

The City of North Platte

Educational Advantages, Church Conveniences,
Public Improvements and Splendid Homes.
Various Features of North Platte
Pictured and Described.

Nestling in one of the fairest sections of the state, at the junction of the North and South Platte rivers, on an excellent townsite, lies North Platte, the county seat of Lincoln county, one of the best stock raising alfalfa and farming districts of Nebraska, a city richly dowered indeed and the worthy pride of all our people. It is not a village of which we speak, nor yet a metropolis, but a throbbing, vigorous, bustling city of 5,500 inhabitants.

There is but little pauperism in city or county; crime is kept down to a minimum and the total city indebtedness is but \$20,000, while the value of the taxable property is over \$2,000,000. The telephone company gives adequate service and the Chamber of Commerce is a most effective agency for the advancement of the best interests of one and all.

Located on the main line of the Union Pacific, with many passenger trains daily, and the Burlington soon to build through the town, we have a first-class mail and train service. Our various mercantile establishments, the \$75,000 monthly pay roll, our mill, lumber yards, three banks, four garages, cement plants, etc., employ a large number of men and give North Platte the bustling appearance which "looks good" to the stranger. We have a fine alfalfa stock raising and general farming country, and the irrigation canals are making this section blossom as the rose and add riches to our coffers.

We have a splendid High school, five graded schools, and we are second to none in educational facilities for a town of this size. Local society compares with the cultivated communities of the east and the Railroad Y. M. C. A. is a strong factor in the moral betterment of the town.

Briefly, religious, educational and social features are well represented, for we have seven well maintained churches, lodge halls of leading organizations, a fine theater in the Keith, two moving picture enterprises, the various women's organizations, and whatever a progressive, up-to-date town of this size should have is found here. The climate is mild in winter, pleasant in summer, and there is vigor and life in the air, making the blood tingle and stimulating all to the best endeavor.

North Platte may well tempt the descriptive pen, but we will pass from word-painting to the various features of interest in this gem of the prairies, this progressive, wide-awake town of 5,500 boosters and pushers for their city. Good fortune smiles on our community, smiles through sunshine and rain and growing and developing and improving men, women and children of greater promise than those who went before. Here nature and art would seem to minister to man and provide a city that meets every requirement and expectation.

The broad prairies in our famous valley, smiling with the queenly alfalfa, golden grain and tasseled corn when North Platte lives, moves and has her being, have built up a flourishing town that makes our prosperity sure indeed. The pioneers of early days wrought better than they knew in casting their lot on this fair expanse of God's creation, and all honor to them, for we reap in increasing measure from their toil and hardihood.

Standing on the solid rock of past achievement, endowed with all the requisites necessary for legitimate, rapid expansion, North Platte, with just pride in her self and faith in her destiny, presses forward to gather the fruit fast ripening for her hands.

Not many years ago the red man roamed these plains, but now all is changed. The magic touch of the passing years has wrought wonders in truth, and transformed the scene into one of beauty, prosperity and progress, wherein education and culture abide and a high type of American citizenship is found.

North Platte offers superior advantages not only in commercial and railroad pursuits, but to those who are in search of a desirable home, removed from the strife and turmoil of the great centers, yet enjoying all the advantages of urban life. We have a high moral tone, modern, beautiful homes, the best educational advantages, churches of the leading denominations, and refined, agreeable society. North Platte is well lighted by electricity; the city owns the water works, and we never lack a plentiful supply of the purest water. The \$75,000 monthly pay roll of the Union Pacific is a big help to our merchants and the commercial importance of the town and the extensive machine shops, round house and the largest ice storage plant in the world are weighty factors in our prosperity. Our \$100,000 post-office and court house is the pride and ornament of our city; a government postal savings bank has been installed and the sewerage system is of the best. Here is the United States court, United States land office, United States weather bureau, and of course we are the judicial seat of the county. We have excellent business blocks, several having been put up the last two years, and our three banks carry more than \$1,000,000 in deposits. The Masonic, Odd Fellows and Elk lodges have fine homes in this city, ranging in cost from \$25,000 to \$40,000, and our Carnegie library is valued at \$15,000. The state experimental farm, three miles south of the city, consists of some 1,900 acres, and has improvements of \$60,000; it does the best of work in showing the wonderful fertility and adaptability, not only of the soil of the valley, but also in the uplands back of it. From sixty to seventy-five new dwellings a year have been erected the last five years, and enterprise and progress are the order of the day.

