

GIFTS THAT LAST

CLINTON, THE JEWELER

CLINTON & SON, The Eye Glass Men

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**DR. O. H. CRESSLER**  
GRADUATE DENTIST  
Office over the McDonald  
State Bank.

LOCAL AND PERSONAL

J. E. Nelson went to Sterling yesterday to transact business.  
Eli Raney of Wallace transacted business in the city yesterday.  
F. W. Rieter left last week for a business trip to Denver and Pueblo.  
Mrs. A. M. Harris went to Cozad this morning to spend a few days.  
Keith Neville returned from a business trip to eastern points yesterday.

Harold Peterson came from Lincoln Sunday to visit relatives in the city.  
Dr. Twinem was a professional visitor in Hershey and Sutherland yesterday.

Miss Evangeline Horrod spent the week end in Paxton visiting her sister.

Mr. and Mrs. J. J. Crawford left yesterday for Cozad to spend a few days.

Mrs. Leo Anderson went to Overton Sunday to spend a few days with relatives.

Wm. Norris returned to his home in Cheyenne after transacting business in the city.

The Travelers have paid to policy holders \$272,614,998.00. Have you got your share?

Miss Ethel Suite returned from Oshkosh Saturday where she went to visit relatives.

Mrs. Mande Lamborg underwent an operation at the Platte Valley Hospital yesterday.

Ally. J. T. Keefe returned from Hayes Center where he transacted professional business.

Harold McKinley came from Omaha the latter part of the week to visit his sister, Mrs. Geo. Gibbs.

Miss Margaret Campbell returned to Brady yesterday after spending the week end at the Dr. V. Lucas home.

Mrs. George Shoupe and daughter returned to their home in Sutherland yesterday after visiting friends in the city.

Mr. and Mrs. J. H. Schatz and daughter Marie went to Cozad this morning to attend the funeral of a relative.

George C. White of Sutherland came from that city yesterday to superintend the opening of the Artificial Ice Plant.

Mr. and Mrs. P. A. Nolan returned Friday evening from their wedding trip to Denver, Colorado, and points in Wyoming.

SWEET LIPS

A different fox trot for music lovers. First time in North Platte. Special price 25c. Roberts Music Co.

Mrs. Hazel Grady left yesterday for Sidney to visit friends for a few days.

Mrs. C. P. Miller and father F. A. Coppler left yesterday for a business trip to Kearney.

Paul Scharmann returned to Laramie yesterday after visiting relatives in the city.

In the harness business again. See me at 1001 N. Locust. Rogers.

Edward Lindquist, of Omaha, came yesterday to visit friends in the city and transact business.

Mrs. N. Economos and mother, Mrs. Fred Bjorklund, went to Chappel yesterday to visit friends.

Mrs. W. H. Schiltz returned to her home in Sidney yesterday after visiting relatives in the city.

12,000,000 people are killed or injured annually in the United States, or over 22 per minute. Moral: Insure in the Travelers.

Herminghausen buys hogs.

Mr. and Mrs. F. C. Cooney and daughter "Babe" returned to their home in Overton Sunday after visiting relatives in the city.

Mr. and Mrs. H. Burton returned to their home in Sterling yesterday after being called here by the death of the latter's father, Mr. Graham.

The district convention of the Royal Neighbors will be held at Chappel on April 28. The drill team and a number of Neighbors will attend from here.

Miss Violet Rauch entertained a number of boys and girls at her home last evening in honor of Miss Mildred Norris of Heyenne. The evening was spent in dancing and games after which dainty refreshments were served.

The Carnival at the Franklin Auditorium Saturday evening was a scene of gaiety. The unique entertainment afforded a good time for all. About \$175 will be realized after the expenses are paid, for the High School Athletic Association.

C. C. Hamilton, who will speak to the Christian young people of the city at the Presbyterian Church, Thursday evening, was with the Y. M. C. A. overseas. As field secretary of the Christian Endeavor he has visited practically every city of any size in the United States. He has a vital message for all young people.

Sheriff Salsbury arrived home this morning from Wymore, Nebr., with marion Richards as his prisoner. Richards attempted to murder his wife and step son last Monday but failed as he only wounded the son and injured his wife slightly. He escaped and was only located yesterday in Wymore.

The funeral of Mark K. Graham was held at Wellfleet at 2 p. m. Saturday. M. Graham was the father of Harry Graham of Bignell and Mrs. Maurice Guillaume of this city. He was aged 72 years, 7 months and 4 days. Some time ago he was brought to this city for treatment but on account of his age and the nature of his ailment he was not able to hold his own.

STORY OF "A REAL MILK COW" COMES FROM EXPERIMENTAL SUBSTATION

The following article from Supt. W. P. Snyder of the North Platte Experimental Substation, is of interest because it happened here in Lincoln County and emphasizes the value of high grade stock. Here is the story:

A few weeks ago we advertised two "real milk cows" for sale at \$125.00 each, and sold them before the printer's ink was dry. Recently I met the buyer of one of these cows on the street. His story was about as follows: "My father and I bought this cow in partnership. I get one-half of the milk. This half furnishes all the milk, cream and butter my family can use and we sell 70 cents worth of milk daily, all from my half. I was offered \$150 for the cow. I do not believe I would take \$200. I did not know a cow could give so much milk. When you have another one like her for sale let me know."

This report was not a great surprise to us as we knew what his cow had done and would do if well cared for. A good cow, plus good care under intelligent management gives satisfactory results, but a poor cow cannot return profits, nor a good cow when poorly fed. Not even a good cow well handled can return a profit, if the over head expense is out of proportion to the business being done.

