

WILL MAUPIN'S WEEKLY

WILL M. MAUPIN, Editor

F. L. SHOOP, Business Manager

Published Weekly at Lincoln, Nebraska
by the Maupin-Shoop Publishing Co.

Office 1705 O Street.

Entered as second-class matter February 3, 1911, at
the post-office at Lincoln, Nebraska, under the Act of
March 3, 1879.

ONE DOLLAR THE YEAR



DOING OUR LEVEL BEST.

(Grand Island Free Press.)

For a journal of cheerfulness and eternal boosting for Nebraska, Will Maupin's Weekly, published at Lincoln, is some "pumpkins." While Maupin is one of these 'ere city dudes, he knows something of the greatness of the products of this state and never tires of singing its praises. Every citizen ought to be a Maupin-kind-of-a-booster.

DON'T BELIEVE IT!

Don't believe all the stories you hear about the terrible loss to apple growers by reason of the cold snap last Saturday. About the first thing Nebraska needs to do in her campaign of publicity is to massacre the "string friends"—the newspaper correspondents in and about Lincoln and Omaha who make every snow flurry a blizzard for eastern consumption, and every early frost a crop killer for the delectation of down east readers.

True the cold snap caught a lot of apples hanging in the trees, but that was because the growers had been so busy gathering and selling apples up to that time that they don't mind the loss of the few remaining. Doubtless a loss of the few remaining. Doubtless a snap because the growers were too busy caring for more profitable business than the gathering of apples—and apples are mighty profitable, at that. But the amount of apples destroyed by the cold snap isn't a marker to the amount that had already been picked and either marketed at once or put into cold storage. Most of the loss was sustained in the fertile imaginations of the "string fiends."

STOP THE FOOLISHNESS.

No matter what business undertaking you set afloat, or what enterprise you contemplate, the minute you set about it you are met with a statement something like this:

"Things are a bit slack now. With a national campaign coming on business is unsettled and uncertain. Money is getting tight, and investors are holding back."

Why should a presidential campaign unsettle business? Why should a country that produces so much as this one be eternally subject to this cramping of business? Why do we always begin to pull long faces, squeeze onto our dollars and talk lugubriously about eight or ten months before a presidential campaign comes on, and then undergo a year or more of business trouble and trial?

Isn't it about time to stop this foolishness? Does the approach of a presidential campaign take a bit of fertility from the soil, or remove the need men have of clothing and foodstuffs? Does the approach of a presidential campaign decrease the demand for those things necessary to life? Does it not seem reasonable that with the soil as fertile, with human demands as great, and with human energies as active, that business ought always be good in this great country, and certainly as good in a presidential campaign year as any other year?

The trouble with us is that we have talked about the "timidity of capital" until we've got every dollar in this country afraid to show itself outside of a safety deposit vault. We set up bogeymen and then throw fits of fear in front of them. So greatly do we love worry that we actually worry ourselves into financial panics

just to have something to worry about.

Come out of it! True Nebraska's crops this year were not as great as in some years gone by, but when was there ever a Nebraska crop worth more real money than the crop of 1911? When did Nebraskans ever enjoy a greater meed of prosperity than they are enjoying now? When did they ever have more money in bank, more dollars' worth of grain in store, more high priced cattle and hogs in their feed yards, more alfalfa in stack, or brighter prospects for the future? Yet despite all these blessings here we are complaining about "dull business" and talking in lugubrious tones about the future. We ought to be ashamed of ourselves. And if we are not we are not worthy of the blessings God Almighty has so abundantly showered upon us in the last decade.

Omaha points with pride to the fact that the registration at the recent convention of teachers in that city was the largest in the association's history. Well, there are more teachers now than ever before. And Omaha had Council Bluffs to draw upon. And we don't blame the teachers for wanting to see Omaha, for Omaha knows how to entertain.

The criminal clause of the anti-trust law provides for a fine of \$5,000 or imprisonment not exceeding one year for a violation of its provisions. No one has ever been sent to prison for violating the anti-trust law. You may corner the nation's food without being in danger, but don't you dare steal a decrepit mule.

Col. Roosevelt declares he has nothing more to say about the steel trust's swallowing of the Tennessee Coal & Iron Co. We should think not. He is very much in the position of the little boy under certain specified circumstances.

By their votes the men of the Third Nebraska district have demonstrated that they do not believe that Dan Stephens corruptly used money in the Latta campaigns—or that if he did they are glad of it.

If Nebraska apple raisers paid as much attention to their orchards as do the apple raisers of the northwest, the northwest orchards would not be one, two, three with Nebraska orchards.

It took experts five weeks to ascertain that the Austin, Pa., dam was faulty. It took the people of Austin about ten minutes to ascertain the same fact about five weeks earlier.

President Taft's voting of the "Boss" Cox ticket in Cincinnati is by many taken to be evidence that the president is a much better partisan than he is citizen.

What makes us mad is to hear a man who is puffing away on a Philadelphia made cigar boasting about how he stands up for Nebraska industries.

With autos stuck in the mud, airships stuck in the sand, and street cars with their trolleys off—ain't life just one darned thing after another?

By the way, when you buy Christmas candies be sure they are "made in Nebraska." This will insure your getting the freshest and best.

