he is one of our busiest doctors.

North Platte and Lincoln county are fortunate indeed in the character and efficiency of their physicians and we state a fact merely in noting that Dr. Twinem has one of the largest practices in this part of the state and as a medical man, pushing, worthy citizen, and enthusiast for North Platte, he takes a back seat from no one.

The Rush Mercantile Company.

The writer inspecting the various business establishments of the county can say that the Rush Mercantile company operates one of the busiest stores here. There are always patrons at this place, clerks are fully occupied and the general aspect of the concern is inviting and attractive. There's a reason though and it is plain. Mr. Rush operates an enterprise which has always dealt honorably and liberally with all comers. You always get the last ounce of weight you pay for, measures are exact, and every transaction on the part of this company is a fair and square one. The location could not be better and a grocery and queensware establishment of this kind would win in any community. Mr. Rush has been with us many years, no man pays closer attention to his business and he is always on hand himself to see that customers get proper attention or else he is busy waiting on trade himself. All pure food and sanitary laws are complied with and here we find always the purest and freshest groceries. If there is any way by which the usefulness of this store to the public can be increased, Mr. Rush is sure to adopt it and he aims to run the best grocery in this part of the state and we know he succeeds. He is an expert in every department of the business and no man works harder to achieve success.

The goods are sold at rock bottom prices; every effort is made to keep up with the times and Mr. Rush is fully trusted by our people. His premises measure 130 by 22 and he is one of our solid citizens, persistent boosters and tiptop merchants. A high class well managed, thoroughly honest grocery of this character is an important factor in the business interests of a town and Mr. Rush has long since established himself as a winner. He reports a lively trade and deserves the confidence of North Platte folks.

You can depend on him to contribute his quota for North Platte and her best interests and we can hardly do without the Rush Mercantile company. We need this excellent store here and Mr. Rush is personally an estimable gentleman and a leader among our commercial men.

Though always busy he is never too busy to be agreeable and obliging at all times to all comers, friend or stranger.



W. H. C. Woodhurst, a pioneer of the city and a leading insurance agent and real estate dealer, one of the most widely known insurance adjusters in Nebraska.

TOM GREEN.

Billiard Hall, Cigars, Tobaccos, Candy.

"All work and no play" makes Jack a dull boy the good old proverb says and we consider that places of amusement are just as necessary and as desirable as business houses or any other feature of a town.

There are no better games than billiards or pool. Old and young and both sexes can play, doctors often recommend these diversions, and it takes but little time to acquire a fair degree of skill. There is no pleasanter or better regulated billiard hall in this part of the state than Mr. Tom Green's and we will therefore give it the leading positions we draw attention to those in this line.

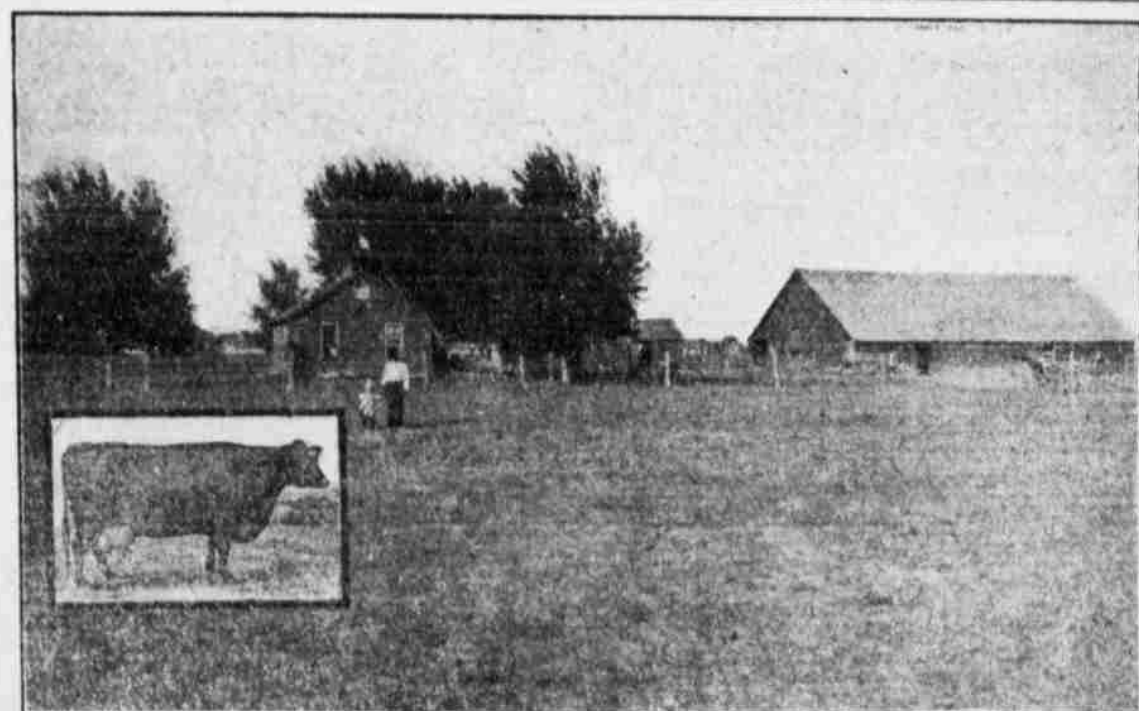
All classes patronize this establishment; you never hear any profane language, and the equipment is up to date and first class in every way.

We find six pool and one billiard tables and there is always "something stirring" in the way of trade.

It is our leading sporting resort, bulletins of the principal events are posted, and the best of order is maintained at all times.

The location in the new Walmath building is first class and Mr. Green has made an emphatic success of his enterprise and acquired at the same time the good will and respect of this community.

He also handles cigars, tobaccos and confectionery and he is a wide awake, pushing citizen, always on the level, and with his shoulder to the wheel when North Platte and Lincoln county are to be benefited. He likewise operates a moving picture theatre at Grand Island, the business here being in charge of Mr. Musselman who is emphatically the right man in the right place, as he is well thought of here and adapted for this line of work in all respects.



FRED PAYNE'S DAIRY FARM.