Article Title: Nebraska Newspaperman Will M Maupin

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Article Summary: Will M Maupin (1863-1948) was one of the most remarkable Nebraska newspapermen, spending over 60 on at least twenty different newspapers around the state. He is probably best remembered as an untiring Nebraska booster; for his role in forming the Nebraska Federation of Labor in 1909; and for his association with William Jennings Bryan on The Commoner from 1901 until 1913.

Cataloging Information:


Photographs / Images: Nebraska Press Association band, June, 1914, Will M Maupin with other members; Line drawing from the cover of Linnings, Maupin’s 1898 book of poems from Omaha World-Herald column of the same name; William Jennings Bryan in front of The Commoner office; Will M Maupin ad for Railway commissioner, 1912; Inset of Maupin’s poem “My Preference” from the Omaha Bee-News, February 20, 1928; Ad for Will M Maupin’s run for State senator, 1946
NEBRASKA NEWSPAPERMAN
WILL M. MAUPIN

By Patricia Gaster

Nebraska has produced many outstanding newspapermen who have labored on country weeklies and the metropolitan dailies of Lincoln and Omaha. One of the most remarkable was Will M. Maupin (1863-1948), whose sixty years in Nebraska journalism included stints on at least twenty different newspapers around the state. During his long career as an observer of men and events in Nebraska, he gained a firsthand knowledge of state and local politics. An ardent Democrat for most of his life, he worked under William Jennings Bryan on The Commoner in Lincoln from 1901 to 1913. An advocate of organized labor, he helped form the Nebraska Federation of Labor in 1909 and served as its first president.

From his earliest days on the Falls City Journal, Maupin was one of the state's most enthusiastic boosters. His characteristic good humor and optimism were a hallmark of his widely read "Limnings" column in the Omaha World-Herald and later of "Sunny Side Up," which appeared successively in the Omaha Bee (later the Bee-News), the Hastings Democrat, and the Clay County Sun.

Maupin was born August 31, 1863, in Civil War-torn Callaway County, Missouri. Populated largely by southern sympathizers, the area was an uncomfortable home for the family of the Reverend William Taylor Maupin, a Disciples of Christ minister who publicly supported the northern cause and fought in the Union Army. Shortly after Will M. was born, the elder Maupin moved his wife, new son, and a daughter to safer territory in Macon County, Illinois, where he joined them after service in the Union Army.

The Maupin family returned to Mis-
Will M. Maupin

souri about 1880, where Will attended high school in Oregon and in Forest City, Holt County, and then "quit school altogether and started in at the printer's trade" on the Republican *Holt County Sentinel* in May of 1879.\(^1\) During the early 1880s Maupin worked as a tramp printer (he preferred the term "typographical tourist") on a number of newspapers around the country, ranging as far north as Winnipeg, Canada, and as far south as Caracas, Venezuela.\(^3\)

Maupin first published his own newspaper, the *Meteor*, in Craig, northwestern Holt County, Missouri, just across the Missouri River from Falls City, Nebraska. In the spring of 1886 he moved into Falls City and worked briefly on the *Falls City Journal* and later the *Falls City News*.\(^4\) In September of 1886 Maupin launched his own newspaper in nearby Rulo. Despite his best efforts, the *Rulo Weekly Bridgeman* survived less than six months. Even the efforts of Falls City newspaperman George Burkhalter, husband of Maupin's sister, could not save the newspaper.\(^5\)

By February of 1887 Maupin was in Minden working on the *Kearney County Gazette*. On November 13, 1887, he married Jennie Hammond, a Minden post office employee.\(^6\) Less than a year later Maupin left the *Gazette* and took a job with the *Hastings Independent*.\(^7\)

By November of 1888 Maupin and his wife were in Fairfield, Clay County, where he was first associated with the *Fairfield Herald*. The *Herald* publisher and editor, Maupin later recalled, "did not last long . . . . I recall that he made a newspaper attack on a Mr. Tweed, . . . [who] rubbed a handful of used wagon grease in the editor's hair."\(^8\)