Our sanitary conditions are good and streets and lawns are well planted with fruit and ornamental trees, where sweet singing birds build their nests, rear their young and fill the air with melodies. Civic pride is always in evidence; we have considerable musical taste, as our bands, orchestras, including the Philharmonic, and excellent music teachers, testify.

Aspirations for a city beautiful have always found expression in North Platte and public opinion is ever responsive. The result is that we have artistic, modern homes, with environments of great attractiveness so that North Platte may well be called a city of homes and preeminently so. Our local building and loan associations flourish and do much good.

SCHOOLS.

Every resident of our city takes pride in our schools and our educational advantages make a strong appeal to parents. Our people lay the greatest stress on moral training and education and liberal appropriations are gladly made, every dollar being expended on progressive and thoroughly sound principles. Upwards of \$100,000 represents our investment in schools and equipment; the board of education enjoys the full confidence of the taxpayers and is making an excellent record for economy and careful, efficient administration. Our school buildings are handsome, well appointed structures, the best of methods are in use throughout our High school and four graded schools, and the young are given every opportunity. The schools of the county give the youth of the rural districts all the advantages that are to be had in rural districts anywhere. The high school ranks with the best and is on a par with institutions in much larger places than North Platte. It is on the accredited list of institutions of higher learning and graduates can enter without examination many of the largest colleges and universities of the country. Our scholars shine in athletics, though not at the expense of mental attainment. The school spirit is excellent and we have an earnest, enthusiastic, competent corps of teachers. Our boys and girls make a fine showing at the state university and fortunate indeed are those whose training has been received at our schools.

CHURCHES.

The religious atmosphere of a city is of no little importance, both as to its effect locally as well as for its value as a keen inducement to those who contemplate moving to it from other localities. We have seven churches whose spires point the way to the higher, better life; a spirit of broad, liberal Christianity pervades our people and an appeal to the religious or charitable sentiment of North Platte folks is never made in vain. Our church buildings have no superiors anywhere for a town of this size, and pulpit utterances are characterized by scholarship and practical helpfulness. We have with us the Baptists, Roman Catholics, Christian, Episcopal, Adventist, Lutheran, Methodist and Presbyterian, all maintaining active parishes and holding regular services in their edifices with resident

clergymen officiating. Sunday school for the little folks is held by all denominations. Aside from the various churches, there are also churches in the other towns of the county and in the rural districts and North Platte and Lincoln County make up in all an enlightened, God-fearing community here the acts of the people as a whole, and as individuals, are governed by a keen sense of right.

FRATERNAL ORDERS.

Speaking of fraternal orders, North Platte is well to the fore with its strong branches of the Masons, Knights of Columbus, A. O. U. W., Eagles, Feomen, Knights of Pythias, Redmen, W. O. W., Maccabees, Odd Fellows, Elks, G. A. R. and Women's Relief Corps. Active lodges are maintained in each organization and the hearty co-operation and good fellowship promoted have a beneficial effect on the citizenship of our city.

The Masonic, Elks' and Odd Fellows' homes are the pride and ornament of our city, and we have also flourishing, well managed railroad organizations, conductors, trainmen, engineers, firemen, switchmen, machinists, boiler-makers and carmen.

THE NEWSPAPERS.

While a city or community may have many individuals and resources to which it owes much of its prosperity, we must not lose sight of the fact that the newspaper is a highly important factor in the development of the city, county and state. The knowledge the outside world has of its opportunities and advantages comes largely through the columns of the press. Settlers and investors have been brought from all sections to a large extent through information furnished by the newspapers of the existing chances.

The newspaper is among the pioneers of every town, bearing the brunt of the battle on all movements claiming to advance the best interests of the community. Our various journals are a credit to their publishers and a season and out of season they are boosting. They give their best to the advancement of their towns and enjoy the confidence of the people.

