

Buy your presents for soldiers this week, at Clinton's.

If your soldier is in France now, you ought to start your Christmas present to him right away. And it ought to be a real present. Don't call the sweaters, socks, kits, tobacco and such things, presents. He's got to have them, or suffer. And it is your duty to send them. They are supplies. Send presents in addition. These are real Christmas gifts. Things a man who lives in a blanket will be tickled to have, and thank you for. Fountain Pens, Flash Lights, Magazine Pencils, Cigarette Cases, Trench Mirrors, Pocketbooks, Letter Books, Manicure Pieces, Photo Holders, Identification Tag Holders, Military Watches, Safety Razors, Military Brushes. Gifts to be mailed will be packed for safe carrying.

CLINTON,
Graduate Optician,
At the Sign of the Big Ring.

LOCAL AND PERSONAL

J. C. Askwig was a passenger to Lexington Sunday.

Dr. Brock, Dentist, over Stone Drug Store.

Mrs. J. H. Day spent Sunday with friends in Lexington.

Try Dr. Smith, the Chiropractor.

Mrs. Floyd Jackson left Sunday for a visit with relatives in Denver.

For quick action and satisfactory sale list your land with Thoecke.

Mrs. C. J. Perkins and daughter returned Sunday from a visit in Omaha.

All pattern hats on sale at one-half price at The Leader Mercantile Co.'s.

Mrs. J. A. Guyman and children left Saturday for a visit with friends in Schuyler.

Miss M. Sieman, steam baths and Swedish Massage, ladies and gentlemen. Phone 897. Brodbeck bldg.

Mrs. J. I. Smith and daughters spent the week end with friends in Grand Island.

For Sale—Four-room cottage. Six hundred cash and balance on easy terms. Phone 798-F 14. E. W. Wright.

Mrs. Harry Dixon returned Sunday from Omaha where she had been visiting her daughter for a week or so.

Wanted—By woman with child, permanent employment; good cook and housekeeper; country preferred, phone 798-F 13.

Mrs. Belle Swarthout, of Plattsmouth, has been the guest of her sister Mrs. R. D. Thomson for several days past.

For Sale, or will trade for stock, 1916 Oakland light six touring car. Inquire at 521 west Tenth street. Phone Red 1017.

Mr. and Mrs. N. E. Buckley, who have been spending the past three weeks in New York City, will return home today.

Mrs. P. H. Lonergan went to Denver Saturday afternoon to visit her husband, who is in the employ of a film house in that city.

L. H. Von Dollen, late manager of the telephone exchange, accompanied by his family, went to Grand Island Saturday where they will make their home.

Judge Grimes and Court Reporter Barron returned Saturday from Lexington where the Judge held a court last week. They returned to Lexington yesterday.

W. J. O'Connor returned from Omaha Sunday evening accompanied by Mrs. O'Connor and the boy. Mrs. O'Connor is getting along splendidly, as is also the daughter.

The Episcopal guild will hold its annual supper Thursday, November 15, at 5:30, in the church basement. The price will be forty cents a plate.

Harry Block's latest addition to his store is a large electric flashlight sign, extending from near the top of the building and discernible for several blocks.

Thirty members of the Brotherhood Class of the Baptist church enjoyed a wild duck supper at the church Friday evening. The fowl were killed and the supper prepared by members of the class.

A. W. Plumer has sold to different parties in the county about three hundred head of young steers which the purchasers will corn-feed, thus getting rid of soft corn that would not be marketable.

O. E. Elder spent the latter part of last week in Lincoln and made arrangements for the sale of the \$10,000 bridge bonds issued by the city and also the \$10,000 bonds issued for a similar purpose by Osgood precinct.

Mr. and Mrs. C. C. Hupfer and Mrs. Louise Peters arrived home at three o'clock Saturday morning from Denver in Mr. Hupfer's car. They left Denver Friday noon, but after leaving Sterling got on a wrong road which lost them time.

Yesterday forenoon the employes of the federal building presented retiring assistant postmaster L. C. Sturges with a handsome gold watch and a silver shaving set as an appreciation of their friendship and good-will. These tokens came as a surprise to Mr. Sturges and were greatly appreciated.

For Sale—Old school property of District 99, Lincoln county, section 15, township 16, range 30, will be sold for cash to highest bidder. Property consists of house, barn and fence. Sale will be held Monday, November 19th, at 2 o'clock. By order of the school board. T. L. HOLLENBROOK, Director.

