



Sleet

A raw biting wind whips half frozen rain through bare branches and singing wires. The temperature has dropped and a cold, glittering crust covers city and countryside. You peer out of the window and shiver—"My, but it's an awful night—I'd hate to be out in this weather!" A bird's eye view of your community at such a time would give you an outside insight—a reason why your electric service is uninterrupted. You would see little figures—men they are—toiling 'cross country from one pole to another in an apparently aimless search. These "trouble-shooters" are of the company. Their duty is to locate and repair wires pulled down by that most destructive element—sleet. This unceasing vigilance—this disregard for time and weather—is part of our creed. For only by serving well may we merit your hearty co-operation.



Being Number Two of a Series of Advertisements on Uninterrupted Service.

Uninterrupted Service

NORTH PLATTE LIGHT & POWER CO.

LOCAL AND PERSONAL

Mrs. S. C. Brogan left yesterday for Sutherland after visiting her sister Mrs. P. P. Maddox for several days. Eyes examined, Glasses fitted. Satisfaction, sure. Clinton & Son.

Byron Stegall arrived Sunday from Chicago to spend a month with his parents, Mr. and Mrs. W. H. Stegall.

Mrs. Maude Begholt went to Gettysburg Saturday where she will spend a week looking after business matters.

A marriage license was issued Saturday to Miss Elsie N. Albin of this city and George McCoy of Ulysses, Neb.

Loren Hastings returned to Lincoln Sunday after spending the week end in North Platte visiting his parents.

Ladies' Burlington silk house, regular \$1.50 values for \$1 on Dollar Day only. E. T. Tramp & Sons.

Wilmor Hansen arrived Sunday from Council Bluffs, Iowa to visit his grandmother, Mrs. Emma Pulver for several weeks.

Mr. and Mrs. Ralph Garman returned today from Grand Island where they spent several days visiting with friends.

Used Ford touring, \$100. Hendy & Ogier.

Miss Gladys Hansen will return tomorrow evening from Council Bluffs, Iowa where she visited relatives for a few days.

Mr. and Mrs. Homer Peterson will return to their home in Omaha tomorrow after visiting friends here for the past week.

John McGinley returned Saturday from Omaha to spend a week's vacation with his parents Mr. and Mrs. J. McGinley.

Ladies, don't forget Wednesday is bargain day in Block's Millinery department. Trimmed hats from \$1 to \$15.

Mrs. Meriam Young and daughter Doris of Cozad returned to their home yesterday. They visited at the J. W. Rosencranz home.

Misses Eleanor and Angela Roddy left yesterday morning for Cheyenne where they will visit Miss Mildred Norris for several weeks.

J. V. Romigh sells Dodge Brothers cars and trucks exclusively and supplies good service to their owners.

Judge Woodhurst performed the marriage ceremony last Thursday for Jesse A. Young and Miss Florence M. Avery, both of North Platte.

Miss Anna O'Connell returned to Grand Island Sunday evening after spending the week end here visiting her parents Mr. and Mrs. W. H. O'Connell.

Mr. and Mrs. Wm. E. Banks and son Ned will return tomorrow from Los Angeles, Cal. where they spent two months at the home of Mr. Bank's parents.

SPECIALLY WRITTEN FOR RURAL READERS

INFORMATION ABOUT AGRICULTURAL SUBJECTS FROM RELIABLE SOURCES

There are practical methods, practices and appliances for protecting buildings against lightning, but because of unscrupulous agents who a score or more years ago succeeded in selling equipment that did not protect, all methods and equipment came into disrepute among farmers and others. In order to put the mark of official and scientific sanction on lightning protection methods, there was recently appointed, through the collaboration of the bureau of standards, the weather bureau, and the American Institute of Electrical Engineers, a committee to prepare a code. Progress already has been made in the solution of this problem and many well established principles have been made known to interested scientists and workers. It is hoped that the work of this committee will result in developing practical methods, practices, and appliances and make farm buildings and other structures safer.

