



ATHENA Underwear for Women and Children.

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



Sloping Shoulders and Sleeves

Conform to the shoulders without wrinkling under arms.

Perfect Shoulder-Stay

Keeps garment from stretching across the shoulder, and holds 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.

E. T. Tramp & Sons.

DR. O. H. CRESSLER,

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 friends.

Miss Alice Plummer, of Maxwell, spent the week end with friends in town.

Mr. and Mrs. Clyde Trotter, of Brady, visited with local friends this week.

Mr. and Mrs. John Den have returned 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. McKnight of Wallace, are transacting business in town.

Miss Evangeline Herrod will entertain her classmates at a Halloween party tomorrow evening.

Mrs. Robert Grannell left the first of this week for Big Springs to spend a month with relatives.

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

Mrs. Carl Earhart and daughters 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 several weeks with their son Edward Elliott.

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

Mrs. Charles Yost and Ray Langford will go to Lewellen next week to visit Mrs. Mata Splinder for a week or more.

Mrs. C. S. Sawyer, Jr., and baby of Choyene, who visited the Sawyer family here for ten days left for home Wednesday morning.

Miss Elva Day and mother came home yesterday from Arapahoe where they spent the greater part of the week with relatives.

CITY AND COUNTY NEWS.

Mrs. George Langlois has returned from a short visit in Grand Island.

H. Spring, of the Rebhausen barber shop is visiting in Ogalalla this week.

Cabbage at 75 cents per hundred pounds. Lierk-Sandall Co. 81-2

George Shoup of Sutherland is spending a few days here on business.

See our line of \$2.50 Shoes for men. Wilcox Department Store.

Banker Delatour, of Lewellen, is spending a few days here on business.

Rev. Harman has returned from Sidney where he spent the first of this week.

Wm. Adair went to Gibbon yesterday afternoon to spend a few days on business.

Miss Effie Durbin left a few days ago for Lexington to visit friends for several days.

George and Mart Rodle, of Wallace, were among the out of town visitors here this week.

Mrs. Harry Murrin who visited relatives in Cheyenne for a few days, has returned home.

Mrs. Agnes Yarder and Felter of Brady, came up yesterday to visit friends for several days.

C. F. Tracy has returned from Denver where he attended a board meeting of the engineers this week.

Mr. and Mrs. D. C. Hooper and Mr. and Mrs. St. John of Lewellen are visiting in town this week.

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, came down yesterday to attend the ball game and visit friends.

For Sale—Quick for cash, Lot 9, Block 6. Inquire of Martin Wyman at VanCleave's blacksmith shop. 811

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

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.

For Rent—Eight room house and bath at 510 west Fifth street. Inquire of Mrs. M. E. Watts, 316 west Fifth.

The high school foot ball boys will entertain the Gothenburg eleven at a social dance at the Masonic hall tonight.

For Rent—On East Tenth street, one four room and one six room house, both with basement. Phone Red 540. 78-4*

Miss Mable Turpie of Golden, came Wednesday evening to visit for two months with her brother Frank Turpie and wife.

Miss Julia Henning, of Chappell, who had been visiting her sister Mrs. J. E. Sebastian for two weeks left a few days ago.

Steven Rhoads of Kearney, who was the guest of his daughter Mrs. H. A. Lawhead for a week left for home yesterday afternoon.

To Exchange—One or more horse colts for mules or cattle. Address Howard's Ranch, North Platte. 81-3

Harry Crook and wife of Ogalalla, formerly of this city, came down yesterday morning to visit relatives and attend the ball game.

Girls! Don't miss seeing our Special Skirt we are offering at \$2.48 for Saturday only. Just it for school wear. BLOCK'S.

Mrs. Clifford DeMott and daughter, of Scotts Bluff, came down yesterday morning to visit her aunt, Mrs. Clara Van Doran, for a week.

Work will begin this week on the second story which is to be added to the building occupied by the York Feed store on Locust street.

Louis Burke of Portland, formerly of this city, was called here yesterday morning by the death of his mother, the late Mrs. Margaret Burke.

The ladies of the Catholic church met at the home of Mrs. Jos. Murphy Tuesday afternoon and outlined a plan of work for the winter months, the receipts of which will be used in remodeling and improving the altars and interior of the church. Light refreshments were served. Assisting in entertaining were Mesdames J. B. Murphy, J. K. Ottenstein and N. McCabe and a similar meeting will be held at the McCabe home on Tuesday 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 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 two layers of absorbent cotton, which absolutely precludes any foreign matter being in the milk placed on sale. We guarantee that this milk will keep longer on account of its purity than any other milk sold in the city.

DICKY'S BAKERY, GEM CANDY CO.

For Sale Cheap. The two-story building back of the McDonald clothing store. See Ottenstein, or phone 258. 711f

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

Whole, sound berries, with pure sugar—a feast for any meal—all without trouble to you, and guaranteed fresh and fine.

Purity and quality—these are standards of business success. We prefer to sell only the brands that stand for this public safety

LEIRK-SANDALL CO.

STRAWBERRY Preserves, as pure wholesome and good as if you put them up yourself.

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To The Insurance Public.

