

## WILL MAUPIN'S WEEKLY

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Published Weekly at Lincoln, Nebraska,  
by The Maupin-Shoop Publishing Company.

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



Governor Aldrich is fortunate. He can pass the blame for ill-advised paroles along to other shoulders.

The newspapers are wasting a lot of space on that Italo-Turko war while this baseball contest is on.

After all, good friends, the easiest way to lessen the divorce evil would be to make marriage a bit more difficult.

A Nebraska cow has just given birth to triplets. That's all right, but it is possible to carry this triplet idea to extremes.

Senator Jeff Davis of Arkansas has just taken to himself a wife. This means that the senator will talk in a more subdued vein hereafter.

"Prevention of Crime and Prison Reform" is a headline in the esteemed World-Herald. But why try to prevent prison reform?

We have so much councilmanic hot air on the water situation that the water consuming public is liable to be afflicted with gas on the stomach.

We greatly fear that the Lincoln Protective Leagues and the Central Labor Union are trying to make a joke of "improved street car service."

The Lincoln Ad Club has wisely decided not to engage in anything that looks like politics. It should now add a "sifting committee" to its other committees.

The promised exchange of letters between Governor Aldrich and County Attorney English of Douglas promises to be warm enough to help us keep down our coal bills.

John R. Walsh, the paroled bank wrecker, says that all he wants now is a little rest. Mr. Walsh should have considered our wants along that line several years ago.

A lot of us did not have our machines in Wednesday's flower parade. One of ours was in use making clothes for the children, and the other one was in use washing the clothing the children already had.

"I love judges and I love courts," says President Taft. "So do the corporations," impudently retorts the Chicago Socialist. And just for that we demand that the Chicago Socialist be punished for both lese majeste and contempt of court.

The Missouri Pacific wreck at Fort Crook calls renewed attention to the fact that the human equation must still be reckoned with. Perfect machinery will not suffice; there must be perfect human service, and that is still a long way in the future.

After noting the way our German-American citizens carried out their anniversary festivities the younger generation will be better able to understand how the Germans managed to get into Paris so quickly some forty years ago.

Senator Blair took the stand in an intoxicated condition during the Lorin investigation and was soon excused. This was wrong. He should have been kept on the stand because "when the wine is in the wit is out," and Blair might have told the truth.

The postoffice department has refused admission to the mails to the 400-page report of the Chicago vice commission. Some of these days, maybe—with the accent on the maybe—

we'll have somebody at the head of the postoffice department who will now and then exhibit a gleam of almost human intelligence.

### STRAIGHT TO THE POINT.

Elsewhere in this issue will be found an editorial under the caption of "A Cunning Intruder," taken from the Lincoln Daily Star of October 18. It should be read by ever Nebraskan, and that it may be so read it should be reproduced in every Nebraska newspaper. The Star goes straight to the point without the mincing of words, and briefly and concisely covers a question of vital importance of this state.

We have no quarrel with the "Omaha Land Show." Properly designated it would be all right. But we do protest against the cunningly disguised scheme whereby we are inveigled into paying for something that operates to our own disadvantage. We believe that the Omahans who boost this "land show" are shortsighted, for while it may bring a few thousand people to Omaha for a day or two, it will also tempt away from Nebraska for all time to come men who are needed here to assist in the development of this state.

The Star may expect to be harshly criticised by a certain element in Omaha on the ground that it is "knocking" an Omaha enterprise. Indeed, The Star frankly admits that it expects it, therefore it exhibits commendable courage in speaking plainly.

What the Star says about the need of systematic and state-supported advertising of Nebraska is so obviously true that one wonders why it has not been done long ago. It is a work that the state should engage in and pay for, because the state at large will profit thereby. It is a work that other and less favored states are engaging in, and the longer Nebraska neglects the same work the worse it will be for Nebraska.

One of the prime requisites in successful advertising is to make sure that the goods advertised come up to the advertisements. There could be no possible chance for going wrong on that score in advertising the resources and possibilities of Nebraska. The chief difficulty would consist in making the people reached believe one-half the truth.

Other states advertise the fertility of their soil. Nebraska produces more of wheat, corn, oats and rye per acre than any other state.

Other states advertise of their orchard lands. Nebraska's orchard lands will produce more for equal effort and equal investment than the orchard lands of any other state.

Other states advertise their industrial opportunities. A dollar invested in manufacturing in Nebraska yields greater returns than a dollar invested in any other state west of the Mississippi river, and more than one-half the states east of that river. On top of this western industrial establishments are not subject to the industrial upheavals so common to those of the east.

Other states advertise their lands awaiting the homeseeker. Nebraska offers more and better land than any of them, at a better price from the homeseeker's standpoint, and with vastly better conveniences close at hand—schools, churches, rural delivery, railroads, etc.

In short, Nebraska has the best goods to advertise. The trouble is that she is seemingly content with antiquated, crossroads-store methods. And that's why less favored states are outstripping her in the matter of development.

The Lincoln Star has started something that is sadly needed. Let us hope that it will not weary in well doing, but will keep it up until we have a state supported bureau of publicity and immigration.

### THE TRACTION SITUATION.

It is easy to demand reduced fares. It is easy to point out improvements that should be made. It is easy to demand extensions of lines into new territory and increased service on established lines.

