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WAGELABORER

WILL M. MAUPIN, EDITOR



Published Weekly at 137 No. 14th St., Lincoln, Neb. One Dollar a Year.

Entered as second-class matter April 21, 1904, at the postoffice at Lincoln, Neb., under the Act of Congress of March 3rd, 1879.

"Printers' Ink," the recognized authority on advertising, after a thorough investigation on this subject, says: "A labor paper is a far better advertising medium than an ordinary newspaper in comparison with circulation. A labor paper, for example, having 2,000 subscribers is of more value to the business man who advertises in it than an ordinary paper with 12,000 subscribers."

JUDGE TAFT AND LABOR.
Judge Taft has announced his purpose to do everything possible to put labor on an equality with capital and give labor an equality of opportunity in the negotiations between them. This is somewhat different from the view held by Abraham Lincoln, who insisted that labor was superior to capital and entitled to much more consideration. But it seems a far cry from the republicanism of Abraham Lincoln to the republicanism that triumphed in 1908.

SOMEWHAT PERSONAL.
On the evening of November 3 the Lincoln Ad Club held its regular monthly dinner, at which time Mr. Ed A. Higgins, advertising manager of the Brandeis & Sons Co. of Omaha, proprietors of the Boston Store, delivered an address on the topic, "Poetry in Advertising vs Advertising in Poetry."

The Wageworker begs the indulgence of its readers for reproducing a portion of Mr. Higgins' address in lieu of the usual grist of editorial matter. The portion reproduced is personal to the editor of this little paper, but perhaps he will be pardoned for the little streak of vanity which impels him to reprint it.

Mr. Higgins discussed the value of poetry in advertising and mentioned several notable incidents wherein this form of publicity was productive of commercial results. He instanced the "Spotless Town" and "Sunny Jim" advertising, but gave it as his opinion that the average "poetic advertising" was pretty poor stuff. Then branching off from the commercial into the sentimental Mr. Higgins said—and here's where the editor of The Wageworker blushes and bows his acknowledgements to Mr. Higgins' kindness:

You have another poet in Lincoln, one whose fame has traveled far. In the midst of his grind on newspaper work he stops abruptly once in a while and bursts into song. His subjects vary from communion with nature to philosophizing on the cant and veneer of life and in all he shows the soul of the true poet. I refer to Will Maupin. Who can read that little gem of poetry he wrote entitled "The Baby's Shoes" without feeling his heart swell to the breaking point with love and sympathy? Mr. Maupin, too, has written advertising poetry, although he has done so unwittingly, but he has not gone to the commercial world for his subject. He chose the typical American home (his own) and the love that exists therein. There is no mercenary reward for advertising that, but, oh, the other rewards that count so much in life, are so rich.

I can close my eyes and see him wending his way home after a hard day's work, a little brown-eyed boy and a golden-haired girl run to greet him. The door gained, a pudgy little fist grasps his features with a whoop for welcome. A steaming hot dinner served by the best woman in

the world and then the fireplace and easy chair with "My Three."

"Eyes o' Brown and Sunny Hair,
And Dickey Winktum Wee,
Two beside my easy chair
And one upon my knee;
Thus the evenings come and go
Till Mr. Sandman's call,
Set three wee heads to nodding low
And tired eyelids fall.
'This is the way to sleepy town,
Jump into bed and cuddle down.'

Eyes o' Brown wants 'an'mal tales,
Of bears and woolly things,
While Sunny Hair most loudly wails
For whirr of fairy wings.
But Dickey Winktum Wee just winks
His laughing eyes at me—
I wonder what the young man thinks
Perched there upon my knee?
'So sing hey ho for Sleepy town,
Jump into bed and cuddle down.'

'Once there was a big black bear—
Two pairs of eyes grow bright,
Two forms press closer to my chair
As if to banish fright;
'And once there was a brave young boy,
Then dimpled faces shine,
While I with fairy lore add joy
To those sweet tots of mine.
But Dickey Winktum Wee just crows
Till off to Sleepytown he goes.

'Now I lay me down to sleep—
The goodnight prayers are said,
The fleecy clouds of slumber creep
Above each little head.
Eyes o' Brown and Sunny Hair,
And Dickey Winktum Wee,
God guard and keep from ev'ry care
My little ones for me.
Safe in the shades of Sleepytown,
Tucked in bed and the light turned down.

The greatness of our republic—the wonderful achievements in the world of science, art or business—the success of almost every venture—all rest upon the one foundation—the home. If I were asked what is the secret of the giant strides made by this country I would point to the ordinary American homes as typified in Mr. Maupin's beautiful poem.

