

Don't Let Your Business Slow Down
Use the Long Distance Telephone



At this time when business is dull, do you know that your **Long Distance Telephone** is an ever ready aid in stimulating sales?

Why not start now on a **Long Distance Telephone** campaign for increased sales and boost your business? Besides you reach them in a personal, voice to voice manner, that is most desirable.

Try this modern business method. Put your telephone on the pay roll and see how economically it can travel for you. The cost is small and our toll lines reach everywhere.

Lincoln Telephone & Telegraph Co.

True Economy

In buying groceries comes through selecting the better grades from a store you know you can depend upon.

We pride ourselves on our sincere desire to have in stock at all times the best quality food stuffs at moderate prices.

Satisfaction or your money back guarantee

P. A. Wullbrandt
Groceries and Queensware



Buy Them With Your Egg and Chicken Money!

Set aside your egg and chicken money—and, almost before you realize it, you will have enough to buy an equipment of beautiful "Wear-Ever" aluminum cooking utensils.

Bright, light, silver-like "Wear-Ever" utensils will make you as proud of your kitchen as you are of the other rooms in your home.

"Wear-Ever" Aluminum Cooking Utensils

cost slightly more than ordinary utensils because they are worth more. It pays to buy "Wear-Ever" just as it pays to buy good farming implements.

"Wear-Ever" utensils are made in one piece from hard, thick sheet aluminum without joints or seams. Cannot crack, flake or peel—are pure and safe.

Replace utensils that wear out with utensils that "Wear-Ever"

TRINE'S HARDWARE

THE RED CLOUD CHIEF
Red Cloud, Nebraska

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A. B. McARTHUR, Editor and Owner

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Farm Bureau Notes

"HOSPITALITY"

NO MAN IN THE PUREBRED BUSINESS CAN BE SUCCESSFUL WITHOUT BUSINESS HOSPITALITY

Hospitality! Isn't that a good word both socially and applied to the purebred business? The dictionary says, "Hospitality means the practice of entertaining friends and strangers with kindness and liberty." In any purebred business it is absolutely necessary to the growth and welfare of the business to be hospitable. It needs no education or outlay of cash to make anyone feel welcome when he or she comes to your place, whatever the cause.

Doesn't it make a good impression on the party when meal time comes and the housewife extends a glad hand and with a cheery smile invites the friend or stranger as it may be to share their meal, no matter what it chances to be, whether a company dinner is being served or only leftovers warmed up. No matter how plain the food, it is appreciated to the utmost if the spirit in which it is offered is right. The guest may forget all about what he had to eat in an hour but still never forget the hospitality extended him. He was made to feel welcome by the ease and naturalness displayed. If anyone could realize what a good-fellowship feeling is created over the dinner table, all would call in their friends and customers from the house-tops to eat with them. There is nothing like it to promote personal interest.

As I am writing this I recall to mind the time a stranger came to our place to look for a male hog. It was nearly noon when he came and the dinner was practically finished, at least we had no time to prepare any "extras." It was cold weather and the table was laid in the kitchen. We were having left-overs, warmed up for dinner that day, but asked our prospective buyer in to eat with us. From a distance he looked like any ordinary farmer would, but as soon as he came in removed his wraps and began to talk we plainly knew we were entertaining some highly educated man, which he was. Really a state if not a national figure in the agricultural world. When the meal was finished, he very graciously thanked us for the hospitality shown. The food wasn't worth praising, but his method of showing his appreciation has never been forgotten. Hospitality! that was such a wholesome expression and really meant more than any praise he could have given. When it is all summed up, we are all just folks, anyway.

For after all, hospitality is only a big sister to courtesy and no one pleads guilty to being discourteous. Of all the single qualities which may be made to lift a man above the crowd—courtesy and hospitality are easiest to cultivate. One can hardly realize but it is true nevertheless, that discourtesy is often encountered even in our purebred business.

Really the essence of courtesy if regard for the other fellow's feelings, and hospitality is the showing him of your feelings. It doesn't cost anything to make a man feel glad that he came to your place, and in doing so you are not only building up your business, and getting the good will of your patrons but you are broadening yourself. If it isn't natural for you to show hospitality you may feel, cultivate it, for in so doing you are establishing self confidence, will and self control. You can do this by always having the comfort of the other fellow in mind. You know there is a saying, "If you want friends, be one."

No man in the purebred business can be a success without being hospitable. It is as necessary as the sunshine to the earth. In the words of Shakespeare, "Assume a virtue if you have it not."

HENRY R. FAUSCH,
County Agricultural Agent.

Lutheran Church Notes

Regular services are held every first and third Sunday in the month in the Adventist church. Corner of 3rd Ave and Walnut St.

Preaching at 11 a. m.
Our annual meeting will be held after the service. Everybody is requested to be present.

O. R. HELSTZ, Pastor

Begin the New Year by paying your subscription to the Chief.

Pioneers' Reunion

The Nebraska Territorial Pioneers' Association will hold its annual reunion Jan. 10, 1921, in the parlors of the Grand Hotel, 12th & Q Sts., Lincoln, Nebraska.

The session will commence at ten o'clock a. m. and continue throughout the day with a luncheon and social hour at noon.

At two o'clock the annual address will be given by Hon. Wm. H. Westover, Rushville, Nebr., Judge of the 15th judicial district. This will be followed by a poem dedicated to the pioneers by Dr. A. L. Bixby, and reminiscences and stories by the oldest inhabitants of the state.

