

FRED SCHMIDT AND BRO.

917-921 O. OPPOSITE POST OFFICE

Dry Goods Department

15c GINGHAMS 10c.

Ginghams for dainty summer wash dresses and child's school and play frocks, in all the new color combinations of checks and plaids, colors blended with such taste and skill that they rival the more expensive materials in the shape of Gingham.

This being one of the best 15c Ginghams on the market today, we need not say any more about their wearing qualities and fast colorings. Supply your wants now, at the yard10c

FANCY COLORED HOSE.

A lot of ladies' fancy hose, broken sizes, worth, regular 75c and 50c, now being closed out at, the pair.....33c

TURKISH TOWELS.

Extra Special Value in Turkish Towels.

Double twisted thread, size 40 x 20, bleached and unbleached, our regular 18c Towels, special this week, each.13c

SPECIAL ON PILLOW CASES.

Extra good quality Pillow Cases, 42 x 36 and 45 x 36, special this week, each.....12c

In The Cloakroom

SPRING COATS.

You will not have trouble in finding just what you want if you look through the array of our serge, whipcord and mixture coats. Specially priced at\$7.50, \$9.95, \$13.50, \$14.50 and \$15.75

SKIRT INDUCEMENT.

A five-day offer of entire complete line at special prices; the advantage is yours in full measure, don't pass up such a chance; select your need now and save from \$1.50 to \$2.00.
 \$5.95 values, only\$3.95
 \$6.75 values, only\$4.95
 \$7.50-\$7.95 values only\$5.95
 \$8.95 values only\$7.50

A SUPERB SHOWING OF CHILDREN'S DRESSES FOR SUMMER SEASON 1912.

The closest description will not do justice to the splendid assortment of these handsomely styled garments. They will find favorable comment of every woman who is looking for a neat and inexpensive child's dress.

The fabrics are Gingham, Madras, Linene and Percale. Price range, size 2 to 6, from 49c up to \$1.25
 Price range, sizes 6 to 14, from 75c up to \$1.75.

SPRING SUITS.

A selection is made easy out of attractive, splendid fitting "Vassar Brand" garments. Specially priced\$12.50, \$14.75, \$15.75 and \$17.50

RUBBERS.

You'll need them sooner or later.

Men's Rubbers85c
 Women's Rubbers85c
 \$3.50 Men's Gum Boots, special per pair.....\$2.05

Mayer's Martha Washington House Shoes.....\$2.25 pair

Other House Shoes\$1.35 to \$2.00 pair

SPORTING DOPE.

William Dwyer, he of the smiling phiz, showed up in Linktown the first of the week, prepared to take hold and show us a few things. We are right here to be shown, too. Willie of the Smile isn't claiming any pennants and things just now, not being much given to braggadocio, but he opines, after due consultation with us, that we're going to have some ball club this year, and the team that cops the bag has got to go a few. Billiam of the Grin is putting in his time getting a line of the pastimers, and making out a set of dope sheets for use during the campaign. We are pinning a lot of faith on Cachinnating Willus.

We have finally decided to instruct our Mr. Despain to take our pastimers down to Snickemore Springs, in Needing, Kansas, where they will be boiled out and boiled down proper. We have hopes that the water down there will take a few kinks out of their systems and put them into proper trim. A few hours each day boiling out in warm water and then hiking through snowbanks 'leven feet deep ought to make something out of 'em, by heck!

Our trouble now is not to find a third sacker, but to decide between

some purty good material offered for the position. What's aching us is to get the right middle chaser, to replace Mr. Cole, whom we have decided to tie down on second base. What we want is a man who can hit 'em to the woods five times out of four, and run bases like a small boy answering the dinner bell.

Here we are with the season's opening only a gunshot away, and snowflakes as big as baseballs descending as thick as applicants for season passes. We have about decided to order a few skiffs, canoes, pontoons and launches for the use of the players when they begin to practice on the local lot.

Course we regret to lose Eddie Cawnyer, but perhaps it is for the best. Eddie was some shortstopper, all right, but when it came to swatting the sphere at the psychological moment he was too often minus. Besides, every day saw Eddie getting a bit older, and so we decided to look about and get a youngster whom we could train up in the way he should go. However, we confess that we didn't reach this conclusion until after we ascertained that we just couldn't keep the Frenchman from Detroit.

We are expecting some big things of Paulopolis Cobb this season. He's got the reputation of the Cobbs to keep up with, which will make him speed up. Paulopolis is going to anchor himself in a few weeks, and after that we expect to see him devote more time to baseball.

If the secretary of the Wichita club really said he wanted some young unmarried ball players who could do the sassiety stunt, then the aforesaid secretary ought to go out and have his head bored for the simples. What we need more than anything else is ball players who can play baseball. We old fellers will attend to the sassiety stunt.

