

## THENA Underwear for Women and Children.

Here are the features that give Athena its comfort, its daintiness and its tailored fit.

### Sloping Shoulders and

Steeves Conform to the shoulders without wrinkling under arms.

Perfected Shoulder-Stay

Keeps garment from stretching across the shoulder, and hoids sleeve in place.

Curved Armhole

Brings arm seams to the natural curve of the shoulder and holds garment snugly and smoothly up under arm, doing away with unnecessary cloth.

Three-Cornered Gusset Is so shaped as to relieve the usual strain at the thigh. Insures greater comfort and longer wear."

### Low-Neck Sleeveless Suit

Just as a woman is fuller across the bust than the back, so this garment is made with extra fullness in front.

#### Patent Seat

This consists of a plait on each side of the back, instead of extra cloth in the middle where it causes discomfort. Always stays closed and allows sufficient room, sitting or standing.



Single garments as low as 50c. Union Suits as low as \$1.00. A style for every taste-a weight for every temperature-a price for every purse-a scientifically improved underwear.

#### CITY AND COUNTY NEWS.

The insurance men residing in Mrs. George Langlois has returned North Platte, and citizens thereof, repfrom a short visit in Grand Island. cesenting various insurance com-

H. Spring, of the Rebhausen barber panies writing Life, Fire, Accident, shop is visiting in Ogalalla this week. and Health insurance, addressed the Cabbage at 75 cents per hundred following communication, October 11, pounds. Lierk-Saudall Co. 81-2 1915:

To The Insurance Public.

To the Chamber of Commerce, North George Shoup of Sutherland is spending a few days here on business. Platte, Neb. lentlemen :-

See our line of \$2.50 Shoes for men.

The undersigned insurance men and Wilcox Department Store. itizens of your city, and interested Banker Delatour, of Lewellen, is n the welfare of North Platte and vispending a few days here on business. inity and the citizens, wish to express Rev. Harman has returned from

our disapproval of you, as a body, en-Sidney where he spent the first of this dorsing any business of special inweek. surance, viz: Fidelity Life Association. Wm. Adair went to Gibbon yester-

day afternoon to spend a few days on as an inducement for them to make business headquarters within the city. We wel-

Miss Effle Durbin left a few days come open competition, but ask that ago for Lexington to visit friends for they come in of their own accord, several days. without any indorsement of your body.

George and Mart Rodle, of Wallace, were among the out of town visitors like to have you confer with a comhere this week. vittee from the undersigned in order

Mrs. Harry Murrin who visited relao discuss this matter." tives in Cheyenne for a few days, has For some unknown reason the eturned home

above request was not granted by Mesdames Yarder and Felter of he Chamber of Commerce. Brady, came up yesterday to visit friends for several days. The resolution adopted by the

hambor of Commerce in reference C. F. Tracy has returned from Den ver where he attended a board meet o the Fidelity Life Association of Neing of the engineers this week, oraska is misleading to the public, as

it indicates that this company is an Mr. and Mrs. D. C. Hoofer and Mr. and Mrs. St. John of Lewellen are vis old line comapny, when in fact it has iting in town this week. only qualified with the State Insur-

Ben Delatour and M. J. McCormick of Ogalalla, spent yesterday in town and attended the ball game.

Wm. Harcourt spent a few days at Dickens this week on business.

Mrs. Agnes Allison, of Ogalalla nature of the State Insurance Comcame down yesterday to attend the missioner will show. ball game and visit friends.

"The Fidelity Life Association of For Sale-Quick for cash, Lot 9 Lexington, Neb., is an Assessment Block 6. Inquire of Martin Wyman at Comapny and as such is not required VanCleave's blacksmith shop. Sitt to make any deposit with this department."

ance Department as a purely Assess-

ment Comapny and is only legally

authorized as such in this state, as

the following letter, under date of

October 22, 1915, and over the sig-

The Insurance Mens' Club,

LOCAL AND PERSONAL.

pending this week with Mrs. A. J.

North Platte, Neb.

Dr. Geo. H. Moore, of Oshkosh, was at the North Platte General Hospital with a patient Wednesday night. Oct. 25, 1915.

Dr. J. B. Redfield was in Big Springs Wednesday, having been called there on a professional visit.

