

SANTA CLAUS IS COMING!

He is coming this way and coming fast! He'll be here before you know it. Here are some exceptional values:

CLOAKROOM

Buy Your Needs and Gifts Now.

The inducements will not be as advantageous later, when the stock gets depleted of sizes. Many excellent values are awaiting you.

Sweater Coats, Fifth Off

Children's \$1.75 and \$1.95 values, now at.....\$1.57 and \$1.38
Ladies' \$2.95 to \$5.95 values, now at.....\$4.95, \$3.95, \$2.95 and \$2.37
Knit Petticoats, now at.....98c and 59c
Flannel Striped Patterns, 98c values at.....59c
Black Sateen, special at.....\$1.95, \$1.25 and 98c
Taffeta and Messaline Petticoats, \$4.95 values, only.....\$2.95

Sale Prices on Cloth Coats

Have your choice of \$17.50 and \$16.50 values at.....\$9.95
Have your choice of \$22.50 and \$19.50 values at.....\$12.50
One-fifth Off on Plush and Caracule Coats.
One-fifth Off on Children's Cloth Coats.

FURS

AT FIFTH OFF

Sets from 9.95 to 57.50, now at.....One-Fifth Off
Muffs from 3.95 to 19.50, now at.....One-Fifth Off
Scarfs from 2.95 to 19.50, now at.....One-Fifth Off
Children's Sets from 1.50 to 7.50, now at.....One-Fifth Off

Kimona and Waist Specials

1.50 values Flannelette, special.....1.25
1.95 values Flannel, special.....1.48
Silk Kimonas, 4.95 and 5.95 values, at.....One-Half Off
Fleeced Dressing Sacques, 69c values at.....49c
Waists, tailored effects, only.....75c
Mannish Madras and Lawn with frills, 1.75 values at.....1.25
Messaline and Taffetas, 4.95 and 3.95 values, at.....2.95
Messaline and Taffetas, 7.50 and 6.75 values, at.....3.95

White Aprons

For gifts, priced at.....25c, 39c, 49c and 59c

IN THE DRY GOODS DEPARTMENT

Ribbons 19c Yard

A handsome collection of Satin Silk Ribbons, fancy and plain colors, Moire Ribbons, most every sort is here in different widths and attractive colorings. Odd lines that have been selling up to 40c per yard, all are now further reduced to effect their speedy disposition before Christmas. Your choice at 19c yard.

Dress Goods

Had you thought of a nice dress pattern for Christmas? Such a practical gift as this would be welcomed surely, and then it would serve to remind the one who wears it of the giver for more than an ordinary length of time. We are showing especially good values this week at per yard.....43c, 67c and 89c

Christmas Dolls

We now have on display a beautiful line of Dolls, plain kid dolls, dressed dolls, rubber dolls, doll heads, etc. Prices ranging from.....10c to 5.00

Ladies' Silk Scarfs

A nice line of Ladies' Silk Scarfs in all plain colors, regular 69c values, at.....49c

We urge you to buy Xmas Gifts early. New stocks are at their best now. You can avoid the crowds sure to come later

Christmas Slippers in Shoe Department

Select "his" Christmas Slippers now, while the choosing is at its best. We've the finest lines of Christmas Slippers that could be gathered together

Women's Slippers

Juliets, fur trimmed, Felt Slippers, etc.....1.00 to 1.75
Bath Slippers.....59c
Crochet Slippers, brown, red or blue, pair.....89c to 1.25
Eiderdown Slumber Slippers, blue or pink, pair.....89c

Men's Slippers

Opera, Everett or Romeo style, all leathers.....85c up to 2.25
Felt Slippers, felt or leather soles.....79c up to 1.35c
Bath Slippers.....59c

Men's Furnishing Goods Department

Buy Him a Cap, 50c to \$1.00

Linen Handkerchiefs.....25c Soft finish fine cotton Handkerchiefs 3 for 25c
Silk Handkerchiefs.....25c, 50c and up to 1.00 Sweaters are nice for gifts.....1.00 to 4.00
Silk Suspenders in pretty Xmas boxes.....50c, 75c and 1.00
Gloves.....1.00 to 2.50
Mufflers.....50c to 2.00
Men's Dress Shirts, coat style.....1.00 to 1.50
Men's White Pleated Shirts, coat style.....1.00 to 1.50

Extra Values in Xmas Scarfs at 50c

You've never seen here before such a great lot of beautiful Scarfs at.....50c and 25c

HAIR GOODS

We are showing a beautiful line of Ladies' Human Hair Switches in single or three strand, all shades. Prices ranging from.....\$2.00 to \$4.95

FRED SCHMIDT AND BRO.
917-921 O St. OPPOSITE CITY HALL

LADIES' HANDKERCHIEFS

50 dozen fine Embroidered Handkerchiefs, put up three in a box. Prices, per box.....25c and 35c

WHAT NEBRASKA HAS ALREADY ACCOMPLISHED INDUSTRIALLY

In presenting the "Nebraska Industries" number of Will Maupin's Weekly we desire to make it plain that no effort has been put forth to prepare a dry statistical abstract. Only approximate figures are used, then in a comparative way for the purpose of fixing them firmly upon the mind.

Few people can interest themselves in a table of figures. Huge figures mean little to the average man. The human mind finds it difficult to think in terms of millions. For instance, when we say that in 1911 Nebraska produced 2,000,000 tons of alfalfa, the hearer fails to grasp the immensity of it. But when we say that this alfalfa, if put into freight cars, would make a train 4,000 miles long, the immensity of the crop becomes more easily grasped. It is after this fashion that Will Maupin's Weekly handles its facts and figures about Nebraska. It wants to make these figures concerning Nebraska so plain that everybody may grasp them and understand them and talk about them.