The Iowa teams in the Mink league, having accumulated a case of congealment below the ankles, two or three really alive Nebraska towns have jumped in. With Beatrice, Auburn, Falls City, Humboldt, Nebraska City, and Plattsmouth in Nebraska, and Hiawatha in Kansas, we ought to get up a league that would stick to the finish and provide us with a lot of mighty good ball.

Izzie Bell, the baldheaded eagle of the Rockies, is being sadly handicapped by the weather. In addition to scuffing up his baldhead the weather is holding him back on the task of erecting his four-dollar grandstand in De Moiney. Maybe he could make a deal for a second-hand grandstand now useless in Pueblo.

Wee Willie McCormick informs us that he'll not be happy if he doesn't lambast them at a .320 gait this season. We have poured our hopes into Wee Willie's auriculars until we have hopes we've got him ribbed up to swipe the batting championship of the loop.

The wrestling game has worn itself out with its fat fakes from Turkey and its stalling stunts from elsewhere. The public is tired of being made the goat.

Have you seen the prices on Spring Shirts and Hats in Unland's window? WHITEBREAST Co.

CHEER UP!

Yes, these continued snows have been pretty disagreeable but they are worth the trouble. They mean big crops, and we need 'em.

And there's every reason to be glad because spring hasn't been sprung quite so early as usual. Last year, and the year before, and then some more years, spring came along about the first of March, and then when the buds had swelled along came old John Frost and raised merry hades with things. It doesn't look as if John Frost would be guilty this year.

And last year we started off the growing season short on wetness. No complaints on that score this spring. We might kick a bit on having so much, but we will not. We can use all of it, even if it does come along so fast that some of us will have to hike to the high hills to keep our tootsies from getting wet.

It looks as if we were going to have a stemwinding good year, don't it?

Cheer up! What's the use of aching around because you can not make the weather suit you. Isn't it a blessing that we don't have the running of the weather? Just about the time some of us put in an order for a sunny day so we could have a picnic, along would come some fellow and wet us down by putting in an order for a copious shower. Then we'd get all snarled up and say naughty things and disturb the peace and quiet of the neighborhood.

We've learned the foolishness of worrying about things we can not help and the things we can help. We have just naturally quit worrying at all. When we can't smile and look pleasant we immerse ourselves in a quiet room and take our grouch out on the old teypwriting machine. And when we've finished hammering out a red-hot roast on something or somebody we read it over and then drop it into the wastebasket. By that time we're in a good humor and can go right along writing good things about good people and about Grand Young Nebraska.

Try the plan. And let's keep cool, and sweet and pleasant. And above all, let's keep right on standing up for Nebraska!

THE POPOORN COUNTRY.

The greatest popcorn growing country in this republic is right here in Nebraska, and happens to be located in Valley and Greeley counties, with North Loup as the center of the trade. Popcorn by the thousands of bushels is raised in this section every year and shipped to all parts of the state. And every year a "Popcorn Festival" is held in North Loup, and believe us it is some celebration. Then it is that the buyers flock in from all parts of the country, there are games galore, plenty of refreshments and a gala good time. The popcorn industry is growing by leaps and bounds, and North Loup is becoming known around the world as the center of the industry. Popcorn doesn't appear in the itemized totals of the state's productions, but it is there just the same, and it means hundreds of thousands of dollars to the growers.

A GREAT BIG BOOST FOR GRAND YOUNG NEBRASKA.

 Will Maupin's Weekly, the best single-handed booster Nebraska has or ever had, came out in a blaze of glory last week with its "Nebraska Industries Number." Twenty-four pages carried an immense amount of highly interesting matter regarding the resources, attractions and opportunities of Nebraska, and also numerous advertisements of manufacturing concerns who make good goods in Nebraska and are not afraid to let people know it.
 Will Maupin ought to be put on the state's payroll for life as official booster.—Omaha Trade Exhibit.

THE WESTERN TRADER, OMAHA.

 Will Maupin's Weekly, Lincoln, Nebr.—Yesterday for the first time we saw a copy of your Nebraska Industries number. It impressed us as being of great value in advertising the various industries of this great state, and also in encouraging the many manufacturing concerns now here to greater efforts in marketing their products in trade territory farther distant from Nebraska. Keep up the good work. Nebraska manufactures are increasing but the many manufacturing institutions located within the borders of this state need more advertisement. You are doing your part in giving wide publicity to them and to their wares.
 We are also glad to see the fine write-up articles of both Omaha and Lincoln in the same issue of your paper. Anything that will add to the commercial friendship of these two cities is to be commended, and we are glad that you and your Weekly are taking part in this good work that will redound to your everlasting credit and to the benefit of Omaha, Lincoln and the entire state.
 Wishing your Weekly the greatest financial success and extending to you personally the compliments of the season, we remain, Yours very truly,
THE WESTERN TRADER,
 ZANE THOMPSON,

Named for and Made in Lincoln

From Selected Nebraska Wheat—Best Wheat in the World

Best
By
The
Oven's
Test



A
Nebraska
Product
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