WATER.

Without good water a town is handicapped, but we have the pure, sweet, wholesome kind, and there is no end to it. Our wells and streams never give out and North Platte and Lincoln county are fortunate in this and many other respects.

OUR FIRE DEPARTMENT.

The fire laddies give us excellent protection and we have a first-class equipment. The department is particularly efficient and it is said that the average time it takes to get out after the first alarm is sounded is but a minute. Many times a start can be made in even less time and it is the work of only a few minutes to extinguish the ordinary blaze. Our chief and his boys deserve all kinds of credit.

BANKS.

The character of a city as a business center and the success of its commercial and industrial enterprises depend in a large degree on the quality and volume of its banking facilities. In fact, banks are important factors, indeed, in the struggle for wealth and supremacy. One of our many advantages is the completeness of the facilities enjoyed in this respect. There are few cities of this size more favorably circumstanced in respect to banking and none in which the business stands on a higher plane. The First National, the McDonald State and the Platte Valley are towers of strength and command the confidence of all. They are conducted on proper, conservative lines, their deposits exceed a million, and nothing is left undone by the enterprising officials of these banks which will in any way injure to the benefit of the people and which is within the scope of banking effort.

CLIMATE.

We have a healthful, salubrious climate, vigorous and bracing, the kind that puts the bloom on the cheek and makes for health and happiness. Torrid heats and bitter colds we seldom know and we are just the right elevation above sea level with no swampy land to breed malaria. Autumn days are a delight indeed; there are cooling breezes in summer and we have an early spring when all nature seems to rejoice and beckon the sturdy husbandmen to sturdy toil. In short, climate is one of our best assets.

REAL ESTATE.

Real estate is on a sound basis and buyers and investors recognize our town and county as excellent points. We offer a home to the merchant, artisan, railroad man, laborer, farmer, irrigator and stock raiser and North Platte attracts the sturdy, progressive element. Real estate transactions show considerable activity; farm lands are moving; new homes are being put up fast and contractors are among the busiest men in town. The real estate and land field present unusual opportunities for progressive development as North Platte will grow very rapidly the next ten years and we have the natural advantages, the railroad payroll and other features that will bring this good town to the front with a rush.

Great indeed will be the reward of those who cast their lot with us and invest in city property or farm lands.



J. H. VAN CLEAVE,
Blacksmithing, Wagon Works, Fancier
and Breeder Rhode Island Chickens.

Mr. Van Cleave has built up a large business on the basis of excellent value and the square deal, therefore in referring to his line in our town and county we wish to hand him a few well deserved bouquets.

His building which he owns is a substantial brick structure, and here we find the finest machinery and an investment representing several thousand dollars.

Mr. Van Cleave puts the best of material and the finest workmanship in all his jobs and if the work is not done right he will make it right but he has never had any job to do over yet.

Everything in the way of blacksmithing, horsehoeing and wood-

working is put through, charges are right and Mr. Van Cleave has always plenty to do.

He has been with us a long time and we all know that there is not a more reliable place in the county. His patronage grows from year to year and an establishment of this kind would get trade anywhere.

He keeps up-to-date in his business and a hundred cents in value is given for every dollar taken in. His men are all experts and Mr. Van Cleave has a large personal and business acquaintance in this section.

We would add that he is a fancier and breeder of Rhode Island Chickens, Rose Comb, and has made quite a success of his efforts in this line.

Mr. Van Cleave is a hustler and a pusher and makes a winning of every undertaking to which he puts his hand.

J. S. JOHNSON & CO. Dry Goods and Groceries.

Branch stores at North Platte, Kearney and Schuyler. E. Morian manager North Platte store.

The business men of North Platte and Lincoln county are in the main enterprising, liberal and up-to-date, pushers for the best interests of the town, and always willing to put their shoulders to the wheel in every movement that will tend to advance this part of the state.

Mr. Morian though not long with us is certainly in this class and he has made a decided winning of his efforts here. The writer found this gentleman a pleasant, energetic individual and he kindly gave all the information requested.