When the *Herald* folded, Maupin again decided to strike out on his own. By April 1889 he and George Burkhalter, his brother-in-law and former partner on the *Rulo Weekly Bridgeman*, were publishing the four-column, eight-page *Fairfield Saturday Call*.\(^9\) Despite their best efforts, the *Call* proved as short-lived as the *Bridge- man*. Fairfield had two other weekly newspapers and even Maupin's efforts to support the *Call* by selling sorghum in surrounding towns proved inadequate to keep the newspaper afloat.\(^10\)

By December of 1889 Maupin was working as "city editor, reporter, and entire city staff" of the *Kearney Enterprise*.\(^11\) However, like so many other early Nebraska newspapers, the *Enterprise* did not long survive the collapse of a local economic boom. After a brief stint during the summer and early fall of 1890 on another Kearney newspaper, the *Daily Review*, Maupin moved back to Minden.\(^12\)

Maupin, now with two children and a wife suffering from tuberculosis, was at loose ends. In November of 1890 he accepted a job as Lincoln correspondent for the *Omaha World-Herald*. His family remained in Minden, where Jennie probably depended upon her family's help to care for two-year-old Louis and for Sarah Louise, born October 16, 1890.\(^13\)

During the legislative session of 1891 Maupin served as assistant to the *World-Herald*'s legislative reporter, Richard Metcalfe, who was to become a lifelong friend. After about a month on the job, *World-Herald* managing editor, Robert B. Peattie, instructed Maupin to "get a line" on the leading candidates for speaker of the lower house of the legislature. Maupin forty years later confessed:

I didn't know a half dozen politicians in the state. But I had edited a little weekly newspaper in Fairfield, Clay County, a couple of years before and had heard [Samuel] Marshall[all] Elder make a speech or two at a Republican county convention. He had turned "pop" [Populist] and been elected to the legislature, and being the only one of the 100 members I had ever seen or heard of, I took a chance and wrote the *World-Herald* that Elder was the leading candidate . . . . I kept it up day after day . . . . [and] . . . . Elder was . . . . later elected.\(^14\)

In May of 1893 the *Minden Gazette* reported that Maupin would "take charge of the Lincoln end of the *Herald,*" and by July the family was living in Lincoln.\(^15\) Besides his work for the *World-Herald*, Maupin supplemented his income by serving as special correspondent for several out-of-town newspapers, including the *Chicago Inter-Ocean*. At some point during the summer and early fall of 1893 he was also associated with the *Lincoln Evening News*, a sizeable daily featuring local news from Lancaster County and southern Nebraska. Its notice of Jennie Maupin's death from tuberculosis, which occurred October 31 at the Minden home of her mother, identified Maupin as the *News* city editor and reported that a large party of his Lincoln friends would travel to Minden for the funeral.\(^16\)

Little more than a month after his wife's death, Maupin was in North Bend, where he edited the *North Bend Republican* and waded into local Republican politics. He frequently traveled by train to Omaha, where he worked at various times for both the *Omaha Bee* and the *Omaha World-Herald*.\(^17\) In August of 1894 he attended the Republican state convention in Omaha as a delegate pledged to support John H. "Jack" McColl of Dawson County as the party's nominee for governor. He also sought for himself the nomination for secretary of state.

However, the convention proved "one of the wildest and woolliest [sic] affairs ever seen in Nebraska" when *Omaha Bee* editor Edward Rosewater resigned as national committeeman rather than support Thomas J. Majors of Nemaha County as the gubernatorial nominee.\(^18\) Majors was ultimately defeated by the Democratic-Populist nominee, Silas Holcomb, who further benefitted from the support of Rosewater and the *Bee*.

Maupin was severely disappointed by the results of the Republican convention. Conflict between McColl and Majors supporters had been intense in North Bend. No. 1894 copies of the *North Bend Republican* edited by Maupin are known to have survived, but the rival *North Bend Argus* noted gleefully that a local caucus to select delegates to the convention resulted in "more votes in the hat than voters entitled to vote in the room."\(^19\)
The Argus also noted that Maupin had been unsuccessful in his bid for nomination as secretary of state.