The Twinem car was slightly damaged yesterday morning by colliding with the Lierk-Sandall delivery truck

Henry Weil returned to LeMoyne For Rent-Eight room house and Wednesday morning after visiting bath at 510 west Fifth street. Inquire here for a week. of Mrs. M. E. Watts, 316 west Fifth.

alisbury.

Lost-One mid-iron Golf Stick be-The high school foot ball boys will ween town and country club. Return entertain the Gothenburg eleven at a to Charles Dixon. social dance at the Masonic hall tonight.

Mrs. George Rodgers who spent last week in Omaha and Lincoln returned For Rent-On east Tenth street, one nome Tuesday evening.

four room and one six room house, both with basement. Phone Red New line of Children's Fall Dresses 50c to \$2.00 each at Wilcox Depart-78-4 ment Store.

Visit our Candy department.

WILCOX DEPT. STORE.

The World Herald of Wednesday

published a marriage license of Elvan

Miss Mable Turple of Golden, came Wednesday evening to visit for two Mrs. James Schaffer and daughter months with her brother Frank Tur-Mary left a few days ago for Sheridan pie and wife. to make an extended visit.

Miss Julia Henning, of Chappell, who had been visiting her sister Mrs

540

J. E. Sebastian for two weeks left a few days ago.

Steven Rhoads of Kearney, who was H. Friend age 33 of Omaha and Bertha the guest of his daughter Mrs. H. A. H. Scott age 24 of North Platte.

Rev. Maloney, of Ogalalla, spent

For Sale-Pure bred Duroc Jersey spring boars and gilts, all eligible to

The Club Nevita were the guests of Mrs. Harry Samuelson Wednesday afternoon, at a Hallowe'en party. The rooms were decorated appropriate to

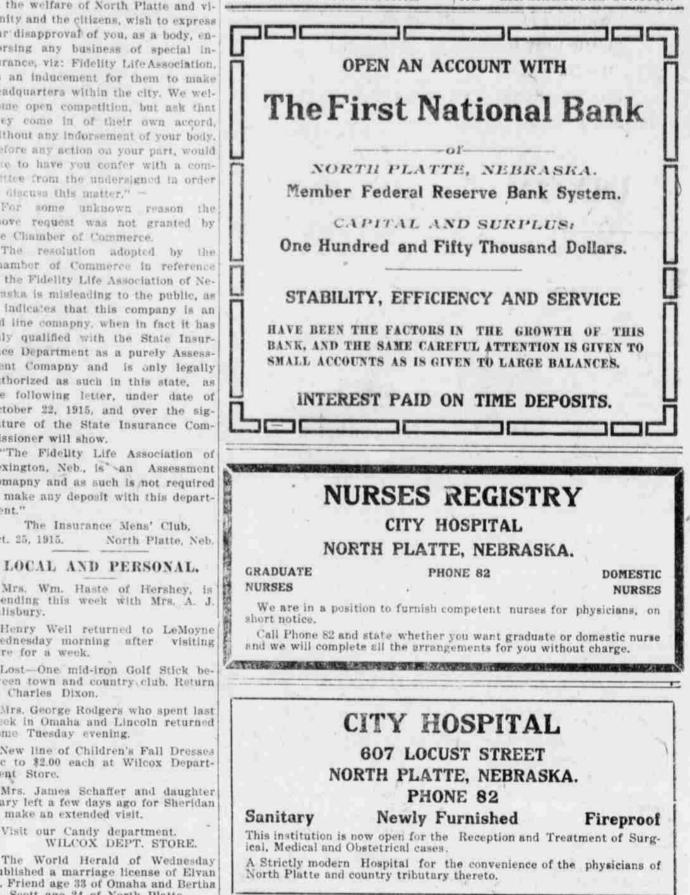
the season and a deliciuos two-course lunch was served. An interesting contest was held and the prize was awarded to Mrs. Carl Brodbeck.

F. L. Mooney returned Tuesday yesterday as the guest of Rev. McDaid. evening from a six weeks' trip in the east, visiting Chicago, Cleveland, Buffalo, Niagara Falls, Boston, New spring boars and gitts, all engine to registry. Prices right. Inquire or address, Blankenburg Bros., 1305 North Locust street, North Platte, Neb. 79-4 Soton to New York. It was his first

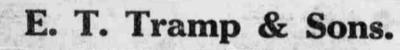
For Sale

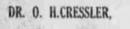
Pure bred Duroc-Jersey spring boars your choice at \$25.00 each.

