

You Have Only This Week

To take Advantage of our

GREAT BARGAIN EVENT

This Sale has brought people from all over Central Oregon who have bought heavily of our excellent bargains. You cannot afford to miss this sale.

REMEMBER
Sale Closes Promptly on
Saturday Evening



DON'T FAIL
To Take Advantage of our
Many Bargains

THE CITY

C. H. Dealy and wife of Alfalfa were visitors in town Saturday.

J. T. Houston was in attendance at the Commercial Club luncheon Friday.

Joe Hardy representative of the S. P. & S. was a business visitor in town Saturday.

Roy Davenport, who lives at Summit Prairie was in town Saturday on his way to Bend.

Mike Trapman left for Redmond this week to spend the summer with F. P. Rawson of that city.

Nellie Trapman left this week for the Clarence Dishman ranch where she will spend the summer.

Eric Laughlin, who graduated Friday, left Saturday with his mother and sister for his home near Mitchell.

Mr. and Mrs. Frank Merritt were in town from Summit Prairie Saturday. Mrs. Merritt was on her way to Shedd.

Mrs. Geo. Summers, who has been visiting her daughter, Mrs. Ben Tone at Sun Down Ranch, near Sisters, arrived home Friday.

Fred Powell came in from Paulina Friday to get a new Republic truck which he has just recently purchased from the Inland Auto Company. He was also a visitor at the Journal office.

O. C. Hyde and wife returned today from Portland.

Mr. and Mrs. C. M. Elkins and daughter left yesterday for Burns.

W. A. Rufener was in Prineville Saturday from Grizzly.

Mrs. Addie Yancey is ill with an attack of tonsillitis.

J. O. Powell and family are attending the stockmen's meeting in Burns this week.

Dr. Ketchum and family of Bend spent Sunday visiting relatives in Prineville.

Morgan & Cox of Burns received delivery of a new Ford last Saturday from the Inland.

Mr. and Mrs. W. I. Dishman left Sunday to attend the stockmen's convention in Burns.

Mrs. Ella Bursey arrived last week with her sister, Ada B. Millican, to visit in Prineville.

John Huston and E. E. Evans are in Burns today attending the stockmen's meeting there.

Mrs. Carr was called to Prineville this week on account of the illness of her son, Ray Putnam.

G. W. Noble left today for Baker where he will attend the grand lodge of Oregon, I. O. O. F.

Mr. and Mrs. C. J. Johnson and daughter Ella left Saturday for San Jose Cal., where they will visit their two daughters. They expect to be there a month or two.

Mrs. Dot Medley and small son, Tom, arrived Friday morning from Lebanon to be near her husband. Mr. Medley, who is a surveyor at camp 27 on the Crooked River Highway, spent the week end with his wife in Prineville. She is staying at the E. S. Dobbs home.

GETTING THE FARMER STARTED

It seems to require a long time to induce many farmers to regard the production of purebred livestock as a practical business. The tendency on the part of many of them still is to look upon it as a "fancy stock" business, merely. Through lack of familiarity with the results obtained in the matter of increased production and increased profits, they fail to understand the important part which purebred livestock can, and does, play in mixed husbandry, regardless of locations.

In the matter of beef production, it is the introduction of pure blood that makes greater weight and better quality, which at the market, brings an increased price per pound, and provides an additional number of pounds. The farmer who markets a load of steers, carrying a large percentage of improved blood will have a double advantage—more weight and better quality, and the buyers at the market will pay for both. Whether the market is high or low, the producer of the improved type always has the advantage over the producer of the inferior types.

It seems to be a prevailing impression, even among breeders, that it is not practical to raise purebred steers for the market, but experience has shown times without number that there is more profit in purebred steers than in grade steers and very often, very much more profit in purebred steers than in purebred bulls. The breeder who holds the opinion that all his bull calves should be disposed of for breeding purposes has a mistaken notion. It would be a God send if a considerable portion of the bull calves produced by the average breeder would find their way to the market as steers. There is a great deal of satisfaction in putting out and finishing a lot of well bred calves as steers. They are handled with a minimum of inconvenience and respond readily to feed and when they go to market they find a ready sale at advanced prices.

The farmer who attempts to grade up his cattle from a common foundation has a long road to travel, though every successive cross of purebred sires shows a forward stride, even so it is a long road. From the time the first purebred sire is used until his daughters are of producing age is three years, or a trifle more, and these are only half bloods. Another cross is introduced and three quarter bred heifers are of producing age and ten years have passed by the time the heifers of the third cross are producing. How much more profitable it would be if the farmer began with purebred heifers, not necessarily similar numbers, but with a few obtained at a moderate price of prices. The accumulation of profits during a period of ten years is so overwhelmingly in favor of the purebreds that there is no room for argument.

In most cases it would be desirable to put in from two to one half dozen purebred females of whatever class the farmer feels that he can afford; then retain the female increase, disposing of the bulls, either for breeding purposes or as steers, whichever seemed to be the appropriate thing to do, and gradually sell off the grades as the purebreds increased in number. This would result in a purebred herd

obtained for the cost of keep and the interest on the original investment. There is no more practical plan for a farmer to become possessed of a herd of purebred cattle than this. There are numerous instances where this has been done and the results have been of an encouraging nature.

What every man, who occupies a farm and grows livestock, must recognize is this that we have long since passed the time when inferior livestock standards may be grown with a profit, and that life is too short to attempt to grade up from a common foundation to the level that satisfactorily meets the conditions.

We will never have too many purebred livestock in this country nor will we ever see the time that our purebreds will all represent the desired

plane of excellence. There is a difference in purebred standards just as there is a difference in the merit of grades and the better standards invariably yield a better return.

It makes quite a difference to the farmer whether there is a ready demand for his product. Whether the buyers look eagerly in his direction, it not only makes a difference in his profits, but it has a good deal to do with his contentment and this contentment rests very decidedly with the man who is producing purebreds of the desired standard. They can be grown in Illinois, in Alabama, North Dakota, California, or Maine, or any other state in these United States. It is just a matter of individual judgment in selection and reasonable care and attention. Purebred stock are

adapted to every farm and the sooner the farmers take advantage of this fact, the larger the profits that will accrue to them.

In justice to the situation it should be stated that for the past two years we have witnessed the greatest inclination on the part of farmers to substitute purebreds for grades, because of the cost of maintenance and the tendency in this direction is greater now than ever before. However, there are yet many thousands of farmers, land owners and tenants, who have failed apparently to observe this tendency and have failed to recognize this basic fact that the production of purebred livestock is a practical business, much more practical in fact, than the production of grades or inferior standards.



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