More than a month later friction engendered by the convention was still intense among Dodge County Republicans. The September 26 Argus reported a “fracas” between Maupin and fellow Republican L. D. Richards, editor of the Fremont Tribune, in which "the Hon. Richards and Col. Maupin were for a short time tangled up in each others legs, arms, teeth and feet on the floor of the Tribune office." Maupin did manage to secure a job on an Omaha daily "that lasted but two months and failed to pay salaries for eight weeks of that time." Fortunately by late December he had landed a steadier job with the Fremont Daily Herald.

While in North Bend Maupin began courting Charlotte Armstead, daughter of noted Civil War photographer George W. Armstead. They were married October 13, 1894, in a quiet ceremony in Fremont. Maupin later recalled:

When we were married circumstances over which we had no control prevented us from taking a bridal tour. In the first place, we eloped. In the second place we kept our marriage secret more than three weeks, and before it leaked I had lost my job as editor of the North Bend Republican ... [There was] nothing between us and privation save my small ability as a newspaper man, and almighty small demand for that little ability during the strenuous times of '94 when business was more a memory than a fact.

Maupin's work on the Fremont newspaper soon reflected his changing political opinions. As early as 1892 he had begun to question Republican policies opposed by fellow members of the International Typographical Union (ITU). His spirited coverage in the Herald of the 1895 Fremont municipal elections indicates that he was still brooding over the McColl-Majors contest at the 1894 Republican state convention.

Maupin's work on the Herald was to last less than a year. By October of 1895, Herald publisher and editor, Dr. Joshua Devries, had sold the newspaper to a former proprietor, who promptly fired Maupin. After "negotiating with Omaha and Des Moines newspapers for a position," he accepted an offer to act as advance agent and advertising manager for the Armstead Theatrical Company, based in his wife's home town of North Bend. The troupe had been formed during the summer of 1895 and planned to "make the Iowa-Missouri circuit" the following winter and spring. Maupin's family remained in Fremont until he left the troupe in November of 1895 and accepted a newspaper job at Perry, Iowa, where he was reported to be "proprietor of the Bulletin." Maupin worked in Iowa less than a year. The political climate in Perry, which he later described as a "hotted of Republicanism," was uncongenial and the town was already supporting three other newspapers. By October of 1896 he was again on the staff of the World-Herald, providing what the North Bend Argus called the "brain power for the 'Limmings' column of the World-Herald." Maupin had used the word "limnings," brief descriptions of persons or events, at least a decade earlier as a heading for local news items in the Kearney County Gazette of Minden. His World-Herald "Limmings" column and "Brain Leaks," a series of one-liners, became a vehicle for reminiscences, anecdotes, editorial comments, and doggerel verse (often in dialect) on
topics as diverse as Omaha culture and politics; Nebraska agriculture, history, and folklore; and his own newspaper experiences in Holt County, Missouri, and in a succession of Kansas and Nebraska towns. Poetic jabs at Edward Rosewater, editor of the rival Omaha Bee, and Tom Dennison, Omaha gambling and political figure, alternated with comic descriptions of miry city streets in winter and other frustrations of everyday life in Omaha during the late 1890s. During the summer and fall of 1898, World-Herald readers were treated to his observations of the Trans-Mississippi and International Exposition in a column entitled "Snap Shots at the Passing Throng," which briefly replaced "Linnings." His comments on state and national politics often provided a foil for A. L. Bixby's Republican-oriented "Daily Drift" column in the Nebraska State Journal, published in Lincoln.29

In 1898 Maupin published a number of poems, short stories, and essays under the title of the column from which most of them were drawn, Linnings. He admitted in the introduction that the book was published "with financial intent":

I claim no particular literary merit for the contents. All herein has been published in the Omaha World-Herald, and has served to keep the wolf from the door for a couple of years. It is hoped that, in book form, these sketches and verses will kill the wolf and thus relieve the writer of some disagreeable company.30

Much of the material reprinted from the "Linnings" column in the subsequent book is sentimental verse reflecting Maupin's family life and his love for children. (He and his second wife eventually raised a family of eight children. Two others died in infancy.) They are the subjects of a large number of poems and short essays which appeared not only in the "Linnings" column of the World-Herald, but in successive newspapers and magazines with which Maupin was associated.