It seems that instead of tackling an easy job in endeavoring to pull Turkey's tail feathers, Italy has gone up against a real task.

We are all patiently waiting for Mike Harrington to step to the front and point to a vindication

Next to a campaign of publicity Nebraska's greatest need is tax reform, a short ballot and fewer elections.

By the way, did you ever hear of any scandal about "professionalism" on a university debating squad?

In the meantime quit talking about doing your Christmas shopping early and do it.

A Hamilton county farmer refused an offer of \$175 an acre for his 160-acre

farm. He was wise, yet equally good farming land in Nebraska is to be had at from \$25 to \$60 an acre—on easy terms. The trouble is that Nebraska is not making the fact known in quarters where it would do the most good to Nebraska.

New York is mad about it, and proposes to do a little "back to the land" advertising on her own account. Any old quarter section of New York land would be vastly improved by scattering a few wagonloads of Nebraska soil over it.

Mark this prediction: Twenty-five years from now the Nebraska bluff lands along the Missouri river will be the greatest grape lands in America, and eastern Nebraska will be the greatest apple growing country in the world.

The esteemed World-Herald chides Governor Aldrich for not observing the constitution, but since when has the outworn and outgrown constitution of Nebraska been observed either in letter or in spirit?

Subscribe for Will Maupin's Weekly for some eastern friend, and thus place the gospel of Nebraska in possession of some one whom it may benefit, while incidentally benefiting Nebraska.

Can you blame the mob at Shady Bend, Kas., for desiring to keep it dark?

MEN AND MATTERS (Continued from Page 1)

calfe has a host of friends anxious for him to announce himself. The senatorial primary in both political camps will be "hoss races" before the time expires.

While being considerable of a baseball "fan" and football "rooter," the editor of this newspaper is just old-fashioned enough to take a whole lot of interest in the young men of the University of Nebraska who are mem-

bers of the inter-collegiate debating teams. On November 25 something like 6,000 or 8,000 frenzied people will gather to see eleven Cornhuskers strive to hammer the eternal daylight out of an equal number of Badgers. But when four Cornhuskers stand forth to meet as many Wolverines and another four Cornhuskers as many Hawkeyes in a battle of brains and quick wit and deep research, we opine that it will not take the auditorium to hold the listening crowd. We expect to see the football game, to be sure, but we also expect to hear at least one of the inter-collegiate debates, and we anticipate that the debate will be vastly more beneficial to us, and to its participants, than the football game.

Will Maupin's Weekly is a believer in the direct primary. It would oppose going back to the old convention system. Yet the direct primary lacks a great deal of being what its original proponents declared it to be, and unless there is a speedy modification in its terms and therefore in its results, the old convention system will be re-established. Under present circumstances, despite the corrupt practices act, the man with the longest purse can get the nomination. We fully believe that given \$25,000 to expend in a primary campaign we could nominate any man for any office in Nebraska. This is not an indictment of the people; it is a tribute to the efficacy of advertising.

The fact of the matter is, we are not intelligent voters; our ballot is always bunglesome; and we are prone to vote for the men whose names are such that alphabetical arrangement gives them a place at the top. Again, we elect too many officials—and have altogether too many officeholders, for that matter. We favor the short ballot—which simply means fewer elective officers and more appointive officers. And that means fixed responsibility. If we had our way there would be no such thing as electing state auditor and treasurer and the rest of them. We would elect a gov-

ernor, pay him a good salary and let him serve four or six years. Then we would let him appoint a cabinet, as the president does, and say to him: "You are the responsible head of this state; select your own advisors and helpers, but we'll hold you personally responsible for not only your acts but the acts of your subordinates, and if you fail to make good we will recall you."

Clothing Facts.....

It is a fact that at \$10, \$12.50 and \$15 we are offering you suits and overcoats that are the equal in quality and style of suits and overcoats others ask you 33 1-3 per cent more money for.

It is a fact that no better quality in clothing is offered elsewhere no matter what the price.

It is a fact that we offer you better bargains in clothing, underwear, shirts, work garments, shoes, etc., than any other store in Lincoln.

SUITS \$10 TO \$15 O'COATS \$10 to \$15

and in quality and make and style they are equal to any.

It is a fact that we are always on the lookout for bargains—not in "cheap clothing" but "clothing cheap"—and we pass the bargains on to our customers.

LINCOLN CLOTHING CO.
OPPOSITE POSTOFFICE

QUALITY CLOTHES FOR "QUALITY MEN"

For men who want something besides mere "clothes"—who want distinctive style and fit; who are not content with just anything. We tender such as these our best offices—the best makes of clothing on the market—clothes that have distinction, that are stylish, hand tailored, made of perfect fabrics and in pleasing colorings.

SUITS AND OVERCOATS \$10 to \$40

The difference lies wholly in the fabric and trimmings—all are as well made as man and skill can devise.

We call especial attention to our \$25 line. The tailor would ask you at least \$40 for a suit or overcoat equally well made. They are the best clothing bargains ever offered. No words of ours will suffice to convince you—you must come in and see. We are staking the reputation built up through fifteen years of successful business upon the quality of these garments.

And, of course, you are just now deeply interested in the overcoat problem. We have the solution for you. Come in and let us solve it.

Armstrong Clothing Co.

GOOD CLOTHES MERCHANTS