



MERRY



CHRISTMAS



Merry Christmas

To one and all from the

Rush Mercantile Co.

We thank you for your patronage during the past year, and through our method of handling only First Quality Goods and Prompt Service hope to merit a continuance of your trade during the year 1916.

HARRY'S SHOE STORE

"The Store with a Conscience."

Publicly expresses thanks for the generous patronage of the past year and wishes one and all

A Merry Christmas

Continued favors for 1916 is respectfully solicited on the score of quality, price and service.

A Merry Christmas

To all our customers and friends; may the day be one replete with happiness and good cheer, in fact the most enjoyable of the year.

We thank you for your patronage of the past year and hope the quality and service we have given you will merit a continuance of the same.

J. H. Stone, Druggist

The Fashion Shop

Extends greetings of the season to its growing list of customers and friends and wishes each and all

A Merry Christmas

The wonderful strides our business has made during the past year is evidence that our efforts to please has been appreciated. We thank you for past favors and hope for a continuance of the same.

Thanking one and all for the liberal patronage of the past year, we wish you

A Merry Christmas

Our best endeavors will be to serve you as satisfactorily during 1916 as we hope we have during the past year.

DIXON, The Jeweler

Merry Christmas

That your Christmas may be a most cheerful, happy and satisfactory one is the wish of

CLINTON, The Jeweler

For your patronage of the past year accept our thanks, and may we merit a continuance of the same during the coming year.

The Rexall and Nyal Drug Stores

Thank you for your generous patronage of the past year and wish you

A Merry Christmas

Quality, Efficiency and Service has been and will be the motto of The Rexall and Nyal stores, and you may always rest assured that these you will receive.

Christmas Greeting

Now at the Christmas Season when Good Will abounds, when the desire to be Helpful pervades, when Gratitude is deep and sincere, and when forbearance seems easy; we want to express the wish that this Christmas Spirit may continue throughout the coming year and surround us all in all our relations with one another. And this we offer as our Season's Greeting.

The Vienna Cafe

To the People of North Platte and Lincoln County

We thank you sincerely for your liberal patronage which has enabled us to make this year the biggest in our history.

Wishing you a very Merry Christmas and a most Happy New Year, we remain,
Cordially yours,

Harcourt & Jensen

The Clothing Store of Better Values.

At the close of the most successful year during our business career in North Platte we wish all

A Merry Christmas

Heartily thanking you for your patronage in the past we respectfully solicit a continuance of the same during 1916.

HARRY I. BLOCK

The Rincker Book and Drug Co.

Acknowledges with thanks the generous patronage of the past year, and in return wishes its customers and friends

A Merry Christmas

The enlargement of our room enables us to carry a larger stock than ever before, and we are therefore better prepared than ever to fill your wants in a satisfactory manner. We respectfully ask a continuance of your patronage during 1916.

A Happy New Year

The past year has brought to this Home of Good Clothes many new faces—and we trust that no one has been dissatisfied.

To please our Old Friends and to win many more new ones shall be our constant endeavor during the new year.

With a promise to do All and more for our Patrons during 1916 than we've done before, we wish one and all a Merry Christmas and a Happy New Year.

J. B. McDONALD

The Home of Good Clothes.

Christmas Greetings

to all from

The Leader

Accept thanks for your liberal patronage of the past year, and let us continue to satisfactorily fill your wants in our line.

Carson & Landgraf

and their Efficient Employes wish their customers and friends

A Merry Christmas

Perry, "Bill," Ray, George and Dave have endeavored to give you the best possible service during the past year, and will take pleasure in filling your most exacting requirements during the coming year.

Merry Christmas

Thanking you one and all for your patronage of the past year, we express the wish that your Christmas may be a bright, happy and satisfactory one.

Our aim in the past has been to carry a complete line of goods, render satisfaction, give the most possible for your money. If our service has been satisfactory, we respectfully ask a continuance of your trade.

Newton Book and Art Store

Howe & Maloney

Extends greetings to the people of North Platte and tributary section and wishes them one and all a

Merry Christmas

Your patronage of the past is appreciated, and with the increased space in our new building and the consequent enlargement of our stock we are sure that we are in a position to serve you better than ever before. A continuation of your favors will be appreciated.

The Lierk-Sandall Co.

Extend their thanks for the generous patronage of the past year and wish one and all

A Merry Christmas

Our aim during 1916 will be to give you as good, if not better, service and values than during the past year.

A Merry Christmas

To all friends and customers from the store that aims to please you in quality and service every day the year round. We appreciate your patronage of the past year. Let us continue to serve you during the next twelve months.

E. T. Tramp & Son

The Herrod Grocery

wishes its many customers and friends

A Merry Christmas

Thanking you for your favors and believing that the generous patronage you have given us during the past year is due to the quality of our goods and the service we give you, we assure you it will be our aim to maintain, and improve if possible, this standard during the coming year.

To our many friends and customers we wish you all

A Merry Christmas and a Happy and Prosperous New Year.

With your help and patronage we expect to be able to serve you better in the coming-year than we have in any of the twenty-one of the past.

Wilcox Department Store.

Mutual Building and Loan Association,

New Year by becoming identified with this great home building and investment institution.

Through its officers wishes its stockholders a Merry Christmas and congratulates them that the assets of the Association are greater by \$118,000 than they were at Christmas, 1915, and now total \$786,000. If you are not a shareholder start the