Despite the modest success enjoyed by Linnings, Maupin regarded himself as a newspaperman rather than an author and proudly noted in his "Linnings" column a tribute from the Louisville (Nebraska) Courier, which pronounced him "one of the best paragraph writers in the West."31

Active in the Nebraska Press Association, he served as president in 1900 and later held several other offices. He also found time during these years on the World-Herald to travel widely in the Midwest, providing "Linnings" readers with descriptions of Nebraska, Iowa, Kansas, and his old haunts in northwest Missouri.

William Jennings Bryan's second bid for the presidency in 1900 was enthusiastically supported by Maupin. He had closely observed Bryan's political career since the late 1880s during his newspaper days in Fairfield. Maupin, although then a Republican, had helped to persuade the Democratic Bryan, a little known attorney from Lincoln, to speak at a Fairfield celebration and had introduced him to the Clay County crowds that attended. During the early summer of 1896, the newly Democratic Maupin was in Perry, Iowa, and predicted that "ere the campaign was over Bryan would set the country afire with his eloquence and personal magnetism."32 By October of 1896 Maupin was working for the Omaha World-Herald, which publisher Gilbert M. Hitchcock made a vehicle for Bryan's political views. Hitchcock even listed Bryan as editor-in-chief for a time in the mid-1890s in return for Bryan's investment in the paper, although much of the editorial burden fell upon the shoulders of the associate editor, Richard L. Metcalfe.33

In 1900 Maupin attended the Democratic national convention, held July 4-6 in Kansas City, along with Metcalfe, now World-Herald editor, who served as Bryan's personal representative and Nebraska's member of the Committee on Resolutions.34 During the following months Maupin used "Linnings" to boost the Bryan presidential campaign. A favorite target was Republican Theodore Roosevelt, who exploited to good advantage his Spanish-American War popularity.35

Bryan's defeat in 1900 did not weaken Maupin's support for him. When the first issue of Bryan's new weekly journal, The Commoner, appeared on January 23, 1901, in Lincoln, it included Maupin's contribution in the "Whether Common Or Not" column, which was to become a regular feature. The column included the same type of jokes, poems, brief essays, and humorous fables which had made "Linnings" so popular with World-Herald readers. The "Brain Leaks" series of one-liners was carried over from the World-Herald, and some "Linnings" material was republished.

As the months passed, "Whether Common Or Not" included more barbed political comment directed particularly against trusts ("legalized grand larceny") and tariffs ("licensed stealing.").36 Maupin also supported Bryan's stand on anti-imperialism and began to boost organized labor. But his more popular writings still dealt with what William Jennings Bryan described as "the tender attachments of the family and the homely virtues of everyday life." Bryan wrote the foreword for a 1903 republication of Maupin's columns from The Commoner and especially commended Whether Common Or Not to those who enjoy "innocent fun, delicate humor, and philosophy seasoned with sentiment."37

The years Maupin spent with The Commoner were probably among his happiest. He moved his growing family from Omaha to Lincoln and participated in the social life of the Bryans. His daughter, Lorena, recalled in 1961 that she often carried Maupin's copy from their home to the offices of The Commoner:

Running in and out of the offices of W.J. and Charlie Bryan was a daily occurrence . . . . W.J. Bryan dubbed me "Gloomy Gus," because of my serious and subdued nature; whereas my sister, Dorothy, was "Happy Hooligan." We were guests many times in the Bryan home and played with the Bryan children in the carriage house.38

Maupin's increasing commitment to organized labor, as well as the need for money, prompted his founding of a Lin-
William Jennings Bryan (above) employed Maupin on his weekly journal, The Commoner, from 1901 until 1913. (NSHS-B915-64)

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colin weekly, The Wage Worker, in April of 1903. Throughout most of his newspaper career, he was an active member of the International Typographical Union, then one of the country’s strongest; and his association with Bryan and The Commoner had sharpened a growing hatred for the “highwaymen of finance” who, Maupin believed, controlled the nation’s economy. Advertised in its January 13, 1904, issue as a “newspaper with a mission and without a muzzle,” The Wage Worker by October 21 of that year guaranteed to advertisers “over 1,000 actual, bona fide, paid-in-advance subscribers, nine-tenths of whom reside in Lincoln, University Place, Havelock, College View, and Bethany.”