The cow in question is returning a profit because she is a "real milk cow" in the hands of a man who appreciates her qualities and understands her requirements, and who does not have to charge up a half day's labor to the handling of the 6 gallons of milk she gives each day. We hope to place several real milk cows in this locality each year, and in this way increase the profit from each cow being milked. All the cows we sell will not be as large producers as this cow, but the record of their dam and sire's dam, or their own record will be known, and the buyer will have a fair knowledge of the results he may expect when the proper care is given. The sires in use should produce heifers very much above the average, even from ordinary cows. This should assist, in the course of a few years, in changing the average milk cow in this locality from a star boarder to a profit maker.

UNIVERSITY EXTENSION WORKER IN LINCOLN COUNTY THIS WEEK.

Miss Florence Atwood of Lincoln will spend two days in Lincoln County organizing canning and sewing clubs among the girls. She will be at Sutherland Wednesday afternoon where she will speak in the school. On Thursday morning she is expecting to speak in the school at Bignell and in the afternoon at McPherson school, south of Maxwell. Other speaking dates and places have not been definitely arranged at this writing.

Henry Grimes arrived yesterday from Russellville, Ind., being called here by the death of his brother, Judge H. M. Grimes.

In the baseball game Sunday between the American Legion team and the High School at the Fair Grounds the Legion team won by a score of 11-3.

GOVERNMENT WILL AID FARMERS IN SOLUTION OF MARKETING PROBLEM.

The significant thought in the speech of Henry C. Wallace, Secretary of Agriculture, to the farmers attending the grain marketing ratification meeting at Chicago last Wednesday, was the fact that the Department stands ready to co-operate with the farmers in promoting a more efficient marketing system.

During the early days of the Department and for the sixteen years when the policy was shaped by "Tama Jim" Wilson the one thought has been production—greater production. Thousands of acres of new land were opened up for settlement and the frontier of the west was pushed forward. As land increased in price the farmers were encouraged to go west where virgin land could be secured at little or no cost. Every effort was extended to make this nation, agriculturally speaking, self-sustaining.

In order that this new land might be made to produce, the Department limited its research to new methods of cultivation, suitable varieties of grain and breeds of livestock, as well as more modern machinery and equipment. Experts combed foreign countries to find seed and stock that might be adapted to this country.

And as a result of this movement championed by the Department of Agriculture, the former prairies of the middle west have become the surplus producing states of this country. Where at one time this country depended upon foreign nations for its food it is now forced to look to these countries for a source of outlet for millions of dollars worth of farm produce.

There is just as much reason why the Department should assist the farmer in developing methods of marketing his crops efficiently as why it should assist him in increasing his production. The study of improved systems of marketing, as well as the study of conditions the farmer should understand to produce intelligently and to adjust his productions to the needs of consumption, are proper functions of the Department. This is the message of Mr. Wallace. As long as the conduct of this Department comes under his supervision the farmers of all the middle west can rest assured that he is in full sympathy with them and their steps to better economic conditions.—Farm Bureau Review.

LOCAL AND PERSONAL

Miss Helen Smith returned to Lincoln Saturday after visiting her parents for a week.

Little Dorothy Tighe entertained a number of friends Friday afternoon at her home in honor of her fourth birthday. Games were played and dainty refreshments were served at the close of a pleasant afternoon.

The Rotary Club at its weekly luncheon yesterday noon listened to an interesting and instructive talk by Manager Hosmer of the Wireless Branch of the United States Aerial Mail Service. Mr. Hosmer was stationed at North Platte for a while this winter but was later appointed District Manager and has just returned from a conference at Washington, D. C. He told of enlargements to the local wireless station, an account of which was given in these columns several weeks ago. Construction work on the new project will begin within the next sixty days according to Mr. Hosmer.

Our Special FOR THIS WEEK

34 x 4 Rib Tread Cord Tire for \$35.00.

Guaranteed for 8000 miles.

FIRESTONE

Removal Sale Prices on all other sizes.

S. & R. Service Station,

TELEPHONE 820.

LOCAL AND PERSONAL

Robert Horner of Wellfleet transacted business in the city Friday.

County Agent Kellogg leaves today for Bridgeport, Nebr. where a conference of County Agents for the western part of the state will be held. He expects to return Wednesday.

R. N. Lamb and family will leave Los Angeles, Thursday on their return trip home after spending the winter there.

Mrs. G. N. White returned from Grand Island yesterday where she spent the week end visiting her husband.

SAVE 50c to \$5.00 on the next dress you make by using THE DELTOR

The Deltor is a new patented invention just brought out with BUTTERICK PATTERNS and Butterick alone. Among many other advantages it gives a "layout" prepared by trained experts for placing the pieces of the pattern in the size you buy on any width of material you buy and thereby saves for you one-eighth of a yard of material, more often one quarter and sometimes more.

Heretofore a pattern has been able to give only the amount of material which the average woman could use in laying out the pattern. It has not been possible to give the smallest amount on which experts could lay out the pattern because it is not safe to give the least possible quantity without giving the experts layout which permits this least possible quantity.

Now the Butterick Pattern with the Deltor gives the smallest amount which the best trained experts can use, and the Deltor in the Butterick Pattern shows the layout by which this is accomplished. This means that the Butterick Pattern will always save all that it costs and usually many times more than it costs.

WILCOX DEPARTMENT STORE.

Agents for Butterick Patterns and THE DELTOR

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ON SALE FOR ONE DAY ONLY WEDNESDAY, APRIL 27th



LADIES' Pure Silk Holeproof Hosiery

The best \$2.50 grade

\$1.65 PAIR

2 PAIRS \$3.25

Colors--Black, White, Tan, Russet, Cordovan, African Brown, Field Mouse, Grey, Gunmetal, Battleship

The HIRSCHFELD Co.

The Home of Holeproof Hosiery in North Platte.

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