Loren Sturges, who left yesterday for France, was the guest of honor at a dinner given by a dozen or more of his friends Saturday evening at the bungalow, C. C. Hupfer officiating as caterer. Brief addresses regretting Mr. Sturges' departure, but sincerely wishing him good luck, a pleasant stay in France and a safe return home were made.

1,250,000 MEN IN SERVICE; CREATIVE ENERGY LOST

Our first selective draft took out of the industrial machinery of America approximately 1,000,000 units. Another 250,000 must be added in men who volunteered their services to their country. For their absence from the employment the nation must strike a balance in its usual workaday operations, for while these men are under arms they cannot contribute to the wealth of the country by their creative labor.

The simple statement that we have 1,250,000 men now serving their flag is not adequate to express the dimensions of the gap their withdrawal from the economic life of the nation has made in our industrial machinery and which to replace will require increased energy on the part of those who remain behind. Cold mathematics, however, will convey to our mind what loss the peaceful development of the nation has sustained through the diversion of so many men to non-productive activities.

Assuming the average wage of these men to be \$2 a day, the loss of wage here is \$2,500,000 daily, or \$2,750,000,000 per annum, basing the calculation on 300 working days a year. Assuming that for each dollar an employer receives out of this labor he hires a gross return of \$3 and we confront the loss of \$1,250,000,000 every year it is necessary to maintain such a large army in the field. It is true that these men receive compensation from the government, yet the offset from this is slight, for the men still are not creating any wealth; they cannot do so by the very nature of their occupation.

What creative energy, therefore, that is lost must be made up from somewhere else and it is here where the conservation of human energy fills the gap, but before it is filled the nation must adjust itself to the changed conditions. It is this process through which we are passing—a course unavoidable and which all the other combatant nations have either already experienced or are now in the process of experiencing.—New York Financial World.

Food Conservation Campaign

The Boy Scouts have been conducting a campaign for signatures to the following pledge card:

"Pledge Card for United States Food Administration; If You Have Already Signed, Pass this on to a Friend."

To the Food Administrator:—

I am glad to join in the service of food conservation for our nation and I hereby accept membership in the United States Food Administration, pledging myself to carry out the directions and advice of the Food Administrator in my home, insofar as my circumstances permit.

Name
Street
City
State

There are no fees or dues to be paid. The Food Administration wishes to have as members all of those actually handling food in the home.

Anyone may have the Home Card of Instructions, but only those signing pledges are entitled to Membership Window Cards, which will be delivered upon receipt of the signed pledge.

Any housekeeper who may have been overlooked in this campaign can by calling at the Building & Loan office have an opportunity of signing the pledge card and receive the "Home Card" with suggestions as to "How you can help win the war," by conserving exportable food in the interest of those who are fighting our battles.

T. C. PATTERSON, Chairman,
County Defense Council.

Notice to Bond Buyers

Directors of School District No. 55, Sutherland, Lincoln county, Nebr., will receive bids at the office of the secretary until 12 o'clock, noon, on the 30th day of November, 1917, for \$36,000.00 school bonds bearing six per cent semi annual interest, bonds in denomination of \$1000.00 each and payable three bonds each year commencing July 1st, 1922.

The right is reserved to reject any or all bids.

GEO. C. WHITE, Sec'y,
School District No. 55.

Two hundred Lincoln county boys are in the soldier or naval camps. Don't you want them to have the advantages offered by the Y. M. C. A.? If you do, subscribe to the fund that is being raised this week. Don't turn down the solicitors; give them what you can afford to give.

Nebraska City's allotment for the Y. M. C. A. war work was \$2,800, but at a meeting held Sunday night \$3,500 was subscribed. That's what other Nebraska towns are doing. Will North Platte do her "bit" uncomplainingly and with enthusiasm?

Major J. T. Hollingsworth, acting adjutant general of the state, and Major C. F. Severson, both stationed at Ft. Crook, spent yesterday in town while enroute home from Scotts Bluff where they inspected a company of the new Seventh regiment.

D. A. R. Meeting.

Sioux Lookout Chapter, D. A. R., held its regular monthly meeting at the home of Mrs. G. T. Field Saturday afternoon. Plans are being considered in which the chapter will cooperate with the committee on naturalization from the Woman's Committee of National Defense in carrying on a night school for aliens. The chapter has bought a liberty bond. Arrangements were made to hold a relic exhibit and colonial teas for three days, November 22, 23 and 24, to which the public will be invited. The exhibit will begin on the first anniversary of the chapter's organization and will be held at the home of the regent, Mrs. T. C. Patterson.