The future will be just as rosy as long as homes like this exist and we owe a tribute to the mind that can so skillfully handle the spark of home love and home enthusiasm thus advertising our true greatness to ourselves and all the world.

Making cabinets for President Taft seems to be a popular pastime, so we take occasion to jump into the game. Here's our frame-up: For secretary of state, James W. VanCleave; for secretary of the interior, Charles W. Post; for secretary of commerce and labor, David M. Parry; for secretary of war, Harrison Gray Otis; for attorney general, Timothy J. Mahoney; for secretary of the treasury, Andrew Homestead Carnegie; for secretary of the navy, ex-Congressman Littlefield; for secretary of agriculture, Dan Keefe. Can you beat it?

Of course Governor Sheldon will not call an extra session of the legislature. That sort of thing would be expected of a narrow-minded and spiteful man, but George Lawson Sheldon is too big, too broadminded to take such a step.

Well, Gompers may have scored a failure, but we notice that they are taking a wonderfully active interest in the workmen, just the same. And they never before showed any signs of knowing that the workman was on earth.

When president Roosevelt carves the roast for those "labor leaders" he will only be advertising his smallness in not inviting Samuel Gompers to the conference.

Now that the commission plan of municipal government has been endorsed it is up to organized labor to get busy and pull out something beneficial.

Well, if Roosevelt don't slay any more lions and tigers than he did trusts, there will not be much shedding of blood in the African jungles.

The first thing the democratic legislature should do is to repeal the infamous garbage law enacted by the last legislature.

We wouldn't mind being commissioner of immigration—but we'd die before we'd let Theodore know it.

The turning down of Gompers will be merely playing into the hands of organized labor's enemies.

To the victors belong the spoils. This is a sign for VanCleave, Post and Parry to get busy.

With that grand old friend of labor,

**The Top O' the Fashion
The Bottom O' the Price**

When the careful and economical dresser finds the place where he can combine the latest in style and the best in wear, with the lowest possible price, is it to be wondered at that he stops there and bestows his patronage? And is it to be wondered at that this store does the business when it always combines these things—the best values for the least money.

There are about as many individual tastes in clothing as there are individual men, and the problem is to best suit the largest possible number of individual tastes. This store's buyers have solved that problem to the satisfaction of thousands of men. There is a refinement, a dignity, about the Armstrong Clothing that sets it apart and above the other kind. The "above" is only in style, make, fit and wear—not in the price. There is a something about our clothing—"verve" it may be—that makes it a strong appeal to the neat, careful and economical dresser. "More for the Money, and Better"—that's this store's motto.

FROM FIFTEEN TO FORTY

Extra good values for the money in suits and overcoats from \$15 to \$40. This wide range makes it possible for us to suit every purse as well as every taste. The full value is in the fabric, the style and the make.

OUR BOY'S DEPARTMENT

This is really a big store in itself. It contains more goods than many clothing stores of huge pretensions. Anything and everything for the boys—from 2 years old to 16. School outfitting is a strong point with us in this department.

Armstrong Clothing Company
Good Clothes Merchants

James S. Sherman, presiding over the senate, and that other grand old friend of labor, Joseph G. Cannon, presiding over the house, it is easy to see where labor is going to get off at when congress gets busy.

There is still a little too much thinking below the belt line for organized labor to make a winning political fight.

The forthcoming legislature could make a ten-strike among laboring men by putting a crimp into the "loan sharks."

Col. James W. VanCleave seems to be the possessor of a very fine hand-made and non-union made vindication.

The editor of this little newspaper

Lincoln, Nebraska, continues to be the postoffice of the greatest citizen of this republic.

has some industrial poetry for private recitation, not for public printing.

Gee, but we're proud of Lincoln, Havelock and Lancaster county.

The next time we'll test our parachute before going up.

labor's Bull Run will yet result in Labor's Appomattox.

And now altogether for a labor temple in Lincoln.

That was organized labor's first

real political battle, and a battle lost does not mean a war lost.

Politics? O, forget it for a few weeks.

MASQUERADE PARTY.
Auxiliary No. 11 to Typographical Union No. 209 invite yourself, family and friends to a masquerade party at A. O. U. W. hall, 1007 O street, Monday evening, November 16, 1908.

FIRED THE FLINTS.
About the first act of the Denver convention of the American Federation of Labor was to fire the Flint Glass Workers over the transom. This was done because the Flints were poaching on the preserves of the glass blowers.