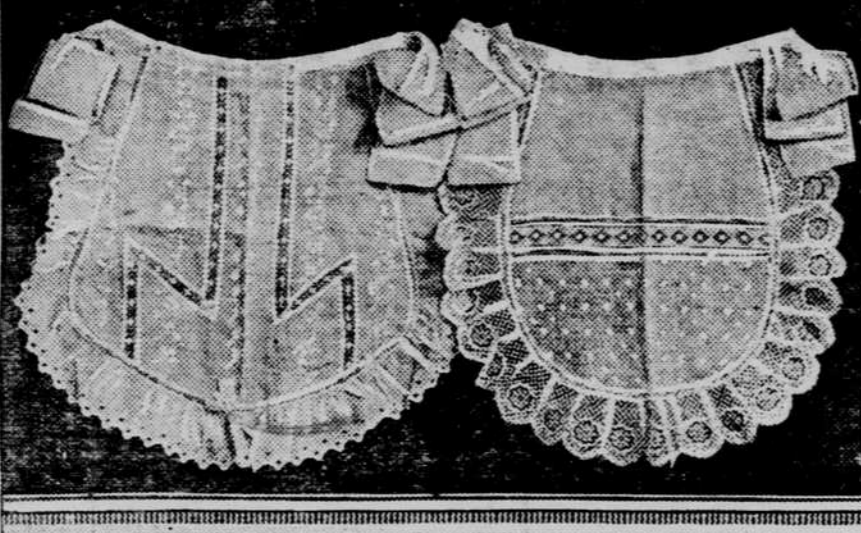


**Inexpensive Holiday Aprons**



Little aristocrats of the apron tribe make their appearance at holiday time each year, always sure of a welcome and never failing to find many admirers. It lies without their province to be anything but dainty and becoming, with perhaps a little usefulness thrown in by way of good measure. But usefulness is really a matter of secondary importance, the main thing being the charm that lies in the refinement of these frivolous and pretty furbelows.

Serving aprons and sewing aprons are made of fine cotton goods—organdies, swiss, embroidery, batiste and lawns—with laces and embroidery used for ornamentation and ribbons employed for finishing. They are much elaborated and bedecked, and they are small and gracefully shaped. The materials and trappings used are washable and the aprons last a long time. They are very easily made, and among the least expensive of really worth-while holiday gifts.

Allover embroideries and dotted swiss are chosen for the majority of the aprons displayed for the holidays this year. Occasionally pretty figured lawns appear among them, or plain batiste with lace insertions let in in various designs and having a lace frill about the edge. They are set on to a narrow band of sheer material, and this is finished with ends for tying in a bow at the back. A belt may be made of wide beading, and satin ribbon, in a light color, run through it and extended into ties. Small bows and rosettes of ribbon are posed on pockets or somewhere at the edge.

Considering the very small cost of the materials used in making them,

there is almost no other holiday gift which equals the fancy apron, at so low a price. They are easy to make and most of them are put together with machine stitching. The laces used are washable like those used on undermuslins, and beading, both narrow and wide, serves to carry the ribbon that embellishes so many of these gay little affairs.

*Julia Bottomley*

**Modish Shades of Brown.**

Many combinations of material appear in these first general utility frocks; but, as a rule, the materials match in color if not in weave, one-tone effects being the rule. A good deal is being done with light browns, lovely shades with pretty tones or running into fawn and beige coloring. The modish browns shade on down through nut and loam and Havana tones to very dark browns of a softened tete de negre character, and the whole line is promised popularity, as are the soft and beautiful medium and dark greens.

**Sleeveless Coatees.**

Sleeveless coatees will be worn all through the autumn and early winter. They cling to the figure and can be worn under any of the new loose wrap coats.

Some coatees are made of bright colored shantung; others are made of fine cashmere in brilliant colors and finished off at the neck and sleeve-holes with silk and wool embroideries.

**GOING OFF HALF COCKED.**

More than once a word spoken thoughtlessly has caused endless trouble in this town. Not that it was the desire of the speaker to deliberately injure any person, but rather was it a simple case of "going off half cocked."

Some time ago in another state a very high minded and honorable merchant was forced to the wall because of his inability to make collections from those to whom he had extended credit.

When the sheriff took possession of his

misfortune, elevated his eyebrows, looked wise, and walked away without comment.