Perhaps Maupin’s greatest contribution to the state’s budding labor movement was his role in the formation of the Nebraska Federation of Labor. Appointed by Governor Ashton C. Shallenberger as deputy commissioner of the State Bureau of Labor and Industrial Statistics in January of 1903, Maupin used his new prestige to convene a delegate convention in Lincoln on June 21-22 of that year to form an organization of the wage earners of the state. Representatives from Nebraska union locals drafted a platform calling for an eight-hour work day, enforcement of child labor laws, and equal pay for equal work by men and women. Those attending elected Maupin to a one-year term as the first president of their new organization, which was to work toward improving the condition of both organized and unorganized workers in Nebraska.

Maupin’s simultaneous work on The Commoner and The Wage Worker did not seem to conflict. The “innocent fun, delicate humor, and philosophy seasoned with sentiment,” so commended by Bryan in the foreword of Whether Common Or Not, continued to grace the pages of the nationally circulated newspaper; more caustic attacks on trusts, imperialism, and plutocracy appeared in the local weekly of which Maupin was sole editor and publisher. As Bryan readied himself in 1908 for one last try for the presidency, Maupin threw his entire energies into the campaign. When Bryan was defeated for the third time, Maupin wrote sadly in the pages of The Commoner; “I thought we had ‘em beaten/ To a frazzle, so I did/But I found I was mistaken/When the landslide slid.”

Maupin remained on the staff of The Commoner until 1913, although after Bryan’s third defeat in 1908, he became increasingly involved in his other ventures – probably from a need to supplement his income. He continued to edit and publish The Wage Worker until early 1911, when he changed the paper’s name and considerably broadened its focus. The January 27, 1911, issue announced that Will Maupin’s Weekly would be a “live snappy progressive weekly journal of news and comment.” Its publisher frankly admitted two motives in the publication . . . . One is my desire to make a living for myself and family. The other is my desire to contribute in some measure to the upbuilding of Nebraska. Desiring to be perfectly honest about it I have put the chief motive first.
Maupin found the new journal a useful vehicle for promoting his 1911 book, *Kiddies Six*, which consisted chiefly of poems on children and family life. The foreword was written by his fellow Nebraska newspaperman, Richard Metcalfe, who had worked with Maupin on the *Omaha World-Herald* and *The Commoner* and who shared his admiration for Bryan.

The motive for periodic republication of what Maupin considered his most popular poems and short essays must have been chiefly economic. He wrote openly in *The Weekly* that his 1912 bid for the Democratic nomination for state railway commissioner was prompted by the need for more income:

Of course I would appreciate the honor of the office, but I would appreciate the $3,000 per year more, for dollars buy more shoes for the children's feet and more food for the children's mouths than honors. Having in some measure obeyed the biblical injunction to "multiply and replenish the earth," I find it necessary to acquire something more than honors in order to meet expenses.43

A second try to secure the nomination as a "Democratic Populist" candidate in 1914 was successful, but Maupin lost to Republican Tom Hall in the general election.

In October of 1912 Will Maupin's *Weekly* carried the announcement that it would be succeeded by a monthly literary magazine, *The Midwest*, with a new format and publishing schedule. In January of 1916 Maupin moved his family to York and began editing and publishing the *York Democrat*, while continuing to put out *The Midwest* magazine. The *Democrat* gave extensive coverage to state and national as well as local politics and reflected the change which had occurred in the Nebraska Democratic party since Maupin's days on *The Wage Worker*. William Jennings Bryan had alienated an important segment of his party at the 1912 Democratic national convention by his support of Woodrow Wilson. Maupin was angered by what he viewed as Bryan's betrayal of Clark and Hitchcock and resented Bryan's attempt to make prohibition a Democratic party issue. However, he still considered Bryan a personal friend, "a gentleman and a loyal democrat" and the "foremost private citizen of the world."46

Maupin did not stay long with the *York Democrat*. By 1918 he had established a weekly newspaper at Gering, the *Gering Midwest*, which succeeded *The Midwest* magazine. Characteristically he set out to boost his new home town and the surrounding "Gering country" in Scotts Bluff County. As director of the Bureau of Publicity under the Nebraska Conservation and Welfare Commission in 1918 and early 1919, Maupin wrote *Nebraska Facts*, an eighty-page "presentation of the opportunities afforded by Nebraska to homeseekers and investors."47 In 1920 he suggested in the columns of his newspaper that Gering, at the east entrance of Mitchell Pass, was the logical place for an annual celebration to be called "Oregon Trail Days."48