So little has been said about Nebraska's manufacturing industries that comparatively few people have any idea of the wonderful growth the state is making along industrial lines. We have some idea of Nebraska's agricultural resources and of her live stock resources; but how many Nebraskans know that this state is rapidly coming to be a great manufacturing state? But it is a fact—and it is this fact that Will Maupin's Weekly in this issue—seeks to impress upon the minds of the people.

There is not a state in the sisterhood that was admitted after 1860 that can compare with Nebraska in the magnitude of her industrial establishments. There is not a state in

the Union where a dollar invested in manufacturing enterprises yields returns equal to the returns secured in Nebraska.

It is true that with three or four notable exceptions Nebraska has no immense manufacturing plants. Most of her industrial establishments are small compared with similar establishments in the east. But they are growing in number at a splendid rate—and are increasing their output every day. In some lines, especially buttermaking, shoemaking, garment-making, candymaking and flourmaking, Nebraska is rapidly taking the lead. She is also forging to the front in shoemaking, harnessmaking, cigar-making and brewing. She already has the third largest packing center, the largest creamery in the world and the second largest smelter in the world. She is making everything from automobiles to zewibach.

Nebraska's manufacturing industries are in their infancy, yet this good year of 1911 will see her factories turning out finished products that will sell in the world's markets for upwards of \$275,000,000. Every day sees her army of wage earners growing larger; every day sees more factory wheels turning; every day sees more Nebraska made goods put upon the market.

If this "Nebraska Industries" number of Will Maupin's Weekly serves the good purpose of interesting any considerable number of Nebraskans in the work of boosting for Nebraska made goods, then it will have succeeded in its chief mission. We of Nebraska should stand by our Nebraska industries. They are owned and operated by our neighbors and friends. They are manned by our

neighbors and friends; they consume the raw products of our farms. They bring millions to the state and keep millions at home. Our duty is to stand by them and boost for them.

The goods made in Nebraska are the goods Nebraskans should buy!

If all the shoes worn by Nebraska were made in Nebraska, it would mean the employment of 5,000 more people, adding \$2,500,000 to the annual volume of wages, adding not less than 20,000 to the population and increasing the manufacturing volume upwards of \$5,000,000.

Nebraska candymakers put forth a product equal to any in the world—and far better than most of it. If all the candy consumed by Nebraskans were made in Nebraska it would add not less than \$2,000,000 to the volume of business and put not less than 2,500 Nebraskans to work at remunerative wages.

There are about twenty overall and shirt factories in Nebraska, employing about 800 people and turning out goods to the value of about \$1,700,000. They make the best overalls and work shirts in the world; also the hand-somest and best dress shirts. But if Nebraskans all would insist upon buying only Nebraska made overalls and shirts there would be at least 3,000 garment workers employed, and the factories would be selling goods to the amount of \$5,000,000 a year.

Every Nebraskan should read First Timothy 5:8.

The horsepower going to waste in a score of Nebraska streams will in time be harnessed to the wheels of Nebraska industries.

"Well, if we don't buy of others they won't buy of us," says one. Oh, yes they will! Nebraska is one of

five states producing more agricultural and live stock wealth than they consume. These five states are looked to by the rest of the Union, and by a good portion of the civilized world, to produce their foodstuffs. They've simply got to buy of Nebraska.

"Nebraska made goods for Nebraskans! That's a pretty good wachword, isn't it?"

Iowa was the first state to register a state industries trade mark. Nebraska should have been the first, but under the circumstances she ought to hurry to be the second.

The hides skinned from Nebraska beeves ought to be tanned into leather in Nebraskata tanneries, then manufactured into shoes and harness in Nebraska factories.

A Christmas gift made in Nebraska and bought by Nebraskans ought to make a satisfactory present to any Nebraskan.

Nebraska may not furnish a presidential candidate next year, but Nebraska is turning out presidential timber every day.

Maybe you think Nebraska isn't much of a manufacturing state because the skies are not darkened by factory smoke. Tut-tut! We are turning our wheels with electricity these days.

Nebraska needs interurban electric lines. She will not get them until she has amended some of her laws.

There is so much pleasure in being an all-the-time booster for Nebraska that we often wonder why there are not more engaged therein.

Nebraska is making the finest cereal products in the world. Why not grace your breakfast table with Nebraska made breakfast food instead of shipping it in from Massacre River?

Biscuits made from Nebraska flour, "riz" with Nebraska made baking powder, seasoned with Nebraska made salt, mixed with Nebraska rendered lard, baked in a Nebraska made range and spread with Nebraska made butter. Oh, yum, yum!

Carloads of Nebraska tomatoes, cucumbers, onions, etc., are shipped out every year, manufactured into pickles, sauces, etc., and then shipped back. Aren't we rather wasteful in our methods?

Nebraska's "dinner bucket brigade" is growing larger week by week. And it is made up of the best paid, best housed, most contented workers in the world.

Nearly every grocery store in Nebraska sells tomatoes and corn packed in Iowa, Missouri and Illinois, and many of them handle tomatoes and corn packed in Baltimore. Yet Nebraska can and does raise the finest tomatoes and sweet corn in the world.

Mark the prediction: Inside of the next twenty-five years there will be 250,000 wage earners at work in Nebraska manufacturing institutions.

Nebraska is making fewer paupers and more home owners; fewer tramps and more workers, than any other state in the union, age and population considered.

Stand up for Nebraska!

It is so easy to say good things about Nebraska that it is a marvel that any Nebraskan can keep from it.

Maupin-Shoop Co.
Printers
See us for Fine Printing