

Aids to Grace and Beauty

by Priscilla Dean

Article Twenty-six.

Youth and Beauty on the Bargain Table

It is true. Youth and Beauty are both now classified, labeled, priced and sold just like ribbons and hairpins or any other commodity. If anyone had told me they were for sale I should have been inclined to doubt the statement. But I have seen the printed advertisements. One advertiser guaranteed, upon receipt of a specified sum of money, to send a correspondence course of instruction guaranteed to restore youth. In bold, black type there is a statement to the effect that the writer of the advertisement, as a result of this phenomenal course of training, is younger at seventy than he was at fifty.

And on another page there is a very readable article headed "Home-ly at Twenty—Handsome at Forty." Apparently we are living in an era governed by the law of contraries. There seems to be a mad quest for the possession of that which Sir Ponce de Leon sought for so valiantly years ago.

Very carefully I read the context, both of the advertisement and the special story. In both instances the trail ended in the same pot of gold—good health.

It is true, lip rouge can be bought for a quarter and an eye-brow pencil for thirty-five cents, but the beauty they produce perishes with them and the last state of the person so beautified is worse than the first. If you don't believe me, take a look at someone you know who has cultivated drug store beauty for years and finds herself unexpectedly too far from the base of supplies to replenish her stock.

Beauty, like any other article of value must be paid for accordingly. The price is high and is never reduced because nature is going out of business or recuperating after a fire. Beauty must be paid for in actual effort, self-sacrifice, determination and will power. Rules and principles of hygiene must be observed and the advice on the care of the health given by persons of authority must not be ignored.

This is an age when everyone acknowledges the importance of physical education. Schools and colleges have instituted it as a science. With perfect health comes energy

and mental activity. It is the foolish idea that bargain counter beauty is a "just as good" substitute for the genuine, health produced article that makes many marriages a failure. Men who are at first attracted by the beauty of the women they marry are disillusioned and disappointed when they find that it has no real basis and cannot survive the first martial decree banishing the "make-up."

For the average man will not hesitate to fall in love with a girl who is noticeably made up. But after they are married he solemnly declares:

"I don't want my wife using those things. You don't need them. You are pretty enough as you are." (Which is another form of love-blindness, for she is not.)

Later, when the rose colored glasses through which he has been making observations are shattered, he learns with increasing dismay that his wife is a shallow, nervous creature with impaired circulation, lowered vitality and sluggish mentality.

Just like the average bargain purchase, the beauty he thought he had acquired was not worth the price.

Genuine beauty can be acquired only by common sense and self-discipline. One of the best authorities in the country gives this receipt for the preservation of youth.

"Eat moderately of substantial foods. Drink at least two quarts of water every day. Exercise daily, keep the body clean by sun, air and water bathing, get plenty of sleep and relax whenever possible during the day. Take an occasional vacation and avoid stimulants and narcotics. Cultivate a cheerful and graceful frame of mind and learn to control enervating emotions such as worry, fear, anger and discontent."

The body is dependant upon a strong, vigorous will, and the mind on physical fitness. Theatrical people and moving picture people are well supplied with will power. They always say:

"Oh, we never get sick, we haven't the time."

The state of mind affects the physique of individuals and the face always sympathizes with the thoughts and reflects them. It has been proven again and again that under any excitement or emotion there is such natural action and reaction between the heart and the brain. Fear,

worry, jealousy and anger play upon the constitution. Love, joy, hope and contentment raise the health tone. Moving pictures have demonstrated, perhaps more than anything else, how the expression of the countenance reveals the thoughts and intentions more than do words.

The average woman, it is declared does not take time enough to rest and relax. She will spend many hours steaming her face and make her back ache and bring dark circles under her eyes by standing with hands upraised arranging her coiffure, but she will declare she cannot take time to lie down and rest, doze and completely relax both mind and body for a short period every day. Later she will write to me or to someone else and ask what lotion she can apply that will improve her looks.

Sleep is most important. The ideal sleeping posture is that in which the body reclines on the right side. Bags and pillows stuffed with hops and pine needles are soothing and will induce sleep. In health one requires about eight hours sleep. The neurotic or anedemic person should have from eight to twelve. If the body gets the right amount of rest it possesses the power of automatic repair.

Real beauty means real health. It takes hard work, sometimes to get real health and to keep health one must pay the price by sacrificing many pleasures and dainties. Nothing that is to be had free or at a bargain price is usually of much value. "Air," one authority admits, "is free, but it must be breathed, and the deeper and more vigorously it is soaped it goes around man's 'earthed' one."

Priscilla Dean

EVERYBODY HAPPY?

Brother's lost a button from his \$14 shirt.

Mother's sewing fasteners on her \$40 skirt.

Sister's nice and comfy in her \$80 fur.

And father works like sixty for his \$30 per.

—Dean-Hicks Imprint.

Anyway, our present feeling is that if the predatory instinct should ever overpower our judgment and conscience, remarks Houston Post, we would probably visit some neighbor's potato patch in the dark of the moon and let the banks alone.