Women Subscribe for Bonds

In checking over the list of those who purchased Liberty bonds during the recent campaign, it is found that there were one hundred and fifty-two women purchasers, and their total purchases amounted to \$20,790. This is considered a very good showing.

Episcopal Guild Supper

The Episcopal guild will hold its annual supper in the church basement Thursday evening of this week, November 15th. The menu will be as follows: Roast pork, cranberry sauce, mashed potatoes and brown gravy, cabbage salad, celery, cream peas, Parker house rolls, coffee, apple pie with cheese. Price 40 cents.

FREE OF CHARGE

Why suffer with indigestion, dyspepsia, torpid liver, constipation, sour stomach, coming-up-of-food-after-eating, etc., when you can get a sample bottle of Green's August Flower free at Stone's Pharmacy. This medicine has remarkable curative properties, and has demonstrated its efficiency by fifty years of success. Headaches are often caused by a disordered stomach.

August Flower is put up in 25 and 75 cent bottles. For sale in all civilized countries.

Miss Carrie Donovitz, who had been visiting her sister Mrs. Harry Fleishman, returned to Omaha Saturday.

The most wonderful bargains in women's and misses' newest coats and dresses at The Leader Mercantile Co.'s.

It is understood that trains No. 11 and No. 14 will be taken off next Sunday.

WILL POWER ALWAYS COUNTS

Well to Realize One Has Got to Want Things Hard in Order to Get Them.

Just wanting something will rarely obtain it for you. You've got to go out and get it for yourself. In an article called "Increase Your Driving Power" in the American Magazine, a writer quotes an authority as saying:

"After all, a man does what he wants to do. Therefore, he must be taught as a child and he must learn in adult years to teach himself, to want to do the right thing and the big thing and to want it so hard that he is bound to arrive at the wished-for goal. Anybody can sit down and say, 'I'd like to be the head of my company, or the president of the United States, or the best salesman in the world.' That much is easy. It is exactly what the baby does when it sits on the floor and squalls for a piece of candy. But it is a very different thing from wanting something so much that one is willing to set about it and undertake it once the doing of the impossible.

"The trouble with the average man is that he does not want things hard enough. And one reason for this is that he has not been taught the value of this 'wanting.' He has not been shown in his schools and in his life that man has tremendous resources for wanting and for willing, and that, as he continues to will and will, he will find himself unknown and unsuspected layers of energy. There is always enough energy to supply a man's desires for success if he will tap the source of it."

PILLORY DREADED BY ALL

Ancient Form of Punishment That Frequently Was Made Savage if Victim Was Unpopular.

It is less than a century ago since the pillory was abolished in Britain. The pillory, as a form of torture was known all over Europe and, from all accounts, it had a larger history in Germany than in this country.

Its form is, of course, familiar to all. The culprit, generally a criminal—though men were often put in the pillory for political offenses as well—was placed on a platform, and his head and hands were enclosed in a small wooden frame. If public opinion went against the culprit, his face was often a target for the enraged populace beat and stoned him.

Readers of Besant's novel, "The Orange Girl," will know how this torture was dreaded by all classes of criminals. Occasionally a prominent and influential personality would be sentenced to detention in the pillory, as was Lord Cochrane, but, fortunately for his lordship, the punishment was never carried out. Strange scenes were often witnessed at the pillory, as in 1739, when the offender was supplied with refreshments during his imprisonment, and protected from the weather by means of an umbrella.—London Tit-Bits.

Bakers Will be Licensed.

President Wilson yesterday issued a proclamation placing bakers under government license December 10th and subjecting them to food administration rules prescribing ingredients and weights of loaves. Prices will not be fixed, but with the standardization it is expected the competition and simplification of distribution will force down prices for pound loaves to 7 or 8 cents.

Fancy breads will be eliminated, and the multitude of sizes now produced will be reduced to four with standard ingredients. The weights will be one pound, one and a half, two and four pounds. The loaves will have a crease in the middle to permit their sale in halves. In baking only three pounds of sugar will be allowed for a barrel of flour instead of an average of six pounds now used, and two pounds of vegetable oil shortening must be used instead of six pounds of lard or oil. The food administration expects to save 100,000,000 pounds of sugar and the same amount of lard in this way. Bakers may use only skimmed milk for bread and rolls will be permitted only if made in standard sizes and of regulation bread dough.