The importance of these meetings and the influence they have on the preservation of the history of the state grows with each successive annual gathering. Attend and contribute your early experiences vicissitudes and pleasures to the real history of the people of our great beloved state.

Anyone who has lived in the State thirty-five years is eligible to membership. If you cannot attend the reunion, send your name to the Secy., Texas, for registration.

John G. P. McKeaslin, Pres.
Minnie P. Knotts, Secy. Treas.

Burlington Establishes Pension System

Following the announcement of President Holden on December 1st, that the board of directors of the Chicago, Burlington & Quincy Railroad had decided to inaugurate a pension system, there is being distributed today to all employees, a copy of the plan and the conditions under which the employees are extended the benefits of the system.

After continuous service of at least 20 years, pensions may be granted to certain classes of employees upon reaching the age of 65 years, and to other classes after the age of 70 years is attained. In the event of physical disability before the age limit has been reached, pensions may be awarded, provided the employee has been in continuous service not less than 25 years.

The amount of the pension is calculated in accordance with a rule that has been generally adopted, and which is in proportion to the years of service and the wages of the employee during the last ten years of service, but with the provision of a maximum of one dollar per month for each year of service or not less than \$25 per month.

The plan provides for the entire expense to be paid by the company, without contribution by the employ

Weather Report for 1921

Station at Red Cloud, Nebraska, latitude 40 degrees 5 min., longitude 98, degrees 37 min. Elevation 1687 feet. Length of record 27 years. Hours of observation April 1st to Sept. 30, 7 a. m., October 1st to March 31st, 6 p. m., 75th Meridian time.

Temperature

Highest 104 deg on Aug. 26, dates of 100 deg or more June 28, 100 deg, June 21, 100 deg, Aug. 22, 101 deg, Aug. 21, 10 deg, Aug. 25, 103 deg, Aug. 26, 104 deg, Aug. 28, 102 deg.

Lowest on Dec. 21, 4 deg. below zero. This is the only zero weather we have had in 1921. Greatest daily range 56 deg. on April 3rd. Least variation 4 deg. on Jan. 16th.

Precipitation

Total for year 18.29 inches, our mean is 25.27 inches 7.98 inches less than average. Wettest month April with 5.26 inches. Driest month December with 0.01 inch. Greatest fall in 24 hrs 1.80 inches Sept. 10th. Number of days with 0.01 inch or more 69. Days clear 219, partly cloudy 68, cloudy 78, 33 thunderstorms. Snowfall 3 inches. Prevailing direction of the wind N W 107 days. First killing frost in fall October 4th, last in spring April 10th.

DECEMBER WEATHER

Temperature: Mean 31 deg., maximum 74 deg. on 13th, minimum 4 below zero on 24th. Greatest daily range 49 deg. on 4th.

Precipitation: 0.01 inch snowfall 0.1. Days clear 20, partly cloudy 4, cloudy 7. Prevailing direction of wind N W 16 days. Forbells on 3rd.

Farm Loans

I am ready as always to make any and all farm loans at the lowest rate and best option. Absolutely no waiting and no expense for inspection.

J. H. Bailey

Lifted Horizons

While all melts under our feet, we may well grasp at any exquisite passion, or any contribution to knowledge that seems by a lifted horizon to set the spirit free for a moment, or any stirring of the senses, strange dyes, strange colors, and curious odors, or work of the artist's hands, or the face of one's friends.—Walter Pater, in *The Renaissance*.

Mrs. Pirate.

The wife of Captain Kidd was terrified when he called her "My treasure!" She thought he wanted to bury her!

A Letter To Make Good

Must impress the person who receives it with its importance, whether the correspondence be of a business or personal nature. The mails are flooded with cheap circular letters and the average busy man of to-day gives his mail the "once over" and passes most of it to the waste basket. A letter to demand attention in these busy times must be distinctive.

Hammermill Ripple Bond

Printed correctly makes the nicest letter head you can possibly obtain. The hard smooth surface of this paper renders it particularly adaptable to high class artistic printing and the ripple finish places it in a class by itself for attractive appearance. The "crisp cackle" you notice in opening a letter written on Hammermill Ripple immediately suggests taste and progressiveness on the part of the sender.

It Costs No More Than Other Paper

Come in and let us show you samples of work done on this stock and figure with you on your next job.

The Red Cloud Chief

\$10 Auto Radiator Protection \$2

Our Improved Radiator Shutter is Operated from the DASH Made of Waterproof Fiber Composition. Retains the heat Better than Metal. Doesn't Rust or Rattle. SAVES GAS, BATTERY, FREEZING

Made to fit all cars. Makes starting easy.

Send us \$2 and name of car for one complete postpaid.

Town and County Agents Wanted, Reference Dun's and Bradstreet.

Essential Automotive Products Co. 511 W 42nd St. N.Y. City

COAL

We Sell

Niggerhead Maitland
And
Routt County Lump

We sell for cash that's why we sell cheaper.

FARMERS ELEVATOR

Begin the New Year by Subscribing For The WORLD-HERALD

Nebraska's Big Newspaper—The Omaha Paper With THE LARGEST CIRCULATION

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Dr. W.H. McBride

DENTIST

OVER STATE BANK

Red Cloud Nebraska

Yes, Garber's Is The Place!

To Buy Wall Paper, Paints, And Electrical Supplies. The best place for Picture Framing.

THE HUGHES WAY

Cleaners-Dyers-Tailors
WE CLEAN HATS

Dr. R. V. Nicholson

DENTIST

Red Cloud Nebraska

Printing? Bring it to the Chief