Another "thought" is strange and wondered what was behind it." In the course of a few hours people who had heard other remarks concluded that there was "something wrong somewhere," and in the course of a day or two it had reached the stage where there was "something rotten in Denmark."

Thus was the reputation of an honorable but unfortunate business man besmeared and blasted by his own friends and acquaintances, who

**Keeping the Profits of the Community at Home**

We would not weary our readers by giving too insistent upon any one subject, but the welfare of our community should be uppermost in the minds of every loyal citizen, and that welfare calls for a few very pertinent remarks at this time of the year.

Between now and the 25th day of December many thousands of dollars will be spent by the people in the purchase of holiday articles. The manufacturing cost of those articles must of necessity go to the factories scattered broadcast over the country. That can not be helped.

But there is another cost which should be seriously considered by every person who has any regard whatever for the future welfare of this town and this community. That cost is the retailer's profits on the sales.

To make this community prosperous and keep it so it is necessary that those profits be kept at home, and that can only be done by patronizing merchants who live here and conduct their business here and spend their own money here.

No citizen has the right to feel that it is all right for him to send his money away from this community because "he is only one person and his money will not be missed." It is just such people who are building up the great centers of population by stragling the rural business interests all over this country. They are the people who produce hard times in the country towns and farm sec-

tions of every state, because they are millions in number.

Let us bring it right home to you. Suppose every person in this town and the farming section around here should buy all of their goods from business houses located in other sections of the country or state. How long would our stores keep their doors open, and how long would you be able to buy even a pin or a nail in this town?

And if everybody kept on sending their money all out of the town and community, how long would it be before we had no more money to send, and when we found the community pauperized where would we turn for relief?

The profits of local industries—both farm and town—represent the money that is kept in circulation at home. If those profits are sent away we can not expect long to have any money in circulation in our midst, for other places will have it; and we will be getting poorer and poorer all of the time, and our community will be getting dead and dead, until in time no one would care even to live here.

Certainly no sane person would want such a condition of affairs to exist here.

But what is the remedy, you say? It is both sane and simple.

Quit doing your shopping out of town and buy goods from home dealers. That is, buy everything you can here.

Don't be carried away with the

false idea that you can buy cheaper somewhere else, for you can not. If you want shoddy and worthless goods you can find plenty of city stores and firms who thrive on selling country people just such rotten stuff at a few cents less than you would pay your home dealer for a good article that he is willing to guarantee. But you can not buy a reliable article elsewhere any cheaper than you can buy the same article right here at home.

We are pushing the "buy it at home" slogan in this community and we want you to join us. We are not doing this in order to enrich the local merchants, but we are doing it to protect the future of this town and our farming community and the people among whom we live.

We want to "keep prosperity at home," and we want you to help us in our work by doing your share, and you can do that by buying at home and keeping all of the profits at home.

It is a serious problem that confronts us in the near future, and we should grapple with it as becomes men of brains and determination.

Shall we trade at home and keep prosperity in this town? Or shall we continue to make city millionaires who wouldn't give us a five cent piece if we were hungry for bread??

Remember, brother and sister, this applies not only to your neighbors, but to YOU as well, if you happen to be one who has been doing your shopping in other places.

Will you join us, "for the future of our town?"

**Concerning the Use of Color**



The black velvet hat is a becoming piece of headwear, and its deep brilliance sets off the coloring of the blonde or the brunette, or any complexion between, with almost equal effectiveness. But it becomes monotonous when ninety-nine out of every hundred women wear it to the exclusion of all colors. The black hat is too popular with those who buy only one or two hats a season. An assemblage of women is made somber and commonplace by the overshadowing blackness of their headwear.

It is much easier to couple with the current mode a touch of the unusual and to find expression for individual taste in millinery that employs color than in that which excludes it. The fashionable colors in dress and millinery fabrics are rich and sedate, so that the woman of quiet taste has the best of opportunities for expressing it without falling back upon black.

But every wardrobe should include one black hat, and this hat may be made to do duty for several seasons. With this in view, the shape chosen should be a form of the sailor, or some other that appears among each year's offerings. With the coming of a new season the manner of trimming these staple shapes may be changed, and the black hat held in reserve for occasions where a colored one seems not appropriate.

Two varieties of the sailor are shown in the picture given above with up-to-date methods of trimming them. Besides the sailor there is a conserva-

tive turban worn with a scarf to match, which brings it into the fashion of the hour.