Here is handled dry goods, clothing, notions and groceries, all of which are well displayed and up-to-date. A large store at Kearney also one at Schuyler are operated so the buying facilities cannot be excelled and the bargains you get here are the genuine kind and just as represented.

This is a favorite trading point for economical folks and those who want the limit of value for their money as Mr. Morian makes a close study of the wants and wishes of patrons. Not

a dollar should go outside this community for anything needed in the dry goods, clothing, notion or grocery line as long as this store is with us, as competition has no terrors for this gentleman and all business is done on honor.

All demands of customers are met; prices are fair to both parties and one of the largest stocks in the county is kept. The square deal is always working and Mr. Morian keeps his trade and adds new names to the list right along. There is no trouble in making satisfactory selections here as all goods are standard and high grade.

Whether the purchase be large or small, the service is the best, and the limit of value is always given. This store keeps to the front with the new ideas in business and their methods command the confidence and good will of our folks.

Mr. Morian is always on duty here and makes a favorable impression on our people by his honesty and enterprise. Mr. Johnson resides out of the city and is a first class merchant and a winner in the general merchandise line.

The gentleman is an honored G. A. R. veteran and served faithfully all through the great conflict and was in the first call of the immortal Lincoln for 75,000 troops.

He came to Iowa in 1866, homesteaded in Nebraska in 1869 and has had an extensive farming and business experience. He is a real booster and we're glad he's with us.



Interior View of the McDonald Clothing Store.

Bert M. Reynolds, Architect.

Mr. Reynolds is our architect and his work here and elsewhere proves that he is a capable gentleman indeed in his profession. His designs show that he is an expert in his calling and he is thoroughly versed in all that pertains to architectural and building affairs. He draws plans and specifications for all classes of buildings and cheerfully supplies estimates when so desired. Mr. Reynolds has had a thorough academic as well as professional training as he is a graduate of the Wesleyan University, Lincoln and also took technical and engineering courses at our University. His course of study, we would note, at the Wesleyan comprised eight years.

Mr. Reynolds designed the Baptist church, Dickey's Sanitary Laundry, Maxwell school, Hershey school, Morsch building, Lock garage, Hoxie residence and other important structures and has no less than four big contracts on hand now. We have no busier man in this part of the State and his reputation extends far beyond North Platte and Lincoln county.

We would point out that he practiced his profession for some time in Lincoln before casting his lot with us.

Mr. Reynolds was the first to apply the diagonal system of lighting in school buildings and there is no doubt that this method will revolutionize school building construction. The seats are so arranged that the light comes from the left and rear, the proper and scientific way, we would add, and the editor of the School Board Journal, the leading publication in its field in the country, has requested Mr. Reynolds

to send complete plans and description of his invention. There is no doubt that before many years there will not be a school erected anywhere without this light system.

And this will be no small feather in the cap of Mr. Reynolds.

This gentleman enjoys the best of standing here and is a very agreeable individual to come in contact with, in a business or social way.

George E. Prosser, Clerk of the District Court.

In securing data of the records of our various county officials for the Home Industry & Improvement edition of the Tribune we made the acquaintance of Mr. George Prosser, a clean cut, alert, pleasant gentleman, who received the writer courteously and made a favorable impression on him.

Mr. Prosser has been with us since '86 and long ago demonstrated his moral worth, competence and proven reliability in every line of work in which he was ever engaged.

He has always done his part as an energetic, public spirited citizen and his personal and political friends are numbered in the hundreds.

Mr. Prosser was for some time in the mercantile field and insurance business, was also connected with the land office and his services were always satisfactory. Before his election to his present office, he was deputy county treasurer and no man has a better knowledge of county affairs from every angle.

He is serving his third term as Clerk of the Court and it is not too much to say that he is well adapted in every respect for the work. He is prompt, thorough, and always accommodating in his methods and the public interests are given his best and most zealous efforts.

Mr. Prosser keeps up to date, is rock bound in integrity and honor, and his efficiency and excellent standing with all classes of our community are generally admitted.

He never fails to do his part when there is anything stirring to help North Platte and Lincoln county.



DICKEY'S
SANITARY
LAUNDRY
NORTH PLATTE, NEBR.
EDWARD DICKEY PROP.