



Chas. F. Temple.

C. F. Temple, Real Estate, Loans, and Insurance.

In noting the various elements that make up a city we would point out that the land and real estate men are important factors as their efforts tend to locate newcomers among us and their constant endeavor in season and out of season is to make better known the advantages and resources of our section. In fact, it is not too much to say that these western prairies would not be blossoming as the rose today were it not for the vigorous advertising and publicity measures of these gentlemen. Mr. Temple belongs to the reliable, energetic, well equipped type of real estate and land men who reflect credit on the business and he has ample capital, long experience and all other facilities necessary for the prosecution of this work. He makes a specialty of city property but he operates all over the western country, too. He is also a bonded abstractor, handles all kinds of insurance and Mr. Temple has achieved marked success at everything to which he ever applied himself. He is the sole agent for the Cody Addition, Buffalo Bill lots and it is but truth to say the lots are going like hot cakes, no less than 121 having been sold thus far, and

W. W. BIRGE, Lumber, Coal, Building Material

Lumber constitutes the most necessary branch of all building operations. Iron and steel take important positions but lumber is and always will be an essential element. The demand for lumber, coal and building material is well taken care of by this concern which is one of our pioneer yards, having been in continuous operation since '81. A fine business has been built up and everything in the way of lumber, coal and building material is carried. The same price and a fair, honest price to all, is one of the cardinal principles of this house and no yard in the state enjoys better repute. The patrons of Mr. Birge, stay with him, new ones are frequently added and correct principles and up to date methods are found here always. The mercantile career of Mr. Birge has been an honorable and prosperous one and he is one of the business bulwarks of this community. His son, R. D. Birge, a bright, capable young gentleman assists in the management of the yard, and is an important factor in its success.

The Birges push steadily ahead and there is no better lumber yard in the county.

Victor VonGoetz, Photographer

We desire to make due mention of the leaders in the various lines of business in Lincoln County and North Platte and therefore Mr. VonGoetz, our photographer, deserves more than a passing notice. This gentleman has lived in this section since '81 operating the gallery since '96 and he has always done well and enjoyed high standing with all classes of the community. There are some photographers who are merely mechanical in their work and others who are genuine artists and Mr. Von Goetz is surely in this latter class. Hence his pictures satisfy the most critical and his mountings are the latest and best. There is nothing in photography with which he is not familiar and his work is known far beyond North Platte. Our folks realize when they sit for their picture here they are in the hands of a true artist. Mr. Von Goetz has traveled extensively on the continent abroad as well as in this country and he is a well informed, highly intelligent gentleman of the best personal character. He is making a decided success of his studio and he is much esteemed here. He always does his part in boosting our town and county.

Geo. E. Dillon, Chiropractor.

Your health and happiness depend on the condition of your spinal column and nervous system. Chiropractic is the art, science and philosophy that has thoroughly tested and proved that disease is caused by the interruption of mental impulses as they pass through the nerves at the intervertebral foramina where the vertebrae are not in perfect alignment with each other. Such conditions are called subluxations which impinge the nerves that pass out through these openings thereby interfering with the mental impulses and consequently causing disease in the organs or tissue in which the nerves end. Chiropractic further proves that scientific adjustment will be followed

sixteen were disposed of the morning the writer called. These lots are exceptional value, being all high level, with very few exceptions, and is the continuation of the best residence section we have. The lots commence along the U. P. road, just three blocks from the new round house, south of the Union Pacific tracks and running south and they are ideal sites indeed for homes. Prices range from \$75 to \$150, and terms are from \$10 to \$15 down and \$5 a month, ten per cent discount for cash. We think there is no better buy in the residence lot in the State of Nebraska and Mr. Temple's success shows that no better man could have been chosen for the handling of them.

Mr. Temple has a well equipped, up to date office and every day is a busy one for this gentleman. He has been in this line many years and he has long since established a reputation as an excellent citizen and competent, accommodating gentleman who takes a back seat for no one in his line in Lincoln county in personal character and efficiency. In all enterprises aiming to advance the best interests of North Platte and Lincoln county you will always find Mr. Temple doing his full part. His word is as good as his bond and he grades high in all the relations of life.