Maupin was also keenly interested in another historical project, the creation of Scotts Bluff National Monument in December of 1919. In the early days of the National Park Service, no funds were available to hire regular employees, and a local citizen was usually appointed to look after the government's interest. Maupin managed to secure an appointment as the first such custodian of Scotts Bluff National Monument at the nominal salary of $12 yearly. He served with zest from April 10, 1920, to July 1, 1924. Although his correspondence with the National Park Service reveals that he did not entirely understand administrative rules and regulations, he tried to comply with official directives and constantly worked to improve the monument area. He proposed that a private corporation be formed to construct a road from Mitchell Pass to the summit of the bluff and that a pavilion and cafe be erected there. He wanted to hire temporary employees to patrol the monument grounds and stop the illegal cutting of trees. He asked for himself as custodian of the monument a regulation revolver and rifle, holster, belt, motorcycle, and typewriter. The National Park Service repeatedly
denied his requests, pleading lack of funds, but did finally send him a badge and pair of binoculars.49

During his years on the Gering Midwest, Maupin became less ardently Democratic. His break with William Jennings Bryan, first discernible after Bryan’s espousal of prohibition, became almost complete. By 1920 he had publicly labeled Bryan a “troublemaker” and remarked, “The chief trouble with Mr. Bryan is that he is never wrong. And everybody else is wrong when they do not agree with him.”50

In 1921 Maupin announced in the Gering Midwest his candidacy for the Democratic gubernatorial nomination. While he later stated that he had not actually expected to secure the nomination, he believed that his platform of stringent reduction of state services (and hence state taxes) had helped to publicize western Nebraska, especially the North Platte Valley. Although Democrats selected Charles Bryan as their gubernatorial nominee, they did offer Maupin the opportunity to run for the Sixth District congressional seat left vacant by the death of Moses Kinkaid in July of 1922. He accepted, promising to “make the best campaign I can under the circumstances” but commented wryly that the unexpected honor “was more of a recognition of the extreme western end of the district than . . . a recognition of my humble services to the party.”51

Maupin was (not unexpectedly) defeated in the 1922 general election by his Republican opponent, A. R. Humphrey of Broken Bow.

During 1922 Maupin suffered financial setbacks as well as political disappointments. Several years earlier he had taken over publication of the Lyman Leader from the Lyman Community Club and struggled to build it into a profitable venture which could be run from nearby Gering. However, the Leader proved a drain on Maupin’s financial resources, and by late 1923 the veteran newspaperman, now sixty years of age, was forced to seek outside employment to support his family in Gering. Leaving his seventeen-year-old son, Richard, to supervise the daily operations of the struggling Gering Midwest, Maupin reluctantly left western Nebraska to join the staff of the Omaha Bee. The Bee of October 9, 1923, carried on its front page his brief article entitled “Up, Down and Round About – What an Old-Timer Sees on Coming Back to Omaha.” The daily feature conveyed to readers of the Bee the bemused impressions of a former Omahan who had not visited many of his former haunts for almost twenty-five years. The column underwent several subsequent name changes until on October 31 it appeared as “Sunny Side Up,” a name which was to become as familiar to Omahans as “Linnings” had been several decades earlier.

“Sunny Side Up” consisted of the same melange of fractured rhyme, personal reminiscences, and anecdotes which Maupin had used so successfully in “Linnings” and in “Whether Common Or Not.” It also offered a forum for friendly editorial banter with newspapermen around the state such as J. Hyde Sweet of the Nebraska City News-Press; Edgar Howard of the Columbus Telegram; and A. L. Bixby of the Nebraska State Journal (Lincoln).

Maupin’s frequent complaints about prices indicate that his salary from the Bee — “not large but perhaps more than I earn” — was not enough to cover both his living expenses and those of his family in Gering. By the spring of 1924 he had reluctantly pulled up stakes in western Nebraska and had moved his family to Omaha. The Gering Midwest was sold, and its former proprietor settled into the less demanding roles of reporter and editorial writer for the Omaha Bee.