The traders may knock down the price some but none among them can hurt the security of Liberty bonds.

YOUR Pay Envelope

WHAT DOES IT MEAN TO YOU?

Does it mean the possibility of spending so much money—or does it mean the opportunity of saving that much?

Your happiness, your future, your very life itself—is tied up in that little envelope. If you'll make it a habit to save systematically each week, you'll be a successful man, being able to grasp your opportunity when the time comes. If you or your family should get sick the little old bank account is there to enable you to get the best medical attention and tide you over such trying times.

The saving plan is a safe plan—and the patriotic plan as well. If you have delayed starting an account wait no longer but come today.

Come to Us for Advice

Giving business advice to our depositors is only one part of the service this bank endeavors to render to its depositors. We aim to establish that feeling of co-operation and mutual help that is certain to bring mutual success. For your success is our success.

The benefits of having your account in this bank are numerous. Call and let any one of our officers tell you of them.

We pay 5% interest on Saving Deposits.

We Pay 5% on Savings Deposits

The First State Bank

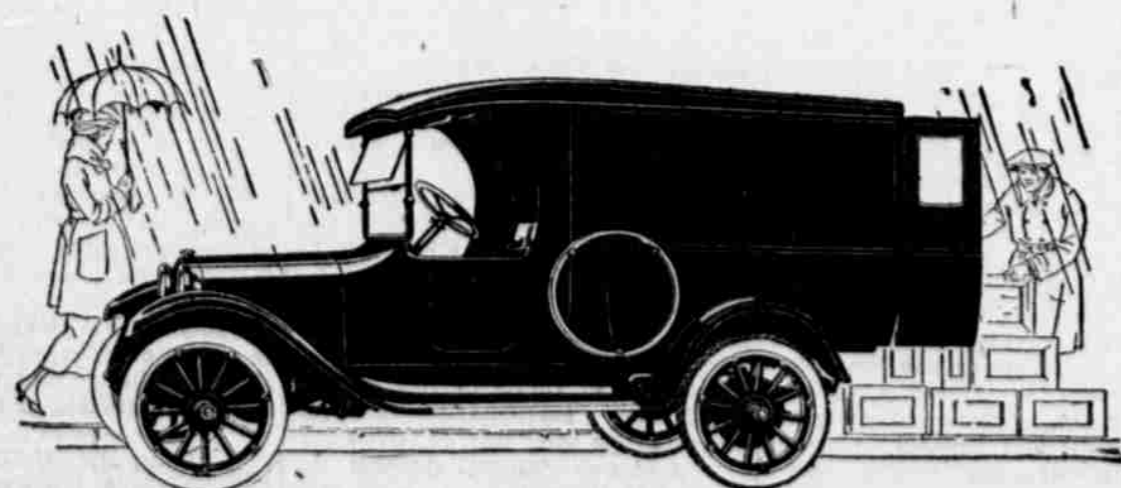
Alliance, Nebraska

DODGE BROTHERS BUSINESS CAR

The Business Car can be relied upon always to haul its full capacity at a very low cost.

This element of certainty all the year around is one of its strongest appeals to business men.

LOWRY & HENRY



Have You Considered the Value of Quality

QUALITY of any sort speaks loudly for itself. Quality in merchandise—quality of service—both force their attention upon patrons.

Stephenson & O'Bannon are making their greatest appeal for the large share of your business on the strength of QUALITY. We buy nothing but the best of everything—Hay, Grain, Coal, etc., because we know it means the utmost in satisfaction to customers. In these days of high prices people are entitled to the most for their money. When they spend their money they have a right to expect return—dollar for dollar—on their expenditure.

LET US PROVE IT TO YOU

Give us the opportunity to demonstrate what we mean by QUALITY OF SERVICE and QUALITY OF MERCHANDISE.

YOU SHOULD EAT HEALTH PASTRY

During this hot weather the home cook cannot be too careful of the foods she prepares for the family. Plenty of Rye Bread—or old-fashioned Corn Bread—makes the children grow better and feel better. And Dad likes them, too. Give the folks a pleasant change. Order a sack today—either large or small. Your choice of:

Special RYE FLOUR	Yellow or White CORN MEAL	CURTIS BEST FLOUR
24 lb. sack	10 and 100 lb. sacks	Regular size High Grade Standard

BUY YOUR WINTER COAL NOW

You should be laying in your winter's supply of coal right now. We are receiving shipments of coal from time to time, and we suggest that you place your order TODAY to be filled as soon as your turn comes. You will not be able to get it cheaper for several months, and you will need the coal this winter. Your choice of

OWL CREEK	KIRBY COAL	MOFFAT COAL
Lump or Nut	Lump or Nut	Lump or Nut

Everything in our line is at your immediate service. We want you to "give us a chance" to please you. That is all we ask.

Stephenson & O'Bannon

HAY, GRAIN, FEED, FLOUR AND COAL—WHOLESALE AND RETAIL