

WILL MAUPIN'S WEEKLY

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Published Weekly at Lincoln, Nebraska
by the Maupin-Shoop Publishing Co.

Office 1705 O Street.

"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



THE INDUSTRIAL NUMBER.

Last week's issue of Will Maupin's Weekly went to upwards of 3,500 people. True it should have gone to 50,000, but it did not. But it will go to 500 or 600 more if you want it to, for we have about that many copies on hand. We will send them to anybody you name if you will send a two-cent stamp with each name. That is just what it costs to mail them.

We could have filled last week's paper with dry figures, for we have got them all stored away in an available place. But we prefer to give the facts another way. That is why we told of Nebraska's industries in general terms. Magnificent showing, was it not? And it will continue to grow better with each succeeding year. And the growth will be all the more rapid if you will do your duty as a loyal Nebraskan and boost for the industries of your own state.

Stand up for Nebraska.
Not mere lip service, but the real service that means something worth while.

CUT IT OUT.

Cut out what? Why, all this talk about a "dull year" because it is going to be presidential campaign year. There'll be just as much money in the country next year as there is this. There will be just as big a demand for foodstuffs and clothing next year as there has been this year. We'll need as many shoes next year as we needed this year. It don't make a bit of difference who is elected, Taft, LaFollette, Clark, Harmon, Wilson, Roosevelt or Tom Jones—we'll need food and clothing and shelter just the same. And there is no reason why the supply and the demand should not meet just as of yore.

There is a whole lot of poppycock about this "campaign year" dullness. Also a whole lot of uselessness. We've groaned about it until we actually believe it. If we will just forget that line of dope and begin telling ourselves that next year is going to be a good year—the very best one ever—it will be a good year.

Quit your whining!
Brace up and look pleasant. A man's a fool for worrying about the things he can't help, and a bigger fool for worrying about things he can help.

Of course we've been plunging for several years, and it is only natural that there should be an accounting. But to talk about hard times and a panic is all foolishness. Let's talk about good times and prosperity.

Anyhow, if we can't talk cheerfully, let us go into seclusion when we feel that we must emit some lugubrious wails.

Of course you didn't do your Christmas shopping early, and of course your failure to do so made Christmas a wearisome holiday for thousands of weary clerks and deliverymen. Your selfishness and thoughtlessness is making Christmas a farce.

Monday is Christmas day. Do not forget the children to whom Christmas will be a ghastly farce unless you and a lot of others make it the real thing for them.

Captain Adams as the apostle of alfalfa cuts a much better figure than Captain Adams, the apostle of "stand-pat."

Yes, the corn crop was a bit short—but just the same it was so big we haven't had time to gather it all yet.

Another automobile accident result-

ing in the death of an estimable woman—and now we may for a time walk the streets with reasonable safety. It will not be for long, however. In a few weeks the autos will again be flying across intersections, irresponsible drivers will be endangering human life—and then there will be another fatality. The most sensible suggestion so far made for the safety of the walking public comes from the Daily Star. It is that intersections be guarded by the police, and that no vehicle or pedestrian be allowed to cross until the policeman gives the signal. To this we add the suggestion that no one be allowed to drive an automobile until declared to be a competent driver by a board of examiners.

Of course it is necessary to select candidates with care at the April primary. But it is also necessary to select your seed corn with care. A poor crop of candidates would be a bad thing; but a poor crop of corn would be even worse. We can correct the candidate business, but we can not make good a lost corn crop.

The "Nebraska Industries" number of Will Maupin's Weekly was not loaded down with dry-as-dust statistics, but it did show plainly that Nebraska is forging to the front along industrial lines. We are a bit proud, not only of Nebraska's showing but of that particular issue of this Booster for Nebraska.

Of course the Elks thought of the poor children. It's a cold day when the Elks are not doing something calculated to make people feel better, and we've never seen that cold a day during the forty-eight years of our earthy pilgrimage.

A week from Monday is the day for the manufacture of good resolutions. Let your first one be to patronize home industry; to buy Nebraska made goods; to boost for Nebraska, and to advertise her resources.

It takes so little to make a child happy at Christmas, and the returns are so great on the investment, that we wonder more men are not investing something therein.

The first man that pulls a long face and says we are bound to have dull times next year because it is presidential campaign year—spot him on the snoot!

It is asserted that the greatest need of the Taft administration is the service of a good press agent. That is just exactly what Nebraska most needs.

If your Christmas is as merry and your New Year as prosperous as Will Maupin's Weekly is wishing for you, then you'll have no kick coming.

We opine that offering the Nebraska delegation to Mr. Taft as a Christmas present was a bit premature, to say the least.

Too bad that Nebraska is not to get a Bureau of Publicity and Immigration in her Christmas stocking.

If your Christmas is not a merry one the chances are that it is mostly your own fault.

Christmas is not of the pocketbook—it is of the heart. Don't forget that.

BE A GOOD FELLOW.

Remember old Scrooge? Well, don't be what Scrooge was before he saw the Christmas vision. Be a good fellow. Try and get a bit more happiness than usual out of Christmas by making some less fortunate one than yourself happy. You can take a two-dollar bill and spread more joy among children than you can get out of spending fifty times that much on yourself.

