

STIRRING SPECIALS

IN THE CLOAKROOM

Women's clothes that do full justice to the wearer, being made by reliable cloakmakers that do justice to the clothes. Our excellent showing will rejoice the hearts of women of good taste who desire fashionable and popular priced apparel. We have sizes for the small, the regulation and the stout waisted women. "We guarantee satisfaction in fitting and alteration work."

COATS

Broadcloth and Kersey \$25.00, 19.50, 17.50, 14.50, 12.50. Sealette, Caracule and Imitation Pony, at \$25.00, 14.50, and 12.50. Mixture and Cheviot in the latest shades, sailor collars, trimmed with contrasting shades, at \$19.50, 17.50, 14.50, and 12.50.

TAILORED SUITS

In silk velvets at \$35.00
Serges in gray, navy and black, \$19.50, 17.59, 14.50
Mixtures at \$22.50, 19.50, 17.50 and 14.50
Broadcloths at \$17.50 and 14.50
About twelve Spring weight serge and Mixture suits, they are good \$19.50 values, to close at \$9.75

SKIRTS

We wish to call attention to our assortment of these in Mixture, Serge and Panama Cloth, at \$3.95 and \$4.95
Black Aultman Voiles, \$8.95 to 14.50 values, at \$6.75
Messaline and Taffeta Silk Petticoats, strong values, \$3.95-\$2.95

SWEATER COATS AT \$1.00 LESS

Regular \$5.95 values, special at \$4.95
Regular \$4.95 values, special at \$3.95
Co-Ed styles, \$3.95 values, special at \$2.95

SOLE AGENTS FOR
King Quality Shoe
FOR MEN
The Shoe of Shoes



You can rely on shoes bearing this brand. The best of everything—style, quality, workmanship—all in KING QUALITY
\$4, \$4.50, \$5.00
UNION MADE

IN THE DRY GOODS DEPARTMENT

BEDDING

Comforts—Our comforts that we sold for \$2.50 now priced at \$2.25 as a strong leader this season. The full size of a comfort is usually considered 72 x 76 inches. This comfort, like our medium and better ones, measures 72 x 84 inches long—long enough not to kick out at the foot. It is filled with two sheets of light fluffy cotton. It is covered both sides with flowered silkolene, light or dark as you wish, and then stitched in scroll design to hold the cotton in place. Try one of these beautiful comforts and we assure you satisfaction. \$2.25

BACK COMBS AND BARETTES

A salesman's sample line Back Combs and Barettes, worth up to 75c, at each 25c

LADIES' HAIR SWITCHES

We are showing the best line of Hair Switches in all shades at, each \$1.79

LADIES' CAPS

A nice line of Ladies' Aviation Caps in all colors, made of 8-fold Zephyr yarn, an extra bargain, prices 75c, 95c, \$1.25, and \$2.00

POPLIN AND WOOL CHALLIES

One lot of Poplin and Wool Challies in plain and fancy patterns, worth 40c and 50c per yard, closing out price, yard 25c

5c Calico 5c

100 Pieces Columbia Calico, Standard quality all colors at yd. 5c

FRED SCHMIDT AND BRO.
217-221 O St. OPPOSITE CITY HALL

Dress Gingham

One lot Dress Gingham, mostly plain colors, worth 12 1-2c at yd 10c

WHAT THEY SAY ABOUT NEBRASKA

A number of America's leading newspaper correspondents are accompanying President Taft on his trip around the circle. Among them is Ernest G. Walker, representing the Boston Herald. What Mr. Walker saw in Nebraska is written up in an entertaining manner by him, and the article is not only interesting but timely. A few years ago Massachusetts was giving heed to Nebraska's appeals for help for her suffering homesteaders. Things have changed, however. Now Massachusetts is paying Nebraska interest on borrowed money, for the permanent school fund of Nebraska holds nearly a million dollars' worth of Massachusetts state bonds as an investment.

How all this is made possible is told by Mr. Walker in the following letter to his paper, the Boston Herald:

"Lincoln, Neb., Oct. 2.—Here in the heart of the corn and alfalfa country the crash of eastern market does not appall. A baronial farming class has piled up its millions. They have now quite an independent civilization of their own. Their El Dorado in this state is 200 square miles of the richest crop lands probably in all the continent. Its annual yield keeps a great population with an increasing balance at the country banks and in a frame of mind to defy the magnates of Wall street.

"The prosperous west is ceasing to rant at the money kings on Manhattan. The rough neck farmer is giving way to a more gentlemanly type, who has the confidence and contentment that education and the possession of securities bring. He has automobiles, to be

sure, but he also has farm machinery that relieves him of the exactions of grinding toil upon the land. And this holds even out into the Nebraska sand hills, where there are contraptions which alike dig and load the bumper potato crops.

"Gov. C. H. Aldrich of Nebraska lives at David City. 'In our little prairie town,' said he, 'We have three banks. The aggregate of their deposits is \$1,500,000. The money comes from the farmers. I would not say our financial condition is exceptional among many other Nebraska communities.

"What would you expect in a rich agricultural country such as ours? Take alfalfa alone. It grows four cuttings a year, aggregating quite four tons per acre, and sells readily here at Lincoln for from \$8 to \$10 per ton. Do you wonder that prairie land is worth from \$100 to \$200 an acre? We raise in Nebraska over 200,000,000 bushels of corn and half as much in wheat and oats together. All these are steady crops.

"The idle money in the banks? Well, that has not become a very serious problem with us. It is going into farm and home improvements and somewhat into other local enterprises. Our people are also investing now in standard stocks and bonds that yield a certain income."

