

Will Maupin's Weekly

EDITED AND PUBLISHED BY HIMSELF

ONE DOLLAR PER YEAR

Editorial Rooms, 436 Bankers Life Bldg.
Auto Phone B2994
Publication Rooms, 126-132 North 14th Street
Entered at the postoffice at Lincoln, Nebraska,
as second-class mail matter, under the Act of
March 3, 1879.

VALEDICTORY.

Born in March, 1903.

Suspended October 25, 1912.

Anyway we did our damndest!

But the fabled Phoenix hasn't got a thing on us. If you'll stick around about a month you'll see us blossoming forth in a new guise and under a new name, and better equipped than ever to herald forth the wonders of Nebraska.

If we have been of service to any one, we rejoice. If we have injured anyone, we regret it. The first we have always tried to be; the second we have tried to avoid. We didn't make any big promises to start with, therefore we can point to a record of unbroken promises. We do not regret a single month of all those ten years, but we would prefer not to go through with them again, full as they were of joys. We are satisfied to pass this way but once, anxious only that in passing we may be able to perform some service, leave behind some evidence of good work done, remembered by friends and forgiven by, as we have forgiven, any enemies we may have. We did not start out by declaring that we were "here to stay." We knew better. This is a transient life. But we do promise to come again, better than ever, unless Providence intervenes.

And that will be about all.

GOODBY AND GOOD MORNING.

With this issue Will Maupin's Weekly suspends publication to make way for a monthly magazine to be known as "Midwest—A Magazine of Nebraska." While Will Maupin's Weekly dies but to live again in another and far better form, there is experienced a feeling of regret in seeing the weekly issue disappear. For almost ten years this humble little newspaper has been making its regular weekly appearance, for more than seven years as "The Wage-worker," and for almost two years under its present name.

"The Wageworker" was established in March, 1903, while the writer was a member of the editorial staff of "The Commoner." It was started for the purpose of assisting organized labor to get its plea before the people, and to be of whatever help it could to the men who work for wages. It was through the efforts of "The Wageworker" that the Labor Temple proposition took form, and the present handsome edifice owned and controlled by the organized workers of this community is due in large measure to the constant pushing of that labor newspaper. If "The Wageworker" contributed nothing else to the good of Lincoln and the cause of this city's organized workers than to be responsible in a large measure for the Labor Temple, it vindicated its establishment. The reasons that led to the final suspension of "The Wageworker" to make room for "Will Maupin's Weekly" were purely personal and had nothing whatever to do with the local situation. Nor was that move based upon any lack of support from loyal unionists or the merchants who realize that a well-organized, well-paid and well-satisfied community of workers is the best kind of a trade-building constituency. Frankly, the impelling motive for the change was a desire to get into a different field, a field that was not entirely local and which seemingly had none to occupy it. There was much to repay the editor in the work of publishing "The Wageworker." As we look back through its files we can see where it made some mistakes; where it may have worked an injustice to some, and failed to render justice to others. But one may search its files in vain to find where it ever advocated anything else than arbitration, conciliation, co-operation and fair play. It tried to make plain just what organized labor stands for, and to correct wrong impressions formed by the general public from having the lurid statements of a none too friendly daily press. The longer we hunt through those old files the better satisfied we are with the policy "The Wageworker" always pursued.

"Will Maupin's Weekly" was intended to advertise the resources and possibilities of Nebraska. How well it served that purpose is known to its readers. That it did arouse a widespread sentiment in favor of a systematic program of state advertising is well known. That it did arouse a deeper interest in the study of Nebraska is evident to every man who reads the newspapers of Nebraska. That such a publication was welcomed is evidenced by the support that came to it from the men who are striving to do things worth while. But the weekly newspaper field is pretty well crowded, and this fact, together with other facts, impels me to abandon it and strive to occupy a field that to date is not occupied in Nebraska—the monthly magazine field.

And now a few words as to "Midwest." This magazine will not undertake to compete with the great literary magazines of the country. It will not be a literary magazine at all, but a magazine devoted to telling the world about Nebraska. Its literary features will be well worth while, but they, too, will be built up around the central idea of making Nebraska's wonderful history and magnificent present and boundless future familiar to the people who are looking for homes and for new fields of investment. It will not be a freak magazine in either size or make-up. It will be a magazine of standard size, as well illustrated as we can possibly make it, and to it I expect to devote my best energies. I am assured of the assistance of a corps of Nebraska writers who, like myself, are interested in making Nebraska known to all the world for what she really is. Other monthly magazines have been established in Nebraska, but not one survives. This may strike the casual observer as being a mighty good reason for avoiding that field. To me it appears the contrary. I have been privileged to witness the birth and death of something like a dozen monthly magazines in Nebraska. Some of them deserved to live, but most of them had no reason for existence. I remember one that was started for the purpose of giving its editor a chance to print poems and stories that he had failed to sell, but which he felt certain the reading world was clamoring for. It lasted through three issues. Most of them were started with a view to competing with the literary magazines of the east; some were modeled after freakish magazines that have too often proved successful, and still others were unlike anything on earth. Besides, all of them were started before Nebraska and the central west was ready for a magazine of their own. I believe that with the aroused

Clothes for Live Men

Who Know

ANY STORE can sell clothes to men who don't know. This is a store for men who do know, for men filling responsible positions, who are giving high grade service and demand that high grade service be given them.