County and state butter contests, a feature of South Carolina extension work for women last year, accomplished much in the way of improving the dairy industry there. South Carolina is not a dairy state. It uses annually about \$14,000,000 worth of dairy products shipped in from other states. Some of this importation is due to the fact that while there is a large amount of farm butter produced within the state, no steady demand for it has been developed. For the purpose of creating an interest in this farm made butter, and to teach the women to make a better product, contests which were open to home demonstration club members were started during 1921 in eleven counties.

Butter demonstrations were given in all the women's clubs, and all interested persons were invited to a demonstration by the state specialist at the county seat. Three hundred sixty women and girls enrolled for the contests, and of these 120 sent butter for every judging. Without exception there was a great improvement in the packages brought to market and the quality of the butter sold, as the women learned to what extent the butter is affected by the temperature used for ripening and churning and the feeds for the cow.

"Contest butter" sold very readily at the various club markets, and those who did not enter the contest were obliged to make improvement in the quality of what they offered for sale or lose the market for their butter. Extension workers report to the United States department of agriculture that the butter produced in all parts of the state has been perceptibly improved as a result of these contests.

The neighborhood party idea has been successfully applied to gopher elimination in Furnas County, under the direction of a specialist of the Biological survey and the extension agent in cooperative work of the United States department of agriculture and the state college of agriculture.

The eradication of pocket gophers is very difficult unless all the farms in a district are cleaned up in one campaign. A district two to three miles long is selected by the county agent, and farmers in this district are invited to a gopher poisoning party. A full attendance is usually secured.

The morning session is given to a demonstration in cutting the bait and applying the poison. Sufficient bait is prepared to supply the party for the day. In the afternoon, the party is divided into pairs, one person carrying the bait and placing it in the runways, while the other person uses a prod to locate and open the runways. The county agent or specialist spends some time with each pair, giving instructions. All the infested area represented by the farmers attending the "party" is covered and poison bait applied. In many cases a second day is required to complete the work, but all members of the party invariably stay with the job until it is finished.

In Furnas county the work has been confined to the alfalfa fields in the valley lands along three important streams, the Republican river, and the Beaver and the Sappa creeks. All last summer the farmers were constantly reminded of the importance of the work, and excellent results were obtained from the community field parties in the fall. In the campaign 2,500 acres were covered. Figuring the advantage to the farmers in being rid of pocket gophers as half a ton of alfalfa per acre, this area would mean 1,250 or \$10,000 saved.

The Most Wonderful Dress Values of the Season at Our Great After Easter Sale

OF OUR HIGH GRADE SPRING SILK DRESSES

Commencing Wednesday a. m., we will place on sale about One Hundred of the very newest Spring Silk Dresses, mostly in Chiffon Taffetas, and other Silk Materials, in all the favored spring shades, and in all the very latest spring models, dresses that formerly sold at \$27.50, \$35.00 and up to \$45.00, your unrestricted choice while they last

\$17⁷⁵ AND \$22⁷⁵

Remember every dress is brand new and from our regular stock, no two dresses alike. In order to make room for our incoming Hot Weather Dresses we priced these dresses for a quick clearance. Come and be convinced, at

No charges
No refunds
Every sale Final

BLOCK'S

Ladies' Outfitting Store

North Platte's Leading Women's Store

For Real Dress Values see North window

BIGNELL NEWS

J. Thompson has been a visitor at the home of E. Combs during the past week.

Claire Rosencranz who was injured by being thrown from a horse is reported to be improving.

LaVerne Elliott, Francis Fitzpatrick, Paul Overman and Harold Loftus were Bignell visitors last week, enjoying themselves along the river.

On the evening of April 8, a number of people of the Bignell community met at the school house and organized a Baptist Church. One more step in the right direction.

The program at the Community Club was presented by the old people of the club. A splendid social spirit was shown and everyone seemed to enjoy himself.

