



CLOTHCRAFT
ALL-WOOL CLOTHES

For Economical Men

The man of moderate means who must have something more than style, who must have in addition thereto a sure return for the money he invests in clothing—the return of durability, clothing that not only looks well but will last a long time and look well all the time. It is to this man, and men of his class, that we make special appeal.

What we are offering you now at from Ten to Thirty dollars is always good, often better, than others will offer at the same price after the season is ended and claim "special bargain prices" for. The difference is that we are offering the bargain prices right now at the beginning of the season, when you want seasonable styles and when the selections are good.

The Bargain Now and the Service Now

We make our bargain prices now, not after while. "Cut price sales" are tabooed with us.

We are offering you at this time clothing made by firms whose labels are absolute guarantee of merit, labels which stand for quality just as the "hall mark" of England stands for quality. And we are quoting now—right now—the prices that others will quote as "cut price bargains" six months from now. It will be to your advantage to make careful inquiry into the system pursued by Speier & Simon.

Largest Line of Union-Made Clothing in the West

We make a specialty of Union-Made Goods—in fact we have established the reputation of being the "head to foot outfitters" of union men. And in addition to the union label our clothing possesses the merit of style, fit and wearing qualities.

Get your clothing bargains now—not six months later.

On
The
Corner

SPEIER & SIMON

TENTH AND O STREETS

WE SAVE YOU MONEY

On
The
Square

EDUCATION FOR THE FARMER

The best investment Nebraska is making these days is the money it is putting into its agricultural schools, experiment stations and related works. Three-quarters of a million dollars is the amount Nebraska is spending for this sort of thing this biennium, beginning April 1, 1911. And every dollar of it is bringing results as fast as spent.

Time was when farming was a haphazard sort of occupation. Land was cheap and plentiful. That is all changed now. Land is no longer to be obtained for the mere asking. And the successful farmer must be an educated farmer. The work that brought a profit from \$10 an acre land would bankrupt the man who is farming \$100 an acre land, and most of Nebraska's farm land is the \$100 an acre kind. There are a few old fogies who assert that it is all a waste of money to maintain agricultural schools and experiment stations. They think the way of the fathers is good enough for them and for their sons. Glory be, the boys of today don't think so! That's why the boys are going to agricultural schools and then going back to the farm and making the soil yield twice as much with less toil. And that is why every dollar Nebraska spends for agricultural education is better than money invested in securities bearing 100 per cent a year. Suppose the State Agricultural College teaches farmers how to feed their dairy cows so as to secure five pounds more of butter per cow per year. Figure it out: 600,000 dairy cows, 3,000,000 pounds more of butter per year, at 25 cents a pound—\$750,000. Or suppose the scientific gentlemen managing that school breed a wheat that will average a couple of grains more to the head, or, say a peek more wheat an acre. Figure it out. Two million, five hundred thousand acres, 625,000 bushels more of wheat, and 75 cents a

bushel—\$468,000. Or add a bushel of corn per acre to the average! Or put twenty-five or thirty pounds more on a hog or steer in the same length of time at the same average cost!

But better than the financial gain direct—this agricultural education is keeping the boys and girls on the farm instead of their being inveigled into the towns and cities, there to become helpless molecules in the great industrial grind.

Three-quarters of a million dollars for agricultural education is not so much, considering what is to be done and the advantages to be gained from the doing. Will Maupin's Weekly wishes that the appropriation might be doubled, or trebled—better still, quadrupled. It wishes that it might be possible for every farmer, and every farmer's boy and girl, and every farmer's wife, to visit the State Agricultural College for a month each year. It wishes that the regents, or whoever has the authority, would get wise to the fact that what the Nebraska State School of Agriculture needs is a press agent who can make good; who can write up what the school is doing and purposes doing, and write it up in newspaper English so that the people would read it. The bulletins issued by the professors are all right—but your average college professor knows about as much of writing for general consumption as the veriest freshman knows about the fourth dimension.

Nebraska people are not well enough acquainted with the state's agricultural educational system—if they knew more about it they would come across with more money for its support and extension.

We've got millions of fertile acres in Nebraska that are idle. There are several reasons why this is so, but it is necessary to mention only two: First, Nebraska is criminally negligent in the matter of properly advertising

her resources and possibilities to the world. Second, her revenue system puts a premium on holding land idle for speculative purposes. There is hope that these two difficulties may be overcome in time. But while waiting for this let us educate the boys and girls of today, the farmers and farmers' wives of the future, until they can make two blades of grass grow where only one grows now, make one acre produce what two acres scarcely produce now—in short, teach them soil conservation, intensive farming, seed selection and all that sort of thing.

Far be it from Will Maupin's Weekly to speak slightly of the "higher education!" But we need farmers more than anything else—educated, scientific, knowledgeable farmers. And in the humble opinion of this unpretentious little journal of good cheer the Nebraska School of Agriculture is the most valuable educational asset Nebraska possesses—that and its related branches, such as the experiment stations and corn improvement associations and swine breeders' associations, etc.

Three-quarters of a million! We're rather proud of that. It's a fine record for a new state. But let's make it a round million for the biennium beginning April 1, 1913. Couldn't make a better investment.

THE WEEK'S PARADES.

The success of the parades during the German Day festivities was so unqualified, and gave such splendid entertainment to the people, that similar parades every year are assured. Lincoln owes much to the enterprising and energetic citizens who paved the way for these demonstrations and carried them to a successful conclusion. They brought thousands of visitors to the city. More than that, they created an enthusiasm and an interest that will bring greater crowds in the years to come.