Although Maupin was undoubtedly chagrined at leaving western Nebraska under such circumstances, he enjoyed the camaraderie of fellow workers on the Bee. He supplemented his income by lectures to Nebraska civic groups and community clubs; and shared with the readers of “Sunny Side Up” his plans to publish another book consisting of “some of the least worst of the rhymes that have appeared in this department.”52 The slim volume of verse, Sunny Side Up, was published in 1926.

One of the high points of Maupin’s work on the Bee was his tour with the Burlington “Purebred Dairy Sires Special” in 1924. The twelve railroad cars carried dairy exhibits, a demonstration car, and thirty-three purebred dairy sires to be exchanged for scrub bulls as the train passed through Nebraska towns along the Burlington route. Maupin later represented the Omaha Bee on “trade trips, potato specials, bull trains, dairy trains, [and] chicken trains,” and became recognized as one of the leading farm writers in Nebraska.53

Maupin was deeply affected by an event which occurred during the summer of 1925 — the death of his former political idol, William Jennings Bryan. Maupin had ardently supported Bryan’s three bids for the presidency in 1896, 1900, and 1908 and considered his years with The Commoner among the happiest of his life. Although he later broke politically with Bryan over prohibition and other issues, Maupin never completely lost his old respect and affection for Bryan, whose personal qualities, his “bubbling good nature, . . . and his ready wit” were eulogized in “Sunny Side Up.”54

Overall Maupin enjoyed his years with the Omaha Bee (after 1927 the Omaha Bee-News), which he cheerfully called his “bread and butter factory.”55

But when newspaper magnate William Randolph Hearst bought the Bee-News in 1928, Maupin lost much of his earlier editorial freedom. His dismay at the change in Bee-News ownership and management, as well as his preference for country newspaper work, prompted him to once again seek work on a small town weekly, the Hastings Democrat, owned and managed by W. W. Maltman. Maltman announced Maupin’s appointment as Democrat editor in the October 4, 1928, issue of his newspaper.
and praised him as the “best known and most versatile writer in Nebraska.”

The Hastings Democrat soon began to reflect Maupin’s influence through its regular features: “Sunny Side Up”; “Willygrams” and “Maupinions,” both composed of brief anecdotes and one-liners resembling his earlier “Brain Leaks” column; “A Layman’s Sermon,” similar to a regular Sunday feature earlier written for the Omaha Bee and Bee-News; and a new column, “The Gentle Knocker,” subtitled “A Department of Protest Against Things in General and a Great Many Things in General, and We Don’t Mean Maybe.” Maupin promoted Hastings and Adams County in the same enthusiastic manner in which he had boosted Gering and the other Nebraska towns in which he had lived and worked. He continued his promotion of Nebraska agriculture, accompanying the Burlington’s “profitable pork special” in October of 1929 and suggesting during the early days of the Great Depression that farmers try to raise low farm prices by organizing along the lines of the ITU.

Although Maupin claimed to have lost intense interest in politics, he nevertheless followed closely the struggle of George W. Norris for a fourth senatorial term in the fall of 1930. He had long opposed Norris’s program for the development of public power, believing that private enterprise could more cheaply and efficiently fill local need for electricity, and laughed at Norris’s fears of a “power trust.”

When his staunch friend and former employer on the World-Herald, Gilbert M. Hitchcock, emerged from the 1930 primaries as the Democratic candidate to oppose Norris, Maupin strongly supported his candidacy in the pages of the Hastings Democrat. Maupin was in turn attacked by Norris and his supporters and, to his amused surprise, “quizzed at length by an investigator employed by [North Dakota] Senator [Gerald P.] Nye’s snooping committee,” which investigated the attempted filing of George W. “Grocer” Norris of Broken Bow in the Republican primary. When Norris defeated Hitchcock by a comfortable margin of almost 75,000 votes, Maupin, although philosophical, did not forget what he felt were personal attacks upon him by Norris.

In early 1931 Maupin resigned as editor of the Hastings Democrat to accept a position as roving correspondent for the Omaha World-Herald. One of his first assignments was to travel about the state, reporting first-hand the agricultural and business conditions then prevailing during the Depression. Characteristically upbeat, he professed to see improving business conditions and a “new note of optimism” among Nebraska residents.