On April 22, the community club will be one year old. It has been voted by the members to celebrate the event by having a birthday party for its members.

E. P. Trimble presented the Community Club with a beautiful oak piano bench last Friday evening and Mrs. Lulu Drake presented some handsome hand-made lace for a piano scarf.

Ingward Holm had the misfortune to have his hand badly injured Monday while closing a barn door. The wind was very strong and he slipped, catching his hand on a spike and tore an ugly gash in it. Dr. Kennon was called and Ingward reports his hand as improving.

Friday afternoon the Parent-Teacher meeting was held at the school building. A good program was given by the parents consisting of songs, readings and stories and an excellent talk on Alaska by Mrs. Abercrombie. At the close the children were surprised by light refreshments and Easter eggs.

Miss Florence Atwood, University Extension worker, visited the girls' sewing club Thursday and made preparation for the girls to take up the second course in sewing. While here she also gave a talk on caning clubs for girls and boys. The Community club voted on Friday evening, to organize a club for this purpose.

A number of Bignell people attended the lecture at the Diener school Tuesday evening, when Newton W. Guines gave an interesting and very instructive address.

Miss Ethel McCracken, the Bignell teacher, gave the children of the lower grades an egg hunt Friday morning. It was greatly enjoyed by the little ones.

The big dollar special at the Leader Mercantile Company is on aprons. No woman can afford to pass up this wonderful one dollar apron which is made of 72x80 fast color percale, neatly trimmed and in a style that will appeal to every woman; dark and light colors, sizes 36 to 44. Scores of other special bargains in all departments of the store for Dollar Day, Wednesday, April 19. The Leader Mercantile Co.

Mrs. Chas. Pitman and daughter, Mrs. Anderson and baby, left Friday morning for Denver where they will spend four months visiting friends.

Aprons and house dresses in good quality wash percales and pretty styles at \$1, for Dollar Day only. E. T. Tramp & Sons.

Mr. and Mrs. N. O. Rowe returned Wednesday from Mountain View, Mo. where they spent the winter visiting relatives.



L. & S. Groceteria.

VAUDEVILLE at the Keith Theatre Wednesday Only.

EARL WRIGHT
First class trick tumbler—is considered one of the best and foremost acrobatic comedians on the American stage. Mr. Wright's novelty clown act is in a class by itself. From the time he starts until the time he finishes, the audience are in an uproar. His tumbling is supreme.

VAN & YORKE—In a "Fat Chance and a Thin Excuse"
A streak of fat and a streak of lean—in a melange of singing and dancing, chatter and comedy. Their offering is full of good wholesome laughs. The two do not depend upon their physical appearance to make a success of their act, on the contrary they have some very good comedy and new songs.

GLICK & BRIGHT
Their offering is an excellently constructed little skit consisting of a series of singing and dancing numbers interspersed with lines of comedy talk so infectiously funny that there is never a doubt of their garnering more than their just share of laughs. Just a touch of personality.

PEARLS ROMANIAN GYPSIES
Consisting of three girls and two men in a musical and whirlwind Russian dancing act. Also playing Mandolin and not once does the action of this act slow up and the attention of the audience held without.

ALSO A GOOD FEATURE PICTURE—"KEEPING UP WITH LIZZIE"

CHATS WITH YOUR GAS MAN

No matter how good our service is, there is usually one man on the block who is forever finding fault with it. You know the man we mean. He is a good fellow at heart and talks sanely enough upon other subjects, but when he discusses this company's service he loses his balance completely.

What we regret most, however, is not that this man is sour against us, but that his attacks are permitted to go unchallenged by his friends who are also our friends.

In other words, you and hundreds of other satisfied customers in the same neighborhood take good service for granted, accept it, and say nothing about it. Your silence thus becomes his golden opportunity. With lips sealed, you give him an encouraging slap on the back.

We value your good will, everyone's good will. This company is your company, the public's company. Now let us work together to convert this man from a knocker into a booster.

North Platte Light & Power Co.