by return of health. Chiropractors do not use medicine, drugs, knife or anything that is usually used to treat effects. They do not rub, massage or use electricity. Chiropractic is not magnetic healing, osteopathy, faith cure, christian science or anything else but chiropractic. There is probably no field of investigation that has been so diligently plowed and harrowed, searched and researched as that of the healing art. No set of workers, investigators or practitioners have received more commendation or more disapproval than those who make this art a profession. There are many schools of medicine and each deprecates the others but the people care not a jot by what name it is called or the method used if their sufferings are relieved. Mr. Dillon can fairly claim to have a complete system of practice that anyone can accept with satisfaction. The average physician has many an anxious hour wondering whether or not the last dose of medicine he administered is going to cure or kill the helpless one who turned to him in his hour of pain. No such thoughts ever come to the practitioners of chiropractic. Immediate and favorable results almost invariably follow the application of the adjustments without the after effects that so often follow the use of drugs. Mr. Dillon does not use drugs but he restores by adjusting the cause of the disease and aiding nature to do her own work. He has successfully restored many cases that were given up by those who relied on medicine and Mr. Dillon deserves well of our people. He stands well here, can be safely recommended and he is a conscientious, honorable capable gentleman at all times.

A. F. Fink.

Harness and Saddlery. While noting the various business enterprises of this progressive town, we stepped into this establishment and made the acquaintance of Mr. Fink whom we found as busy as a bee. Here we find an up to date harness and saddlery manufactory and everything necessary for clothing or adorning a horse can be had at this concern. A home industry of this kind deserves all the good things we can say for it and Mr. Fink is making a decided winning guarantee goes with every purchase made and his name behind an article means the best in harness and saddlery at the price. The help is very efficient and when you buy your harness and saddle here, you get a hundred cents in value for every dollar you spend. Trade is always brisk with him and he transacts all his business on the lines of honor and enterprise. Mr. Fink has been running some time and you get all that is coming to you when you buy your harness and saddle here. Mr. Fink is well up in every detail of the business and his name is always down when North Platte and Lincoln county are to be benefited by any enterprise. He is entitled to the prosperity he has met with as he is on the level three hundred and sixty-five days in the year and a good business man to boot.

The Sanitary Steam Laundry
Edmund Dickey, Prop.

While inspecting the leading industries of North Platte in the various lines we were at once attracted by this establishment which is indeed a great credit to the city. We would in fact expect to find such a laundry plant only in much larger town than ours. The building is a well constructed cement and stone building, pleasing to the eye and we might add an ornament to the town. It is owned and operated exclusively by Mr. Dickey and his Sanitary Steam Laundry. There are twelve persons employed here; every part of the establishment is lighted, well ventilated and sanitary throughout and here we find the very latest and up to date machinery. Every package is returned without a scratch, tear or burn, the delivery and collection system is excellent and patronage is growing right along. No chemicals are used that would harm the choicest, most delicate fabric and we do not think that the laundry work done here could be surpassed in Chicago, New York or San Francisco. The help are high grade and we note that an automobile is used in the delivery and collections. The people of North Platte get the very best in the laundry way from Dickey, the charges are fair and square and Mr. Dickey is a top notch business man, the right kind of a citizen and always a pusher for North Platte. He has a large personal and business acquaintance and is strictly all right every day in the year.

Howard R. McMichael,
Contractor and Builder.

There are contractors and contractors but we desire to point out those who are thoroughly responsible, do a large business and are well thought of generally.

Mr. McMichael has been here many years and every building he puts up represents the maximum of value. He knows all about the contracting and building business and when your contract is in his hands, you do not have to worry a particle. His word is never broken and he gives you just what the specifications call for. His reputation rests on the solid foundation of honest, effective service, fair and square prices, and up to date ideas and no contractor or builder in this part of the state can be trusted more fully. His planing mill is equipped with all necessary machinery and Mr. McMichael is one of our most energetic men. He will not do a poor job at any price as he considers his reputation as his best asset and he always puts through all his work in the most satisfactory manner possible. Among the fine residences he has put up we would emphasize the Derryberry, Tramp, Hoxie and others of this class and he also erected the Public Library and Baptist church. Mr. McMichael has done well here because he is a top notcher in every department of the contracting and building business, is square in every way, and ranks among our hustling and honorable citizens who are always in favor of putting our town and county a notch or so higher. He is well worthy of confidence at any and all times.

A. E. Huntington, Contractor and Builder.

No man earns his living more honestly than the contractor. He works with his mind as well as his hands and builds happy homes that shelter happy families. There is no more useful citizen in a community and in drawing attention to the leading contractors and builders of North Platte and Lincoln county, we wish to say a good word for our pioneer in this line, Mr. A. E. Huntington. This gentleman has been with us since 1872 and his record in this community has been an honorable and successful one. His craftsmanship is excellent in every respect and Mr. Huntington has always given one hundred cents in value for every dollar he ever received. He can give you pointers and hints of great value when you are going to build and he has erected scores and we might say hundreds of buildings of all kinds in this part of the state. Among the fine homes he put up should be mentioned the Payne, Cryderman, Coates, Cox, the three story dormitory at the state experimental farm and he also had the contract for the Worsch block. His shop is well equipped; the best tools are used and he keeps up with the procession in every way. Mr. Huntington is absolutely honest in his dealings, very competent in his line and his standing in every respect is very creditable. No contract is too big for him to undertake and he has always plenty of work on hand.

