

WILL MAUPIN'S WEEKLY

WILL M. MAUPIN, Editor

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by Will M. Maupin.

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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.

LEARN THE LESSON.

There are several thousand real estate dealers in Nebraska who would do well to study the methods of some of the Texas land agents who are doing business in this state. If it is possible, through systematic advertising, to lure thousands of Nebraskans and millions of money from this great state to Texas, how much easier would it be to lure thousands from Pennsylvania and New York and New England to Nebraska by following the same methods?

There is one "Nebraska colony" of more than 200 families in one county in Texas. They were induced to locate there by systematic advertising of the resources of that section of the Lone Star state. There is no reason why an equally enterprising and pushing Nebraska real estate firm should not locate equally large colonies in different sections of Nebraska, for Nebraska land far better than the Texas land is to be had cheaper and on equally easy terms.

If the owners of some big tract of Nebraska land were to engage the services of two such splendid real estate pushers as Schwind & Maher they could not only sell the major portion of their land at good prices, but they would double and treble the value of their other holdings. But painting crude signs on cardboard and tacking them up in front of dingy offices will not sell real estate. It takes systematic and tireless advertising. During the last two years Schwind & Maher have spent more money in advertising than some successful real estate agents in Nebraska have handled in total land sales. What is the result? Schwind & Maher have developed an immense tract, peopled it with industrious home makers, trebled the value of the land they retained and made a handsome financial profit on the original investment. Other enterprising firms in Nebraska dealing in Texas lands have accomplished the same results in the same way.

It is high time that Nebraskans awakened to the fact that they must get into the advertising game if they expect their state to keep pace with other states in the new and rapidly developing west.

THE BLUNT TRUTH.

Finally a newspaper or magazine writer has come along who is honest enough to tell the truth about the alluring "fruit farming" proposition in the far west. His statements are merely a repetition of an ancient truth, that there is "nothing doing" without labor. Blythe says that money can be made on the Pacific coast fruit farm, but that the occupation is not amusement, and that the only way to make the business pay is to commence with a small tract of land, study the soil, the climate, and the particular trees to be cultivated, and then work every month in the year as hard as would be necessary in any other business or employment. This is what the Hub has been trying to cram into the craniums of Nebraska farmers who have succumbed to the blandishments of the west fruit farm exploiter and the fascinations of the beautifully pictured existence of the dweller among orange

trees, prune orchards, et cetera. Colorado fruit farmers are already in considerable numbers converting their fruit farm "bonanzas" into Nebraska farms. Why? The Buffalo county farmer who is tempted should ask himself "why" not merely once, but several times, and then perhaps the light will begin to illuminate his intelligence.—Kearney Hub.

If the Lincoln Ad Club will get behind a "buy Lincoln made goods" movement it will have more than justified its existence. And if the Omaha Ad Club will get behind a "buy Omaha made goods" movement it will have more than justified its existence. Then let both clubs get behind a "buy Nebraska made goods" movement and they will have started something worth while. It's a great work that will well repay the workers.

Those of us who have suffered through incompetent management of the municipal water plant are not going to be very enthusiastic for municipal control of the street railway system—that is, not unless we are guaranteed something better in the way of municipal management. And at that we are all for municipal ownership.

The Labor Commissioner's annual crop report bears out the claims made by Will Maupin's Weekly while a lot of pessimists were pulling their faces down as long as pump handles and talking through their noses—that despite seemingly bad conditions Nebraska was going to raise big crops of corn and wheat and oats.

We commend Governor Aldrich's thoughtfulness in issuing his Thanksgiving proclamation before election. There are those of us who are not so thankful as we were a week or two ago, but we'll get over it before the last Thursday in the month.

After carefully reading the "political dope" in the Omaha daily newspapers for the past thirty days, we have come to the conclusion that Douglas county has gone to Hades, and we haven't paid any attention as to who was elected, either.

A little early, but we stop the press to remark that the Christmas issue of Will Maupin's Weekly will be the best advertisement of Nebraska that ever came off the types. It will make its appearance on December 15—Providence permitting.

After spending \$110,000 to secure a senatorial toga, Senator Stephenson indignantly denies that he bought his election. The senator evidently opines that Minnesota would hold for a higher price if they understood the situation.

As for Will Maupin's Weekly, it would rather locate a new family or a new industry in Nebraska than to rip the seams of its nether garment in boosting for any old office-seeker.

Somehow or other we can not get up much excitement while reading the war news from China. They haven't killed enough Chinks as yet to make us sit up and take notice.

"What is bay rum?" queries Secretary Wilson. That's easy. It's what the barber squirts on your face as an excuse for grabbing off that extra nickel.

When Canada desires to be governed by trusts, ruled by federal judges and exploited by Wall street, doubtless Canadians will advocate annexation.

President Smith of the Mormon church is dead. If all his departed wives meet him on the other side it will surely be a noisy greeting.

Really Mr. Roosevelt's silence concerning the Taft administration is becoming unbearably vociferous.