EXPERIMENTAL STATION. 66tf



Before any action on your part, would





#### Graduate Dentist

Office over the McDonald State Bank.

#### CITY AND COUNTY NEWS.

Buy your new Fall Suit at 20 per cent off regular price at BLOCK'S.

High grade chocolates 25c a pound at Wilcox Department Store.

Mrs. George Mudd of Hershey, is spending a few days with local golf at the country club. friends.

Miss Alice Plummer, of Maxwell, town.

Mr. and Mrs. Clyde Trotter, of

Mr. and Mrs. John Den have re turned from a short visit in Arapahoe with relatives.

Ray C. Langford returned Wednesday evening from Ogalalla where he attended a sale.

Banker H. B. Sawyer and W. S. Mc-Knight of Wallace, are transacting business in town.

Miss Evangeline Herrod will enter- today. tain her classmates at a Hollowe'en party tomorrow evening.

Mrs. Robert Grannell left the first a month with relatives.

Mr. and Mrs. John McDonald re turned Tuesday evening from Omaha where they visited for a week.

Mrs. Carl Earhart and daughters Bishops will attend. who spent a week with relatives in Grand Island have returned home.

Mr. and Mrs. Fred Elliott will leave shortly for Helena, Mont., to spend the funeral of the is several weeks with their son Edward have returned home. Elliott.

Mrs. Milton Marcott and baby left at noon Wednesday for Council Bluffs to spend a week visiting relatives and friends.

week to visit Mrs. Mata Splinder for a week or more.

ily here for ten days left for home Wednesday morning.

Miss Elva Day and mother came held in the local jail for some time week with relatives.

Frank Laughlin left Tuesday evening for Billings and Butte, Mont., to spend three weeks on business.

Miga Ada Toole and niece Miss Katherine Boyle will leave this evening for Kearney to spend the week end with relatives.

Mrs. Herbert White who has been visiting relatives in Denver for a couple of weeks, is expected to re turn tomorow evening.

Mrs. Harley Bonham who is taking treatments at the Mayo Bros. hospital Van Doran, for a week. in Rochester, Minn., is reported to be getting along nicely.

Frank Gilner and H. B. Simons of Kearney came up the first of the week to visit Charles Dixon and play

Katherine Herrod and brother Albert who had been visiting in Paxton the late Mrs. Margaret Burke. spent the week end with friends in with their sister Mrs. Mike McFadden returned home Tuesday evening.

Mesdames Stiff and Hespell Mr. and Mrs. Clyde Trotter, of Brady, visited with local friends Gothenburg, who were guests of Mr and Mrs. F. A. Woods this week, returned home Wednesday morning.

> Select your Fall Suit and deduc 20 per cent off from the regular plain marked low price, and the suit i. yours at a saving of from \$4.00 to \$10 at BLOCK'S, of course,

Donald, the small son of Mr. and Mrs. Perry Carson who has been ill for two weeks from the swelling of his neck glands, is reported improved

The case of Mrs. Ella Huxoll vs the Union Pacific Railroad Co., for \$50,000 came up in the Supreme court of this week for Big Springs to spend last week and was taken under advisement

> Dean Bowker left Tuesday evening for Omaha to attend the Northwestern Synod which is being held Ten Episcopal up yourself. there this week.

Mr. and Mrs. Wm. Shrath and Mrs. Charles Brown of Maywood, who came the first of this weeek to attend purchase preserved fruit or any absolutely precludes any foreign matthe funeral of the late Wm. Garman, other Pure Food Products from We guarantee that this milk will keep

Truant Officer Fred Elliott reports that the number of children of school age who are not in the school census for this year number about thirty pure sugar --- a feast for any meal but the majority are members of Mesdames charles Yost and Ray families who recently moved to this Langford will go to Lewellen next city.