*Julia Bottomley*

**For the Hair.**

One hears marvelous tales of the efficiency of kerosene as a hair restorer. It is certainly a remedy that is simple, cheap and easily obtained. It is most effective when used about once in three weeks, the smallest quantity at a time, dropped with a machine oil can and then rubbed into the scalp. The scalp should be kept clean, but a shampoo need not be taken oftener than once in three or four weeks.

For dandruff use the following, applying it at night with a piece of absorbent cotton: Alcohol, two ounces; witch hazel, two ounces, resorcin, fifteen grains.

**Laces on Evening Gowns of Velvet.**

In evening gowns even those of velvet have a diaphanous look because of the cobwebby laces shining with interwoven metal threads that form bodices and drop skirts. Layers of filmy tulle and chiffons float out airy as the wearer moves or dances. Those which do not have encircling girle bands worn about them have overdresses of lovely old blue, shell pink or amber yellow faille, brocaded in glittering designs.

**NEWSPAPER BARGAIN OFFER.**

The Lincoln State Journal is now within the reach of many who heretofore have felt they could not afford it. The publishers will mail the daily and Sunday with the new colored comic and the illustrated fiction supplement until January 1, 1917 for only \$3.50 or without the Sunday for only \$2. This is certainly cheap for a paper of such quality, and thousands of people not

now taking the Journal will be added to the lists. The Journal is Lincoln's only morning paper and is a big, live reliable newspaper suitable for every member of a home. Order it now at these introductory prices. You will like The State Journal!

**STRAW FOR SALE.**

Good straw for sale. Inquire of C. H. Biehl, or phone 9812. 48-4

**The Boy Who Didn't Believe**

He didn't believe in Santa Claus  
As the king o' the Christmas crowned;  
"How can he come down a chimney,  
An' he so fat an' round?  
An' where's the reason an' where's the proof  
'Bout reindeer runnin' acrost the roof?"

An' so it came, on the Christmas eve,  
He built the biggest fire  
The chimney ever had known, an' said  
As the red flames climbed up higher:  
"I'll find where your Santy Claus is at;  
I'll b'lieve in him if he comes through that!"

An' Santy Claus, he came along  
With a merry laugh an' shout,  
An' he called to the North Wind, brave an' strong:  
"Come! Blow that fire out!"  
An' down he came as the North Wind blew,  
An' the little boy said, "I b'lieve in you!"

**WINTER CARE OF STRAWBERRIES**

When the ground freezes to a depth of three or four inches, a layer of straw, or some other bedding material free from weed seeds, should be spread over the plants, says the Horticultural Department, College of Agriculture. This holds the frost in the ground and prevents the plants from being lifted out. Remove a portion of the straw next spring when the growth first starts. The remainder may be left to protect the berries from coming in contact with the dirt. If the matted row system of growing the strawberries is used, clean cultivation should be given between the rows throughout the summer to conserve the moisture.

**Let The Rexall Store  
Settle Your  
Xmas Gift Problems**

**Christmas Specials**

In addition to our complete line of Toilet Articles of every description we offer a select line of combs, brushes, toilet sets, manicure sets, manicure articles, purses, bill books, smokers' sets, and dozens of other useful gifts, any one of which will be gladly accepted and retained with pleasure. See our window. It is full of Christmas suggestions that appeal to sensible people. After a look at the many desirable gift articles in the window come in and see how economically they are priced. We carry only articles of sterling value and they bear no fancy price marks just because it's "Christmas time."

*I Have Added To My Stock A  
Complete Line of Jewelry*

**THE REXALL STORE**  
WM. GRAEFE, Proprietor

**Two Important Events  
Occur Next Saturday**

One is the marriage of President Wilson and the other is the giving away by James Bartunek of

**Four Valuable Premiums Free**

The premiums will be given promptly at 3 o'clock p. m. Every holder of a numbered coupon must be present or send the coupon by some one else as the winning numbers must be in the store at the time they are drawn.

**A Half Hour Sale of Horse Blankets**

Don't forget that from 2:30 to 3:00 o'clock p. m. my entire stock of blankets will be sold at auction and coupons for the premiums issued. This sale is to make room for my big stock of spring goods.

**Your Last Chance to Get  
Coupons on Book Accounts**

**JAMES BARTUNEK**