What Nebraska most needs for the next six months is less politics and more advertising of her resources.

"Made in Nebraska" ought to be a familiar label everywhere in Nebraska.

Clothes With "Snap."

We mean clothes that are different—different because better in fabric and make, better in style and finish. Clothes that are distinct—that give the wearer the look of distinction. In other words, clothes that make a man look like prosperity—and that's half

The Secret of Success

Say about \$25 for a suit or overcoat. That's where we shine. At that money we give you a remarkable clothes bargain. Something from the shop of the world's best makers—hand-tailored, finished like a watch. The tailor never made anything so good for less than \$40. They are the acme of the clothing art. Something better at \$30 to \$40, but better only in trimmings, linings, etc. Or at

From \$10.00 to \$20.00

equally good fabrics and styles and colors, but lacking a bit in the matter of trimmings. No slight in the workmanship however.

And in the underwear department—the Superior line of union suits. Something new in union suit construction—don't bind, always comfortable. And hats—just what you want—just what any man can want.

Armstrong Clothing Co.

GOOD CLOTHES MERCHANTS

Having failed to draw a quarter section of land in South Dakota we are going to hustle for a 40-acre farm in Nebraska—and if we get it we won't trade it for any old quarter section anywhere else on earth.

Nebraska lives and Nebraska property should be insured by Nebraska companies. They are as strong as the strongest, and they invest their money in Nebraska.

This thing of having a primary or an election every six months is not a good advertisement for Nebraska.

The things that are manufactured in Nebraska are the things that Nebraskan's should use.

HE'S A BOOSTER.

If Pennsylvania had a few boosters like W. Maupin of Lincoln, Neb., the benefits derived could be measured by the hundred-fold. On a late day he was invited to make a speech in Omaha. He did so, and after hearing the speech the men who do things in Nebraska forthwith launched a boom for Maupin for governor—and the next week the eldest son of Bill was married to one of the sweetest of Lincoln's belles.

If Easton had about seven boosters like Editor Maupin there probably would be something more doing hereabouts. Easton is short on boosters.—Easton, Pa., Journal.

KIDDIES SIX."

Will M. Maupin announces the issuance of a little book of verse under the title "Kiddies Six." This title was adopted because most of the verses in the book are about "kiddies," and because the author happens to have six that are just about the average sort of "kiddies," certainly no worse and perhaps no better. The verses are about home things and old times and other cheerful topics, and while the author makes no pretense at "fine writin'" he does claim to have written just what his heart prompted.

"Kiddies Six" is a book of 200

pages, handsomely bound in cloth with gold lettering, and contains a very flattering foreword from the pen of Richard L. Metcalfe. The price is a dollar and all you need to do to obtain a copy is to 'phone the author and he'll rush over with the book and get your dollar.

THE ATHENS OF NEBRASKA.

Will Maupin's Weekly is in receipt of a handsome booklet advertising the beautiful little city of Peru, Nemaha county, and the surrounding territory. We confess to an hour of extreme pleasure in reading the handsomely illustrated little booklet, and we took on considerable profit in added knowledge concerning the Athens of Nebraska. There is that in the booklet that proves the contention often made by this newspaper, that Nebraska is a great orcharding state, with almost unlimited possibilities in that direction; that it is a great dairying state, with unlimited possibilities in that direction.

We hope for Peru's Commercial club the widest possible circulation of the handsome booklet, for it is calculated to do that community great good. And we further hope to receive from any and all other enterprising Nebraska communities samples of whatever advertising matter they may prepare and circulate. The sole mission of Will Maupin's Weekly is to boost for all things Nebraskan.

A WONDERFUL MACHINE.

If you want to see a triumph of mechanical genius—a machine that will do about everything save think—take a look at the new linotype just installed by the Righter Linotype Composition Co. It is a marvelous piece of mechanism. A linotype is a machine to set type, only it doesn't. It casts solid lines. For instance, the reading matter in this newspaper is set on a linotype machine. But the machine in question is as different from the old-fashioned linotype as the old-fashioned linotype was different from hand composition. This new machine has three magazines, and they can be shifted by

a simple twist of the wrist. In this way six different faces of type on as many thicknesses of slug can be brought out without the operator leaving his chair. Italics, black face, roman—any old kind of letter almost. Its capacity is limited only by the speed limit of the operator. It is a joy to the average mechanic of any craft to just stand and see such a machine in operation.

65c JERSEY SWEATERS 65c

With wool collar, choice of three colors. A bit the best Sweater bargain you ever saw.

90c UNION SUITS 90c

A regular \$1.25 value offered you at 90c. Good weight, none better made. A rare bargain, and we recommend it.

OVERCOATS

\$10.00, \$12.50, \$15.00—and selling elsewhere at \$5 to \$7.50 more money. We bought at a bargain and pass it on to our friends.

SHOES

Nothing better than our \$3.50 to \$4.50 shoes. We are proud to sell them because they'll bring you back for more.

LINCOLN CLOTHING CO.
OPPOSITE POSTOFFICE