About the prettiest scheme we've ever heard of is the "good fellow" scheme that is being pulled off in many of the larger cities. The "good fellows" each and several pick out some particular child of the poor and

ARMSTRONG'S

The Store Everybody Looks to for Christmas Gifts for Men and Boys

Of course it's as natural for Christmas trade to flow this way as it is for water to flow down hill. Where else can you find everything in such abundant assortment under one roof? Where else can you find 75 experienced, polite, courteous employes to show you the world's best in things wearable for men and boys? Where else can you shop with so much pleasure, comfort and convenience? Where else can you buy with the certainty of always getting biggest possible value? Where else can you get such quick store and delivery service?

For Men We Suggest

| | | | |
|---------------------------------|--------------------|--------------------------------------|-------------------|
| Suit or Overcoat..... | \$10.00 to \$40.00 | Bath Robe or House Coat | \$2.50 to \$20.00 |
| Neckwear, all styles..... | 25c to 4.00 | Gloves, for dress, street or driving | 50c to 10.00 |
| Hats, stiff, soft and silk..... | 2.00 to 8.00 | Umbrellas, exceptional assortment | 1.50 to 12.00 |
| Caps, cloth, all styles..... | 50c to 3.50 | Silk Hosiery, finest line in town | 50c to 3.50 |
| Caps, fur, fresh stock..... | 3.50 to 20.00 | Suspenders, in separate boxes | 50c to 3.50 |

For The Boys

Nothing better than a good, wholesome Armstrong Suit or Overcoat, \$2.50 to \$18.00. Besides this we carry as complete a stock of Boys' Furnishing Goods as may be found in the entire west, which of course embraces all the little things wearable that boys need and are fond of. These are, while of the highest grade, priced very reasonably.

Armstrong Clothing Co.

GOOD CLOTHES MERCHANTS

make it his especial business to make that particular child happy at Christmas time. It isn't merely giving the kiddie a lot of gifts—it is to take the kiddie right into your heart and make it believe that Santa Claus is a real personage, and Christmas a reality. The Benevolent and Protective Order of Elks in Lincoln are doing the "good fellow" stunt for this man's town—God bless 'em! They are making every effort to give every child of the poor a real old-fashioned Christmas. Maybe they'll not reach them all. Maybe you know of one. If you do, send that kiddie's name to the Elks. Better still, be a "good fellow" yourself and make that kiddie happy all by yourself. It will be the biggest and best investment you ever made. If you have kiddies of your own, make Christmas merry for them, but don't forget to teach them that there is a whole lot of Christmas fun in dividing their plentitude of good things with the kiddies who don't get much, if anything.

Let's all be good fellows this Christmas. Let's all look around and see if we can not find some kiddie that will find Christmas a mighty punk affair unless we get into the game—and finding such a kiddie let's get into the game with both hands and our pocketbooks.

Come on, you good fellow!
Let us do our level best to make Christmas the real thing for all the boys and girls we know.

FROM ALL OVER NEBRASKA.

Col. Tom Rawlings of Wakefield, Dixon county, dropped in to the office of Will Maupin's Weekly the other day and told a little story of crops and prosperity and soil fertility.

"I had 100 acres in flax this year," said Col. Rawlings. "Yes, it turned out pretty well—so well that I am not making any complaint about results. From the 100 acres I threshed 1,400 bushels of seed. The price? O, that's off a little now. It was \$2.46 a while ago, but has dropped a few cents since. However, I don't have

to sell right away and I figure that it will go back to \$2.46 or \$2.50 before long."

John W. Hutt of Johnson county, operates a dairy near Tecumseh. He and his five boys do the dairy work, and also farm a big farm. During November they milked eighteen cows and sold \$116 worth of cream, together with a lot of milk distributed to customers. This leads the Tecumseh Chieftain to observe that it pays to engage in the dairy business in Johnson county. Whereupon Will Maupin's Weekly is moved to add that it pays to engage in almost any kind of agricultural or dairy pursuits in old Johnson.

The Tecumseh Journal says: "W. F. Stewart of near Cook found his way to this office last Saturday. Mr. Stewart is one of the progressive, satisfied farmers of Johnson county. Last year he had a twenty-five acre field of oats that made better than thirty-two bushels to the acre. His fifty-acre field of wheat made thirty bushels to the acre of splendid grain. The gentleman was just completing the shucking of his corn. He had in some forty acres, and was of the opinion it would make at least thirty-five bushels to the acre. In addition to this he raised a nice bunch of cattle and horses, hogs and chickens, and his family enjoyed the blessings and comforts of a home on a rich farm. If you will look at the market quotations and do a little figuring on the above yields of grain you will be better than ever convinced that farming

in southeastern Nebraska is a big paying proposition."

NEBRASKA AND KANSAS.

Will Maupin's Weekly is in receipt of some very interesting statistics concerning Kansas productivity. They make a fine showing for Kansas—and you can bet that Kansas is making all possible use of the figures. Trust Kansas to get the publicity.

But Will Maupin's Weekly is engaged in compiling some figures about Nebraska's 1911 production, and enough have already been compiled to make Kansas a poor second. The trouble is that Kansas is going to send her marvelous figures broadcast to the world, while Nebraska is going to hide her light under a bushel, save only as this humble little newspaper manages now and then to lift the bushel a little mite and let a few rays of light escape.

It makes us sick every time we pick up a hunk of Kansas advertising and recall to mind that Nebraska isn't spending a penny in advertising her resources to the world, while Kansas is spending thousands of dollars every year. And when it comes to having big things to boast about, Nebraska has got her sister state backed up in a corner and calling for help.

But you just wait until Will Maupin's Weekly presents the figures for Nebraska during the good year 1911.



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