It is becoming more and more evident to the pushing and progressive citizens of Lincoln that we are not doing all that should, and might, be

done to attract holiday crowds. Of course the state fair is the big annual attraction, but would it not be possible to make even the state fair more attractive by a series of parades and entertainments that would keep people in Lincoln over night and induce them to spend more time in the downtown districts? That the people will turn out in crowds to witness parades that are really worth while has twice been demonstrated when the German-American societies and citizens gave their "German Day" festivals. Doubtless these enterprising citizens are willing to maintain the standard they have set, but it is manifestly unfair that they should carry a burden that should rest upon the whole people, for, after all, it is the whole people who profit from the influx of so many visitors from abroad. Other cities are offering inducements to people from abroad, and while Lincoln has not been lacking wholly in this respect, it would easily be possible to do better.

MOOSE NOTES.

The Lincoln Moose are always on the alert for something that will keep the herd interested. Just now a membership campaign is on with a view to increasing the membership above the 1,000 mark—not mere members, but good men who will maintain the high average of the order.

The entertainment committee is going to see to it that the winter season is full of offerings for the entertainment of the members and their friends. The first winter function will be held on October 25th, at which time a grand masque ball will be given at Moose Hall, Sixteenth and O streets. It is going to be vastly different from the general run of masque balls. Firstly, the committee purposes seeing to it that the people who attend are the kind of people Moose would welcome into their own homes. Secondly, there is going to be an entire absence of the features that have resulted in making masque balls persona non grata with refined people. And thirdly, there will be a social air about this particular masque ball that will make appeal to those who like innocent amusement in congenial surroundings.

Following the masque ball there will be a series of social entertainments during the winter season, and the entertainment committee is going to make a record that succeeding committees will find difficult to excel.

Early last summer there was some talk of a club house at Capital Beach, but the matter was finally abandoned. But the club house idea is not abandoned, by any means. On the contrary, the idea is sizzling around in the brains of a lot of Moose these days. Not a summer club house, but an all-the-year-round club house that would not only be a splendid monument to the enterprise of the L. O. O. M., but would be a credit to Lincoln. There'll be a lot of talk on the building line this winter. Some of the members have the "building bug" developed to a wonderful degree. Couldn't a thousand Moose raise enough money to build and equip a magnificent club house? Think it over.

And while thinking it over, don't forget the masque ball on October 25th.

Secretary Fred Kind has invented a little reminder to mail to members. It will inform them the amount of dues they owe, and for what quarter. The best way to keep in good standing, and at the same time save the secretary trouble and expense, is to list your house or office number with him and instruct him to "send for the dues." Pay your dues to the secretary now, and tell him to remind you of the masque ball on October 25th.

Don't you know some good fellow of your acquaintance—some fellow you like and whose character you can vouch for—who is not a Moose? And couldn't you, by a little effort, induce him to become a member? Why not try to increase the membership? It is your duty to help the membership committee. And while talking about the Moose to your friends, don't forget to mention the masque ball on October 25.

WE'RE ALL GETTING WISER.

Mike Harrington, one of the big democrats of the state, says in the

World-Herald that he will not vote the democratic state ticket straight. That is not strange enough to be up-to-date news. We can not find a republican, democrat or populist in this neck of the woods who will vote the state and county ticket straight. The whole herd has been stampeded. Good thing, too.—York Teller.

THE LIKELY NOMINEE.

Big of heart and of brain and of body! Intrepid in the service of the people; long tried and never found wanting in the cause of true democracy; against whose integrity no voice has ever been raised; whose leadership would unite the party and draw heavily from the republican ranks—Champ Clark. The true elements of strong and virile candidacy are in the Missourian, and as conditions political now exist, he is likely to be the nominee.—Marion, Ia., Sentinel.

POPCORN IN NEBRASKA.

Colorado has her "Cantaloupe Day," Georgia has her "Watermelon Day," and Missouri has her "Persimmon Day," but Nebraska has one that puts them all in the shade, "Popcorn Day." You may not know it, but Nebraska raises more popcorn than any other state, and the largest popcorn shipping station in the world is North Loup, Valley county. From North Loup the famous Nebraska popcorn is shipped all over the world—all over the world, mind you, for the succulent cereal is finding its way into the favor of our foreign cousins.

There seems to be something about the soil and climate in that part of Nebraska that makes it peculiarly a popcorn producing territory. At any rate Valley county popcorn is as famous in popcorn circles as Rocky Ford cantaloupes are in melon circles. Every year North Loup celebrates "Popcorn Day" with pomp and circumstance, and the festivities are participated in by thousands. It is then that buyers flock in from all over the country, sample the year's product and make their purchases. This product brings thousands of dollars to Valley county every year, for the crop is practically a sure one. And although the product is immense, and growing larger every year, the supply is seldom anywhere equal the demand.

This is another "big thing" in Nebraska. But we are so accustomed to raising big things in Nebraska that we often forget that perhaps the rest of the world isn't wise to it at all. What we need to do is to let the world know what we are doing out here—and what we are capable of doing.

Special.....

Weather conditions have been remarkably fine—for everybody but the clothing merchant.

If the weather will not induce you to buy we'll make a price inducement that will demand your attention.

\$10.00 S
\$12.50 U
\$15.00 I
\$17.50 T
\$20.00 S

Actually worth \$5 a suit more money, but we must move them.

You get two benefits—one the fine weather: the other these remarkable suit bargains.

LINCOLN CLOTHING CO.
OPPOSITE POSTOFFICE