

CHRISTMAS GIFTS WORTH WHILE



THE GIFTS THAT GIVE COMPLETE SATISFACTION; that are gifts of utility as well as gifts of beauty; the kind of gifts that mean service, as well as carry the spirit of Christmas. Just what father, brother, husband, son or sweetheart would most like to have.

SUIT OR OVERCOAT FOR HIM

Wouldn't a Suit or Overcoat make him feel good? Something that would give comfort, be of real service. Whether father, son, husband or brother, such a present would be most acceptable.

FROM TEN TO THIRTY DOLLARS

and in every garment there is a splendid value in style, fit, color and fabric. The product of the best makers. Clothing that will give the maximum service at the minimum of cost. Our prices now are as low, or lower, as the "bargain prices" you will have offered elsewhere after the season has ended.

CHRISTMAS KNICK-KNACKS

Our store offers you the widest possible choice of suitable Christmas gifts for Men, Young Men, Youths and Boys. *Suspenders, Neckwear, Hose, Mufflers, Handkerchiefs, Collars, Cuffs, Collar and Cuff Boxes, Negligee and Dress Shirts, Hose, Supporters, Cuff and Collar Buttons, Sweaters, Fancy Vests, Belts, Stick Pins, Hats, Caps, Shoes.* Really the variety of choice is practically unlimited, and whatever your selection you will know that the recipient of your gift is getting something useful, as well as something pretty. This store is the real Santa Claus Headquarters for those looking for gifts for Men and Boys.



Don't take chances on your hat. Get the best—the

Stetson

ON THE CORNER

SPEIER & SIMON

ON THE SQUARE

TENTH AND O STREETS

WE SAVE YOU MONEY

WHAT LINCOLN HAS

Lincoln is the most beautiful city, population considered, in the United States.

Lincoln has the purest drinking water of any city in the west.

Lincoln is one of the most beautiful cities in the country, and as a residence city it has no superior.

Lincoln is the educational center of the west. The State University of Nebraska, the Nebraska Agricultural College and Experimental Farm, the Nebraska Wesleyan University, Cotner University, Union College, Nebraska Military Academy, Conservatories of Music, Parochial schools, several business colleges, medical and dental col-

accommodating the largest conventions.

Lincoln owns its waterworks system and electric lighting plant.

Lincoln's rate of taxation is exceedingly low.

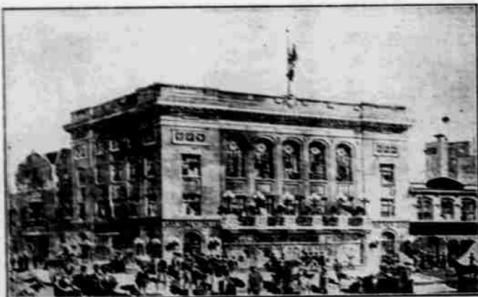
Lincoln has the largest creamery in the world.

Lincoln government and municipal buildings are models of their kind.

Lincoln has two hundred and eighty-six miles of streets.

Lincoln has thirty-seven miles of paved streets.

Lincoln has thirty-five blocks in downtown districts lighted by ornamental poles.



THE COMMERCIAL CLUB BUILDING

leges, and a system of public schools not excelled.

Lincoln boasts of the high intelligence of its laboring people.

Lincoln has no congested slums or tenement districts.

Lincoln retail stores afford rare opportunities for shopping.

Lincoln theaters attract the best productions.

Lincoln has seventy-five miles of street railways.

Lincoln public libraries contain over 100,000 volumes, exclusive of pamphlets.

Lincoln has unequalled hotel accommodations.

Lincoln has an auditorium capable of

Lincoln has five trunk lines of railways with eighteen diverging lines.

Lincoln has four interurban electric lines.

Lincoln has one hundred and sixteen wholesale houses.

Lincoln has one hundred and thirty-five manufacturing plants.

Lincoln has fifty-seven churches—all denominations.

