

SANTA CLAUS

Has his headquarters this year at
the Drug Store of

Frank M. Pixley

Great Display of Holiday Goods

Much time and thought has been devoted to the assembling together of our Christmas display which we believe excels anything we have before presented in this line. You certainly will be able to make appropriate selections when you start out "gift buying" if you make a visit to our store.

Art Display

Rarest collection of Vases, bric-a-brac and Pictures ever shown in the city.

China Pieces

Few gifts are more acceptable than a pretty piece of chinaware. We have a well selected line.

Toys

All new things in toy creations to make the boys and girls happy.

Dolls

Hundreds of dolls of every size and kind, doll cabs, beds, etc.

Books

Picture books, story books, albums, poems and essays.

Stationary

Select lines of Stationary, Perfumes and toilet articles.

Cigars

Cigars are always appropriate. We handle the best brands.

FRANK M. PIXLEY

W. C. T. U. COLUMN

[This column is edited and controlled by the ladies of the local W. C. T. U. and the editor is not responsible for any of the matter appearing therein.]

THE LURE OF LUXURY

A million or more girls and young women in America are making the same mistake at the same moment. And it is a pitiful

mistake, too—a tragic one, in many cases. They are saying, "I'll be happy when I get"—this or that or the other thing! And the result? They are utterly losing the capacity to enjoy right now, today. Those who pin their joy to the skirts of Tomorrow will never catch up with that vanishing jade, for she will always

keep just a sunrise ahead of them. If you ever kiss the lips of Content it must be under the skies of today!

But this is not the worst of it. Those who wait upon elusive tomorrow for their gift of happiness generally hitch their hopes upon the attainment of something that money will buy

Closing Out SALE!

Going out of Business

On and after December 1st I will sell my entire stock of Shoes, Hats, Caps, Dry Goods and Furnishings at COST, many things less than cost.

SPECIAL SALE ON CLOTHING

GROCERIES, 10 PER CENT. DISCOUNT

Sale will continue until all goods are sold.

JOHN SKIRVING O'Neill, Nebr. Emmet, Nebr.

or something they believe money will buy. Fine and dainty things are dear to the feminine heart. The soft trapping of luxury have always been the sure and unfailing lure to the senses of woman-kind—that is of the undisciplined and immature woman. Are girls and women to be blamed for wishing to array themselves in beautiful clothes, for desiring to surround themselves with all the enchantments of "dainty nourishment," for longing to live in the charmed atmosphere of luxury and brightness and admiration? No! But first consider the price and the value! It is easy—oh so easy!—to put too high a price upon luxury. Thousands of girls and women go into mental and moral bankruptcy because they are paying too much for these things. To get them they execute a mortgage upon all they are or may be.

To be explicit: Isn't it inexpressibly shocking to your sense of womanhood to know that nine tenths of the women who are today leading abandoned lives were baited to their downfall by the bauble of fine clothes, of jewels of the things with which to make themselves "look pretty?" And yet this is the testimony of those who give their lives to rescue work among fallen women. This is the result reached by years of sad research among the faded and the sorrowing and the shameless women of the "Red light" inferno.

The Lure of Luxury is the unfailing bait with which the White Slave Trader sets his fiendish trap. And what are you—the parents of daughters going to do about it? Are you going to try and stamp this love of bright and beautiful things out of your daughter's nature? Not if you are a wise parent. This is generally a short cut to disaster. Show your daughter that these things are well and good if they come rightly and naturally if she or you do not pay too high a price for them and get them from the right source; that any human being

who offers her a short cut to luxury is sure to demand too high a price, and that happiness has small relation to the amount of fine clothes, jewels, theatre tickets, automobile rides and "good times" which are within her possible grasp. The happiest woman I know of is the one who thinks the least of these things and thinks most of how she can serve the whole human race. She has fine taste in dress, likes dainty clothes and adornments, and knows how to wear them; she loves the bright things of life and has a genius for happiness. But she is so spontaneously eager for the good of others that her own graces of person, the garments and the jewels which she wears and the "good times" which Luxury offers her are veiled from her conscious thought by a graciousness of heart that counts them as little in her invoice of the assets of Happiness. She knows the gifts of modest luxury, but counts them at their true value, which is small alongside a myriad of other possessions far less material than a new gown, a "stunning" hat, a

set of modish furs, or a touring car. She could never be cheated into paying too high a price for these bargain sales on Luxury's Counter, for vanity and shallow love of display are beneath her standard of reckoning. And do not think that men are not bought by the lure of luxury. They are. They cheat and lie and steal and debase themselves for it. But there are some perils from which their sex exempts them when they strike for that gaudy bait that girlhood and womanhood often incur when dazzled by the brightness of this particular lure. When the girl of today gets a sane and level perspective on life she will know that all the things which a Princess can hang on her person or with which she can surround her self are not worth the sacrifice of a single fine and womanly virtue and that the taking of one careless or ill considered step is paying too high a price for them—then the lure of luxury will be powerless to draw thousands of unthinking girls into lives that are vain, shallow, coarse or polluted.

100 PIECE WHITE AND GOLD Dinner Set For \$15.00

This ware is the best English ware and we guarantee it no to crease, and we also guarantee the gold to stand wear. This set would make a beautiful Christmas present and it is good enough to adorn any table.

100 Piece Set of English Ware \$11.00

This set is a green decoration and is a beautiful pattern and a set of dishes to be proud of. This set is also guaranteed not to crease.

100 Piece Set of White Porcelain English Ware \$10.00

This ware is pure white Porcelain and is guaranteed to be number firsts. If the party doesn't wish a full set, they can buy any number of pieces they desire and in any of the different patterns.

The public may not understand that there is three grades of queensware, firsts, seconds and thirds, and that the English ware is the only first-class ware on the market. The duty on imported dishes has been advancing for some time and dishes are higher than they were a few years ago. We guarantee all our dishes to be number one firsts. So don't be misled by some one offering you American ware or seconds and thirds in English ware.

J. C. HORISKEY

Groceries, Queensware

For Christmas Dinner

For your Christmas dinner I can furnish you with the following:

Lettuce	Figs
Radishes	Raisins and Currants
Parsley	Apples
Celery	Cider
Oysters	Olives
Mince Meat	Sweet Pickles
Oranges	Sour Pickles
Bananas	Dill Pickles
Cranberries	D. S. Canned Goods
Tokay Grapes	H. Moon Coffee
Malaga Grapes	Grape Fruit
Dates	Squash and Pumpkin

Phone in your orders and I will give them my best attention.

J. P. GALLAGHER