The insurance men residing in North Platte, and citizens thereof, representing various insurance companies writing Life, Fire, Accident and Health insurance, addressed the following communication, October 11, 1915:

To the Chamber of Commerce, North Platte, Neb. Gentlemen:-

The undersigned insurance men and citizens of your city, and interested in the welfare of North Platte and vicinity and the citizens, wish to express our disapproval of you, as a body, endorsing any business of special insurance, viz: Fidelity Life Association, as an inducement for them to make headquarters within the city. We welcome open competition, but ask that they come in of their own accord, without any indorsement of your body. Before any action on your part, would like to have you confer with a committee from the undersigned in order to discuss this matter."

For some unknown reason the above request was not granted by the Chamber of Commerce.

The resolution adopted by the Chamber of Commerce in reference to the Fidelity Life Association of Nebraska is misleading to the public, as it indicates that this company is an old line company, when in fact it has only qualified with the State Insurance Department as a purely Assessment Company and is only legally authorized as such in this state, as the following letter, under date of October 22, 1915, and over the signature of the State Insurance Commissioner will show.

"The Fidelity Life Association of Lexington, Neb., is an Assessment Company and as such is not required to make any deposit with this department."

The Insurance Mens' Club, Oct. 25, 1915. North Platte, Neb.

LOCAL AND PERSONAL.

Mrs. Wm. Haste of Hershey, is spending this week with Mrs. A. J. Salisbury.

Henry Well returned to LeMoyne Wednesday morning after visiting here for a week.

Lost—One mid-iron Golf Stick between town and country club. Return to Charles Dixon.

Mrs. George Rodgers who spent last week in Omaha and Lincoln returned home Tuesday evening.

New line of Children's Fall Dresses 50c to \$2.00 each at Wilcox Department Store.

Mrs. James Schaffer and daughter Mary left a few days ago for Sheridan to make an extended visit.

Visit our Candy department. WILCOX DEPT. STORE.

The World Herald of Wednesday published a marriage license of Elvan H. Friend age 33 of Omaha and Bertha H. Scott age 24 of North Platte.

Miss Mable Rowley, of North Platte, and Frances Edwina Ogburn, of Stapleton, were married Wednesday afternoon by County Judge French.

Allen Lawhead entertained thirty young friends Tuesday afternoon at a birthday party. A series of games were played and the young host received a number of gifts. Nice refreshments were served.

We wish to thank the dear friends and neighbors for their kindness at the death of our niece, Mrs. Bessie Adamson, and also to the dear ones for their beautiful floral offerings. Mr. and Mrs. Nathaniel Walker.

Drop a coin in the blind man's hat—then THINK. Sight is the most inestimable of all blessings; blindness the most woeful of all afflictions; this being so, you will readily concede the value of your eyes as a part of your animal organism, a momentary realization of your helplessness without them will aid you to a just appreciation of their worth. C. S. CLINTON, Registered Optometrist. Look for the sign with the big ring.

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Rev. Maloney, of Ogalalla, spent yesterday as the guest of Rev. McDaid.

For Sale—Pure bred Duroc Jersey spring boars and gilts, all eligible to registry. Prices right. Inquire or address, Blankenburg Bros., 1305 North Locust street, North Platte, Neb. 79-4

The Club Nevada were the guests of Mrs. Harry Samuelson Wednesday afternoon, at a Halloween party. The rooms were decorated appropriate to the season and a delicious two-course lunch was served. An interesting contest was held and the prize was awarded to Mrs. Carl Brodbeck.

F. L. Mooney returned Tuesday evening from a six weeks' trip in the east, visiting Chicago, Cleveland, Buffalo, Niagara Falls, Boston, New York, Philadelphia and Washington. From Cleveland to Buffalo he traveled by boat and took the water route from Boston to New York. It was his first visit to the Atlantic coast and therefore very interesting.

For Sale Pure bred Duroc-Jersey spring boars your choice at \$25.00 each. 664f EXPERIMENTAL STATION.

OPEN AN ACCOUNT WITH

The First National Bank

OF

NORTH PLATTE, NEBRASKA.

Member Federal Reserve Bank System.

CAPITAL AND SURPLUS:

One Hundred and Fifty Thousand Dollars.

STABILITY, EFFICIENCY AND SERVICE

HAVE BEEN THE FACTORS IN THE GROWTH OF THIS BANK, AND THE SAME CAREFUL ATTENTION IS GIVEN TO SMALL ACCOUNTS AS IS GIVEN TO LARGE BALANCES.

INTEREST PAID ON TIME DEPOSITS.

NURSES REGISTRY

CITY HOSPITAL

NORTH PLATTE, NEBRASKA.

GRADUATE NURSES

PHONE 82

DOMESTIC NURSES

We are in a position to furnish competent nurses for physicians, on short notice.

Call Phone 82 and state whether you want graduate or domestic nurse and we will complete all the arrangements for you without charge.

CITY HOSPITAL

607 LOCUST STREET

NORTH PLATTE, NEBRASKA.

PHONE 82

Sanitary

Newly Furnished

Fireproof

This institution is now open for the Reception and Treatment of Surgical, Medical and Obstetrical cases.

A Strictly modern Hospital for the convenience of the physicians of North Platte and country tributary thereto.

Money to Loan ON FARMS AND RANCHES

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.



NEBRASKA TELEPHONE COMPANY