"Governor Aldrich did not say so, but one hears an occasional complaint that the farmer barons hold the lines tightly over merchants in the smaller towns. The store and shop keepers, ordinarily entitled to credit at the local banks, sometimes get it with difficulty,

if at all. Investments that carry coupons and occasion no worries about collections are proving more attractive.

"A commercial traveler here and there grumbles a little about slow business, but the fact remains that virtually all Nebraska and much of the country that adjoins have no concern about industrial depression or panics. The people feel entrenched in their security beyond anything one encounters at Chicago or in the more complacent northwest. The prices of agricultural products are high, and if the crops are not record breaking they are bountiful. There is money enough with which to buy all that the local population needs.

"Of course the farmer barons of this corn and alfalfa empire have no monopoly, and therein they are distinguished from the average captains of industry. But they yell as lustily against legislation which might impair their profits. Makers of cotton and woolen cloths are not a whit more antagonistic to lower tariffs than the Nebraska farmers have been to reciprocity.

"If ex-President Roosevelt's characterization of tariff hogs with their feet in the trough was true of any location in the land, it certainly applies to the western farmers. Perhaps duties of 25 cents a bushel on wheat and corresponding duties on other cereals may have small effect in maintaining prices for articles of export, but the farmer thinks it keeps off Canadian competition. The spirit of rural opposition is so intense that it is little wonder the insurgents in congress executed a right about face, although they exposed

themselves to charges of tariff inconsistency.

"The agricultural prosperity of the west is demonstrating itself in the reconstruction of its larger towns. Nowhere is that more evident than in Omaha and Lincoln. Both are far enough away from Chicago and Kansas City to become considerable distributing centers and without experiencing any booms are having substantial business growth. More attention is paid to large business enterprises, and both cities have ambitions for manufacturing.

"Lincoln is just coming along with its first skyscraper, and more are in contemplation. Capitalists here are giving special attention to manufacturing in small lines, for which the raw material is close at hand. Among the city's business boasts is that one of its firms sold last year more glass store fronts than any other concern in the country. It has the largest creamery in the world, the largest manufacturing and distributing plant for copper lightning rods, does the greatest business of any American city in the shipment of live poultry and so on in a number of important branches.

"There is less monopoly of conversation on crops and food staples this side of the Missouri than one hears in the sweep of prairie between Chicago and the western boundary of Iowa. There is a language here for the talking human animal, which extends to something besides granary prospects and everlasting politics. Lincoln is the biggest educational center this side of Chicago, and with ten colleges and technical schools, even disputes the Windy City's primacy.

"The University of Nebraska has an enrollment of 4,000 students, nine-tenths of whom are from the state, and practically all of American parentage. There are a conservatory of music, two or three business colleges and medical and dental schools. The standards of admission and of instruction are tolerably high. There are public libraries containing over 100,000 volumes, exclusive of pamphlets. All this and more gives to the western capital the atmosphere of an eastern seat of learning.

"Governor Aldrich today descended, in the course of an automobile tour of the city and its suburbs, upon the Nebraska agricultural experiment station as a peculiar institution. It has a very well equipped plant, a beautiful ornamental feature of which are large plots of flowers that probably surpass any of those magnificent gardens which make the North Shore residences out of Beverly a joy forever.

"We throw the town open every winter," said the governor, 'to 3,000 or 4,000 farmers and farmers' sons who come down here for a week's instruction. They find it much more profitable and far less gloomy than setting around the stores of the nearest village and exchanging gossip. They are interested in the latest ideas on scientific farming.

"The information is all on tap for them here. Our agricultural experts are on hand to give the information and the demonstration. The gathering of so many men from all over the state when their work is at a standstill is equally unique and interesting. There are social features of this annual gathering, one of which is a reception at the governor's mansion."

KEEP IT BEFORE THE PEOPLE

Nebraska has more things to be proud of than any other state. She ought to be making every one of them known to all the world. Nebraska is remiss in her duty to herself when she fails to advertise her resources and possibilities to the remotest corners of the earth. Nebraska has some mighty big things, thank you.

She has the largest creamery plant in the world.

Her largest city, Omaha, is the greatest butter market in the world.

She has the third largest packing center in the world.

She has the second largest smelter in the world.

She is the third largest corn producer.

She is the third largest dairying state, and promises to be the largest inside of ten years.

Her annual egg output is worth more

than the gold output of any state or territory.

Her annual butter, egg and poultry output is worth more than the gold and silver output of any two states or territories.

Her annual output of corn and wheat is worth more than the nation's annual output of crude petroleum.

Her annual output of grains and grasses is worth more than the coal output of Pennsylvania.

Her annual corn output is worth more than the nation's annual output of copper.

If one year's product of her farms were loaded in standard freight cars and the cars made into one train, the train would reach from St. Petersburg, Russia, to a point in the Pacific ocean nearly a thousand miles due west of San Francisco, crossing the Baltic sea, the English channel, England, Ireland, the Atlantic ocean and the United States.

She has nearly a million acres in alfalfa, and the acreage is increasing at the rate of 10 per cent a year.

She has more than eight million dollars worth of interest bearing securities in her permanent school fund, and school property, including school lands, worth \$40,000,000.

She has 49,000,000 acres, three-fourths of it fertile and less than two-fifths of it under cultivation.

She has a climate unsurpassed, a soil more fertile than that of the valley of the Nile.

She offers more opportunities to the honest and industrious home-maker than any other state or territory—and she isn't doing a blessed thing to make the fact known.

PRINTING

There is nothing in the Printing Line we cannot do and do well

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That is a Specialty with this Printery. See our samples

PRICES

Doubtless you can get cheaper printing elsewhere. You can not get good printing cheaper. And cheap printing is dear at any price. We do the best, and aim to make a fair profit.

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