In the court at Scotts Bluff this week, Dan Jordan who was on trial Mrs. C. S. Sawyer, Jr., and baby of for the murder of the late Joseph Cheyene, who visited the Sawyer fam- Layton of Gering, was given a life standards of business success, We prefer to sell only the brands gentence at the state penitentiary. His daughter Miss Layton who was that stand for this public safety

home yesterday from Arapahoe where will be given a hearing in a few days, they spent the greater part of the having been suspected of being an accomplice in the deed.

Lawhead for a week left for home Miss Mable Rowley, of North Platte, yesterday afternoon. and Frances Edwina Ogburn, of

To Exchange-One or more horse Stapleton, were married Wednesday colts for mules or cattle. Address afternoon by County Judge French. Allen Lawhead entertained thirty

Howard's Ranch, North Platte. 81-3

Feed store on Locust street.

Preserves.

young friends Tuesday afternoon at a Harry Crook and wife of Ogalalla, irthday party. A series of games were ormerly of this city, came down yesplayed and the young host received terday morning to visit reatives and a number of gifts. Nice refreshments attend the ball game. were served.

Girs! Don't miss seeing our Special We wish to thank the dear friends Skirt we are offering at \$2.48 for Satand neighbors for their kindness at urday only. Just it for school wear. the death of our niece,-Mrs. Bessie BLOCK'S. Adamson, and also to the dear ones Mrs. Clifford DeMott and daughter, for their beautiful floral offerings.

of Scotts Bluff, came down vesterday Mr. and Mrs. Nathaniel Walker. morning to visit her aunt, Mrs. Clara Drop a coin in the blind man's hat

-then THINK. Sight is the most inestimable of all blessings; blindness

Work will begin this week on the the most woeful of all afflictions; this second story which is to be added being so, you will readily concede to the building occupied by the York the value of your eyes as a part of your animal organism, a mometary Louis Burke of Portland, formerly realization of your helplessness withof this city, was called here yesterday out them will aid you to a just appremorning by the death of his mother

clation of their worth. C. S. CLIN-TON, Registered Optometrist. Look for the sign with the big ring.

The ladies of the Catholic church met at the home of Mrs. Jos. Murphy Tluesday afternoon and otlined a plan of work for the winter maths, the recelpts of which will be used in remdeling and imprving the altars and interior of the church. Light refreshments were served. Asisting in entertaining were Mesdames J. B. Murphy K. Ottenstein and N. McCabe and a similar meeting will be held at the McCabe home on Tueaday afternoon, Nov. 2nd.

Whipping Cream a Speciality. For the convenience of our customers, we will have on sale at the Gem Candy Company, as well as at Dickey's Bakery the celebrated State as Experimental Farm cream and milk. This cream and milk is produced under the most sanitary conditions known to the dairy industry. Before being milked the cows are curried their udders are carefully washed, and the milking is done by men clad in white uniforms, after which the milk is sterilized and then strained through This we assure you when you two layers of absorbent cotton, which

longer on account of its purity than any other milk sold in the city

DICKEY'S BAKERY, GEM CANDY CO.

#### For Sale Cheap.

The two-story building back of the McDonald clothing store. See Ottenstein, or phone 258. 71tf Purity and quality---these are

> F. J. DIENEC & CO. Real Estate and Insurance Come and see us for town lots in different parts of the city. Good in-vestments on easy terms. Houses for sale and rent. We have also good bargains in farms and ranches. Cor. Front and Dewey Sts., upstairs.



Lowest Rates and Best Terms. Plenty of Money on hand to Close Loans Promptly.

# **Buchanan & Patterson**

## The Cost of Progress

Constantly the Bell Telephone System spends large sums of money in scientific, experimental and research work, pursuant to the policy of always providing the best.

In the working out of complex scientific and engineering problems alone, the Bell System has a staff of more than 500 skilled engineers, the graduates of seventy American and foreign universities.

## **New Telephone Inventions**

Hundreds of improvements in switchboards. cables, and long distance lines have been made the last few years to better the service, and all has been done so quietly and without disturbance to telephone users, that the public has hardly realized they were going on.

Since work began on the Panama Canal, the Bell Telephone System has spent twice as much money on extensions and improvements as it cost the government to buy the right-of-way and build the canal.





Whole, sound berries, with -all without trouble to you, and guaranteed fresh and fine.

pure wholesome and good as if you put them

**C**TRAWBERRY