All these things mean money—and money is not always obtainable. Street railway building, like any other building, is an investment. It requires the combined capital of many

# ...Quality Clothing...

There is something more than mere price to clothing bargains. The Armstrong Store features the quality and merit of the goods it sells. There is a superior quality in every suit and overcoat bearing the Armstrong label—quality in fabric, in workmanship, in style, in fit, in finish and in wear.

The product of America's best makers is sought for and obtained, and nothing else will suffice. As a result of this business policy—a policy steadily adhered to since the founding of this store—the "repeating customer," the customer who returns again and again because he is satisfied with goods and treatment, offers proof positive of the quality service offered by the Armstrong Store.

The amount you feel like investing in a

## SUIT OR OVERCOAT

is for you to determine. Our mission is to give you satisfactory wear value in return for the amount you invest. This we claim to do to a greater extent than any other house in the west. This claim is based upon the fact that we handle—and always have—the output of America's leading manufacturers, great firms whose names stand for quality and workmanship.

In making your clothing purchases at this store you do so with the full knowledge that for the money you pay you are getting superior goods—a value in all those attributes that go to make up the satisfying clothes bargain. This season's offerings are especially nifty, and afford the careful buyer rare selections and values.

Suits and Overcoats Ten to Forty Dollars

# Armstrong Clothing Co.

GOOD CLOTHES MERCHANTS

men. Men of money are not going to invest in "fly-by-night" enterprises. They expect returns. To secure their co-operation in financing enterprises like street railways they must be shown several things. First, permanence of investment. Second, fair returns on the investment.

The men operating the Lincoln street railway system must interest outside capital in order to make the extensions and improvements so much needed. Surely they have intelligence enough to see where extensions would pay under ordinary circumstances. And having that intelligence, is it not reasonable to suppose they would make the extensions if they had the necessary capital. Not having it, they must interest investors in order to secure it.

Why, then, continually stir up strife that has the opposite effect from that intended by those who stir it up?

Will Maupin's Weekly owns no Traction company stock, nor is any Traction "magnate" a stockholder in this printing concern. The members of this printing corporation, and all of its employes, pay cash for their street railway transportation. They are as much interested in good service and improvements as anybody, most of them being home owners and taxpayers.

It strikes this newspaper that this demand for a 3-cent fare is not only nonsensical, but calculated to make impossible the improvements and extensions so much needed. Why? Because it will deter outside capital from even considering investment in Lincoln Traction company securities, and unless the Traction company can market its securities how can it secure the money whereby the improvements and extensions may be made?

Lincoln today has more miles of street car service per thousand of population than any city of similar size in the country.

Lincoln today has a lower rate per passenger, and a lower rate per car mile, than any city of similar size in the country.

These are matters to take into con-

sideration. It is easy for the demagogue to secure applause by appeal to passion. It is another thing to secure the consideration of thoughtful men and women.

Admitted that the Traction company stock is "watered." What bearing has that on the fare question? Under state law the net earnings are regulated on a basis of a fair return on the physical valuation, and the physical valuation in this instance is fixed by the railway commission. It is considerably less than the amount represented by the bonds and stock. To date the dividends paid, including interest on mortgage bonds, is considerably less than the rate declared by the state railway commission to be a "fair return on the investment in physical property." It wouldn't matter a bit if the stock issue aggregated ten millions instead of a million and a half.

The advocates of a 3-cent fare may mean well, but they are making impossible the very extensions and improvements they so strenuously demand. More than that, they are threatening the permanence of the advantages already secured.

True, Cleveland has a 3-cent fare, but Lincoln lacks quite a bit of being a Cleveland. It lacks something like 300,000 in population, it lacks a great deal in the matter of suburban population. And it lacks a great deal in the matter of "density of traffic."

Look this fact square in the face: Lincoln today enjoys the advantage of having a lower average of fare than the average of all the cities in the United States.

Will Maupin's Weekly is of the candid opinion that the Traction company might give better service under existing conditions. That it does not is merely a proof that even Traction company "magnates" possess about the average amount of human nature.

But to take a 2:12 trotting horse and cut off one of its legs, then condemn it because it can not go the mile in 2:07—there are some people who give evidence of being about that wise.

### CAN YOU BLAME HOZODORF?

Last June one Frank Hozodorf was arrested on a burglary charge. He was found peacefully sleeping the sleep of the intoxicated, and in a transfer barn. Coincident with finding Hozodorf the owners of the barn failed to find some intoxicants stored therein. Immediately it was charged that Hozodorf had removed the liquor from storage in the barn and stored them within himself. He was thrown into jail. His claim was that he was drunk the day before, had slept in the open air all night, and crawled through a barn window in the morning to escape observation. After four months incarceration in the county jail he was acquitted inside of a half hour by a jury of his peers.

Does any one imagine that Hozodorf is enamored of present day court procedure? And does any one imagine that this sort of thing sets well on the minds of the taxpayers who have put up four months' board for a man whose guilt was open to serious doubt from the very start, and who should have been tried inside of a week or ten days after his arrest? And can Frank Hozodorf be rightfully blamed if his experience sours him on humanity and makes him curse the courts and the people who permit them to be what they are?

### WHAT IT PROVES.

According to the figures collected from among the graduates of Smith college, the college bred woman does not marry numerously or young, but when she finds her place she usually stays until the end. It is shown that while 10 per cent of the non-college women end their married careers in the divorce court, the percentage among the Smith graduates so far as the record has been examined is less than 2 per cent.—Lincoln Journal.

If that proves anything at all it is that the Smith graduate, after finally landing her man, is so awfully glad of it that she isn't taking any chances whatever on losing him.