Of course the clothes-careless man receives full advantage of our superior service; but it is the particular man that we like to meet and serve. It is the men who know, exacting in every detail, demanding perfection in style and faultless tailoring, that stimulate us to increased effort and constantly bettered store service. It is you quality men whom we want to come and investigate these

Hart, Schaffner & Marx, Hirsh-Wickwire

and "R. B. Fashion Clothes" at

\$20 and \$25

Armstrong Clothing Co.

GOOD CLOTHES MERCHANT



sentiment in favor of publicity for the state and for a more thorough knowledge of Nebraska on the part of Nebraskans, the time is now ripe for the founding of just such a magazine as I intend "Midwest" to be. Anyhow, like the baby in the soap advertisement, "I'll not be happy till I try it."

And so "Midwest" will make its initial appearance in December of this year—unless something unforeseen occurs to prevent it. I am not going to make any glittering promises, contenting myself with the simple promise to make it the very best magazine I know how to make. Whatever else it may lack, it will not lack the Nebraska spirit of push and enterprise. It may not measure up to all its possibilities, and it will not be able to do full justice to Nebraska, but it will measure up as well as we can make it, and if it falls far short of doing Nebraska justice it will be because nothing can do Nebraska full justice and not because the editor is not trying his best.

I ask for the co-operation of all loyal Nebraskans who believe with me that our state is good enough to be advertised to all men everywhere. I want the support of the men and women who are contributing to the development of Nebraska's business and the betterment of all social and industrial conditions. If you are not favorably impressed with the first issue of "Midwest," don't knock—wait. "It doth not yet appear what we shall be."

"Midwest's" subscription price will be \$1.50 a year, in advance. Price 15 cents per copy—at all newsstands. But if you want to help push and at the same time make a saving, I'll accept yearly subscriptions at the rate of \$1 between now and December 15, 1912.

I have postponed writing this paragraph until the last. It contains the last words I shall ever write for "Will Maupin's Weekly." Therefore I seize the opportunity to thank the loyal friends who have stood by me in my efforts to advertise our state. I especially thank the business men of Omaha and Lincoln for the generous patronage they have given me. They are deserving of the best there is—the hearty support of a people who believe—or ought to believe—in patronizing home industries. And so "Will Maupin's Weekly" bids you goodbye!—W. M. M.

To those who have liked Will Maupin's Weekly we extend our thanks. To those who haven't liked it because it wouldn't grouch when they grouched and knock when they knocked it extends its sympathies, and they can go straight to Halifax.

At any rate, this newspaper and its editor have done their own boosting for Nebraska, and have not undertaken to build up a reputation for boosting upon the efforts and investigations of others.

After all, Will Maupin's Weekly dies as it has lived, full of good cheer and hoping for the best.

We never did care much for straw votes. We have a better use for our straws.

Of making of decisions in ballot cases there is no end.

After life's fitful fever it sleeps well.

Will Maupin's Weekly.

Finis.

It is announced that Roosevelt will "attack Bryan" just as soon as the Oyster Bay statesman gets a little more rest. And if Bryan ever finds out that he has been "attacked" by Roosevelt he will doubtless crawl right into a hole.

The ballot to be used by Nebraska voters on November 5 will be more than six feet long. The next time the legislature revises the ballot law it should call in a half-dozen printers and get a few pointers.

Think! It is high time to act. Don't delay your furnace work. We want you to call on us to install or put your furnace in order for the winter. We have the best furnace on the market and our work is of a high order.

LOGAN & RANNECKE

137 No. 12th St.

Auto Phone B3471

**THIS LABEL
ON YOUR PRINTING**



It is proof that it was printed in an 8-hour shop, manned by Union workers, drawing good wages and working under mutually satisfactory conditions. This newspaper is printed in a shop Union in all Departments.

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We have Money to Loan on
Chattel. Plenty of it. Utmost
Secrecy.
Kelly & Norris
Room 1, 1034 'O'

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Capital \$150,000.00
Surplus and Undivided Profits \$50,000.00

John Saxon
Old Irish

John Saxon
BEE