North Platte Produce Company

E. A. Stensvad and G. C. Tomiska, Proprietors. Wholesale Poultry and Eggs. 422 W. Front St. Specialty Fancy Dressed Poultry.

This is a home industry that is "making good" in every respect and it is proving an important addition to the business interests of North Platte. Therefore we desire to recommend it in these pages. We needed just such an institution and Messrs. Stensvad & Tomiska have shown they are the right men in the right place. Wholesale poultry and eggs, they also make a specialty of fancy dressed poultry and their trade has increased four times over since they started. They are well equipped in every respect, having a spacious cement building, well located, three rooms, measuring respectively 24 by 44, 44 by 44 and 24 by 44, and this is one of the busiest places in town. Though not long with us, Messrs. Stensvad & Tomiska have come to the front fast and they are thoroughly familiar with every branch of the business. They deal fairly and liberally with one and all and the success of these gentlemen shows what can be done in North Platte by the right kind of folks with the right kind of an enterprise. The writer was courteously shown through this extensive plant and was surprised indeed to find such a large and growing concern in the line here in so small a town. Messrs. Stensvad & Tomiska are to be congratulated on their success and they are "live ones" and straight as a string at all times.

Hartman Cigar Factory.

As this special edition is devoted mainly to the boosting of home industries in our town and county, we will lay special stress on the importance of this cigar manufacturing establishment. It is doing a large business but the reason is plain, Mr. Hartman is a high class man in the line, knowing every end of the business and his goods challenge comparison with the best. He has a large outside as well as local trade, shipping as far as Rawlins, Wyoming and Grand Island and though Mr. Hartman appreciates his large home trade, still too many out side cigars sold here. His brands, LaSecuridad in four sizes, Elk, Statement and Elmo, represent the limit of value for the price and his factory is sanitary throughout, his staff working at the prevailing wage and under the best conditions. No less than eighteen are employed and there is no home industry more worthy on its merits of liberal support. When you deal here, you get as good if not better value than by patronizing the outsider, your money remains here to help the town and indirectly you get back part of it and there is no better way to help the city and attract new enterprises than by generous patronage of those already here.

Mr. Hartman operates his factory in just the right way, fulfills all the duties of good citizenship and he is winning because he delivers the goods and is on the square three hundred and sixty-five days in the year.

The yearly output for 1912 was 900,000, this year he will double almost. The pay roll from between \$200 and \$250 a week.

The Owl Cafe, Mrs. Ida Lemon.

In writing up the hotels and restaurants of North Platte and Lincoln county we wish to say a good word for this cafe as it does a large business and you are well served here in every respect.

We would point out that only white help are employed and the entire establishment is kept as neat and clean as a pin.

Only the best is put on Mrs. Lemon's tables and the list of customers is increasing fast.

This lady understands every detail of the business from kitchen to cashier's desk and once you begin patronizing the Owl you will have no reason to change.

Here we get the good things that "mother used to put up" and the service is prompt and courteous.

Regular meals and short orders are served and cleanliness is the order of the day here.

Many traveling men patronize the Owl and a large local transient trade is likewise done.

Mrs. Lemon is an industrious lady, business-like and always on hand herself to see that the Owl is properly conducted and we are glad to note she is making a success of her efforts.

The Owl will please the most particular and we would emphasize the fact that prices are always moderate, therefore we take pleasure in recommending this establishment.

THE PAT PICTURE THEATRE

P. H. Lonergan.

Entire Change Every Night. Three Shows Daily. Two Specials Weekly. Exclusive Pictures. All Service Under Thirty Days.