Lincoln has twenty-eight public and private schools.

Lincoln has fifty-two newspapers and periodicals.

Lincoln has three great daily newspapers The Nebraska State Journal, The Lincoln Evening News and The Lincoln Daily Star.

Lincoln has two hundred and ten acres of beautiful parks.

Lincoln has seven banks with deposits of \$9,000,000.

Lincoln has four magnificent theaters.

Lincoln is noted for its freedom from labor strikes and disturbances.

Lincoln is the permanent home of the Nebraska State Fair.

Lincoln offers excellent opportunities for business investment.

A CRYING NEED.

One of the crying needs of eastern Nebraska is interurban railroads. Until Nebraska amends some of her laws cause capital is too timid, but because capital is not going to take great risks and then be content with less return than is possible on investments that are as certain as the tides. In other words, men are not going to invest millions in interurban railroads, wait years for the roads to develop territory and become profitable, and then accept a return far less than the returns upon first farm mortgage investments.

Public control of public service corporations is an accomplished fact. Corporation managers have accepted the inevitable. But in our anxiety to control these public service corporations may it not be possible that we have swung to the opposite extreme from the old days when the public service corporations controlled the public? To build an electric interurban line, say from Lincoln to Auburn, would cost approximately \$8,000,000. Of this amount not less than \$250,000 would have to be spent for surveys, printing, corporation fees, etc. An equal amount would be expended in other and equally legitimate ways. Then four or five years would elapse before profitable traffic could be developed. And after profitable traffic was developed our state laws would step in and say: "You shall not pay more than 7 per cent on the physical valuation of your property. You shall not have any returns upon expenditures not show in actual property. For your risk and your daring in taking this chance you shall have nothing. The fact that you might have lost your all cuts no fig-

ure with us. The fact that you have added millions to the taxable wealth of the state by developing the territory more highly is of no concern to us. You may have just 7 per cent interest on an amount shown by the physical valuation of the property, and out of this must come all untoward expense."

Understanding these facts, do you wonder that capital is not seeking investment in interurban railway projects in Nebraska, but prefers first farm mortgages that pay 6 per cent from the jump?

Of course capital is timid. And if you'll think a minute you will realize that men who have the brains to acquire wealth also have brains enough to take long chances when there is no show of securing returns commensurate with the chances taken. Nebraska should amend her corporation laws—

But all that is changed now. The central skimming station has been done away with, and in its place is the "gathering station." The farmer skims his own milk, hauls the cream to town and feeds the skimmed milk to the hogs.

The assessors' reports show that on April 1, 1911, there were 50,665 cream separators in Nebraska. Cream separators cost money, and unless a farmer has a lot of milk to skim he doesn't buy one. So just for fun let us suppose that each separator skims \$150 worth of cream from Nebraska milk every year—and that's entirely too conservative. That means \$7,599,750 worth of cream or butterfat. But it would be nearer the truth to say that these separators will average \$300 or more per year, and it is safe to say that during 1911 there will be separated not less than \$17,500,000 worth of cream



BANKERS LIFE BUILDING

not in the interests of capital, but in the interests of Nebraska and her people.

STARTLING BUTTER FACTS.

The rapid growth of the dairying industry in Nebraska is shown by the assessment figures collected by the auditor's department at the state house. A few years ago there were central skimming stations here and there, and farmers hauled their milk to town, had it skimmed and either hauled the skimmed milk home or threw it away. This was an awful economic waste.

from the milk extracted from Nebraska dairy cows.

We are a domestic people, we Nebraskans. Our "women folk" are great homebodies, and most of them good housekeepers. We know this because there are more than 127,000 sewing machines in the state—about one sewing machine to each ten Nebraskans, or about one sewing machine to every two families. Will Maupin's Weekly is not prepared with statistics for all the states, but it is willing to venture the assertion that no state in the Union owns more sewing machines per capita than Nebraska.