John Bryan, field man for the American Beet Sugar Co., stated yesterday that he expected to start in a few days writing contracts for 1918. This would indicate that the Lincoln county territory will be divided about the same next year as this year, with some doubt of the erection of a factory at Hershey until after the close of the war. Mr. Bryan stated that the price of beets next year will be eight dollars per ton for those hauled from the field and nine dollars for those that are sliced.

"One hundred seventy-six thousand, three hundred eleven," that's the answer to date of Nebraska to the pledge to assist the government in its conservation of food, and in every mail additional cards are arriving at the Omaha office from every portion of the state. By the time the final count is made, it is estimated that more than 200,000 families will have pledged their assistance to the government at this critical juncture.



A visit to our store will quickly eliminate the question, "What shall I give him?" Your gift should be a complete expression of the affection and sentiment which prompted it. A ring is a lasting reminder of the past and carries your message faithfully. It is an emblem of sincerity.

W-W-W Rings

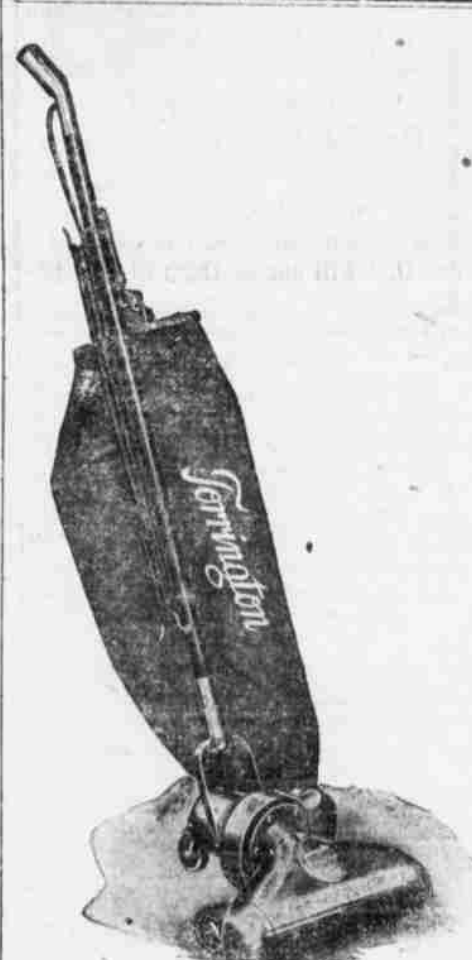
carry out these ideals. They are true examples of jewelry craft. They possess individuality and beauty. They are inexpensive, cost no more than ordinary rings, and are guaranteed. If a setting is lost or broken, it will be replaced at no cost to you or to "him." We have a wide variety of designs and settings which we are anxious for you to see. Come in and examine them. YOU ARE ALWAYS WELL-COME whether you buy or not.

DIXON, THE JEWELER

The banks of this city were notified yesterday that all subscriptions taken at North Platte for the second Liberty bonds will be accepted. Those who paid cash for the bonds prior to November 27th will receive them in a few days; in fact we understand a few have already been received.

Torrington

The first increase in price on these cleaners is coming soon. We still sell this revolving brush machine for \$30. Come in and see it.



North Platte
Light & Power Co.

Made Right—Stays Right

Polarine is made in the largest and most complete refinery in the world producing lubricating oil for automobile motors. Thirty years' experience—and every modern facility create Polarine—the most popular and widely sold automobile motor oil.

The refining of Polarine is standardized. The result is an oil always uniform in quality. No matter where you buy Polarine—here or five hundred miles from here—the quality is identically the same.

Your car will last longer and depreciate less in value if you use only Polarine. Get Polarine wherever you see the sign—at our Service Stations or good garages everywhere.

Polarine
—the Ideal Winter Lubricant

Red Crown Gasoline is powerful, speedy and crammed with mileage. Best for winter driving.

STANDARD OIL COMPANY
(Nebraska) Omaha

Good Banking First and Last

The entire organization of the McDonald State Bank is devoted solely to the business of banking and nothing else.

The man who comes here receives the best we can give him in banking service because we have nothing to divert our attention from supplying him with the kind of service suited to his particular requirements.

We believe our service is appreciated. Ask any of our clients.

Come in yourself and see what we can do for you personally.

McDonald State Bank.