The wonderful strides that photography, especially motion photography or the production of moving pictures has made in recent years is equaled only by electricity. Moving pictures reveal to the scientific searcher of earth and sky many wonderful truths. They bring to us beautiful and interesting things of different lands and preserve with fidelity the scenes, forms and pictures we love so well. Moving pictures are shown in all parts of the civilized world. In the largest vaudeville theatres they are featured and thousands of theatres large and small have been built in all parts of the United States that are devoted exclusively to this form of entertainment and these exhibitions are enjoyed by all classes, rich and poor. Press and pulpit are unanimous in their praise of good clean moving pictures for they are not only an education in themselves but amusing and instructive as well. We have in the "Pat" of North Platte a high class moving picture house that reflects great credit on its proprietor, Mr. P. H. Lonergan. It has been successful from the start and there is no better machine on the market. It does not flicker or tire the eye as so many of the machines do. The utmost care is used in the selection of the subjects and the price of admission is but ten cents. Ladies and children are specially catered to and mothers can come any time or send their children and be sure that nothing will be seen or done that could offend the most particular. Pictures are changed every day and the "Pat" is quite an institution in our town, providing an inexpensive, wholesome and desirable form of entertainment for men, women and children, the whole family in fact. There is seating capacity for two hundred, the establishment is sanitary throughout; plenty of exits and the air is ventilated and pure at all times.

Mr. Lonergan was born in this county but has traveled a great deal and has had a wide and varied experience. He returned to North Platte about a year ago and started his present enterprise which has been a decided success. His policy is to keep up with the times to the minute, to advertise extensively and operate a model moving picture theatre which will be a credit to the town and to himself. The large patronage he is receiving shows that he is on the right track and progress and enterprise rule at his establishment. The service at the "Pat" is excellent and you get the best of value for your admission fee here.

Mr. Lonergan is well regarded here, knows this line of work from the ground up and he is very attentive to his business and the natural result is that he is succeeding. Honorable in his dealings and a worthy citizen in all respects, we take pleasure in enrolling this gentleman among North Platte's best and you can count on him at all times to be represented when there is anything stirring to put this good town a notch or so higher in the scale of prosperity and advancement.



Interior View of Dickey's Bakery and Ice Cream Parlors.

ROBERT R. DICKEY,

Bakery, Wholesale and Retail Ice Cream, Confectionery and Cigars.

This establishment deserves on its merits all the commendation we can give it as it is one of our most prosperous undertakings and a handsome, complete and thoroughly appointed enterprise such as would expect to find only in much larger towns than North Platte. Mr. Dickey has always been the leader in his line and he operates his business on broad gauge, far seeing, progressive lines. He cast his lot with us November, '07, and built up his large trade from very small beginnings. The fixtures, general plan of the store and everything connected with it was this gentleman's own design and construction and he is surely secured the best in the market as nothing is lacking that good taste and knowledge of the business could suggest. There is nothing cheap or out of date here and our people by their liberal patronage have shown Mr. Dickey that they appreciate an establishment of this kind. He gets a large share of the worth while trade and the clerks are always busy as bees here. His Party Ice cream sells to Cozad on the east, Kimball on the west and to North-platte on the branch lines and enormous quantities are shipped. This department of his business alone foots up into the thousands every year. He also does an extensive shipping business in bread and other bakery goods and the most exacting demands of the trade are met here. The retail department also does a lively trade and in the spacious, neat, artistic dining room are served the best tea, chocolate and coffee in the city, light lunches and the various kinds of ice cream, soft drinks and such beverages that are generally handled in first class drug stores and places of that kind. Every pound of candy sold, except the box sort, is made on the premises and the best and purest ingredients are used. His soda water fountain is one of our most popular resorts and the general aspect of this establishment is ornamental and attractive.

Parties, receptions, banquets and social functions are catered to and accommodations are at hand for a function or spread of any kind. Mr. Dickey believes there is nothing so good for his patrons and the friends and customers of this gentleman are numerous indeed. A large stock of cigars and tobacco is likewise handled and no man in North Platte is more attentive to his business than Mr. Dickey.

The writer was conducted through the entire establishment from top to bottom and he was surprised indeed to find such a large and well equipped place in a town of this size. The ice machine makes six tons of ice a day, the latest dough mixing and cake mixing machines are installed and everything that can be done by machinery is done. An automatic carbonator is here too, we believe the only one in this part of the state, and we wish to emphasize the fact that the most absolute cleanliness prevails throughout. Mr. Dickey is always on the alert to improve his plant but we fail to see what more could be added to it as everything here

is the latest and best.

His premises measure 140 by 26, there is also a commodious basement and the entire establishment is operated on a system that is well high perfect.

This sketch would be incomplete unless we made special mention of the service as the young ladies in attendance are neat, obliging and thoroughly familiar with their business in every respect. Mr. Dickey is increasing his list of patrons all the time and his wholesale trade is in a flourishing condition.

This gentleman is in the best of reputation with all our people as he is the "live" kind of merchant that a community needs and his personality is agreeable. He may be found at his place of business three hundred and sixty-five days in the year, always active and endeavoring to maintain his enterprise at the highest standards.

He is a charter member of our Booster Club and his name is always there when there is any proper undertaking on foot to put this good old town further ahead.