In 1934 Maupin sought and won in the primary election Democratic nomination to the State Railway Commission. In the November general election he defeated his Republican opponent, Robert Marsh, as a Democratic sweep reflected widespread dissatisfaction within the state with Republican efforts to deal with the Depression.

Despite the security provided by a

MY PREFERENCE

I would rather be a worker on the section in Nebraska
Than a California loafer where the loafing’s mighty good.
And to roam Nebraska’s prairie in a manner light and airy
Is a darned sight greater pleasure than to live in Hollywood.
I would rather be a sandbank in Nebraska’s old Platte River
Than the beach at old Redondo that Pacific wavelets fog,
And I’d rather be a thistle in Nebraska’s winds a-whistle
Than an arc light in old ’Frisco trying hard to pierce the fog.

I would rather be a catfish in Nebraska’s old Wood River
Than a swordfish swimming gaily near to Catalina isle.
And to see Nebraska’s beet fields with their hugely paying
sweet yields
Is enough to make Nebraskans pause and show a happy smile.
I would rather be a cornstalk in a field in old Nebraska
Than an orange tree that’s groping for some moisture in the sand.
And I’d rather live and labor where each one I meet’s a neighbor
Than to live in California where they brag to beat the band.

I would rather brave the snowstorms that we have in old Nebraska
Than to fight the hungry sand fleas on the California coast.
And I’d rather have a blizzard now and then to chill my gizzard
Than to suffer in El Centro, where they sizzle, fry and roast.
I would rather be a “white wing” in some good Nebraska city
Than a California sucker that some boomers hooked for fair.
And I’d rather walk the highways of Nebraska, and her byways,
Than to loaf in California whose chief product is hot air.

Dozens of readers sent Maupin’s “My Preference” from the Omaha Bee-News, February 20, 1928, to former Nebraskans seeking a brighter future in California. Maupin in the February 27 Bee-News discouraged it: “Living in California is punishment enough without adding thereto any reminders about the glories of the good old state they left behind.”
steady job and income, Maupin's six-
year term (1935-41) with the State
Railway Commission gave him little
peace of mind. A survey of the annual
commission reports for the late 1930s
indicates that Nebraska railroads were
seeking to reduce or discontinue ser-
dvice to small communities as the
increasing use of trucks and buses for
hauling passengers and freight reduced
railroad profits. However, small towns
fought any reduction in their rail ser-
dvice, and the resulting disputes were
aired before the State Railway Com-
mision. Following the expiration of his
term in 1941, Maupin wrote, "After six
years of listening to the wrangling...it
is a great relief to quit it all and retire to
private life." 62

However, despite his professed
"relief to quit it all," Maupin had not
done so voluntarily. His try for a second
Democratic nomination to the railway
commission in 1940 failed when he was
bested in the primary election by S. A.
Swanson of Hastings. In January of
1941 as his commission term expired,
Maupin re-entered the newspaper
field. He and Walter Hughes of Omaha
bought the Clay County Sun, published
in Clay Center by radio station KMMJ.
The January 16, 1941, issue of the Sun,
which announced the change in
ownership, also carried editor Maupin's observation that the weekly
under its new management would be
"independent...but will lack a lot of
being non-partisan."

The Sun soon reflected the per-
sonality of its new editor. "Sunday Ser-
mon by a Layman," a weekly religious
column which Maupin called his
"pseudo-pulpit," first appeared in the
January 23, 1941, issue of the
newspaper and was shortly followed by
other regular Maupin features: "Brain
Leaks"; "About Nebraska and Nebras-
kans"; "Sunny Side Up"; and several
new columns: "Merely on the Side,"
consisting of reminiscences from Maupin's
long and colorful newspaper career.

Although seventy-eight years of age
in early 1941 and in declining health,
Maupin threw all his energies into edit-
ing the Clay County Sun. He not only
covered local events but editorialized
on state and national affairs, continu-
ing his attacks of the late 1920s and
1930s upon Senator George W. Norris
because of Norris's push for hydroelec-
tric development, which Maupin
believed less important than water
resource development primarily for
irrigation. Norris was also criticized for
his role in the adoption of the Nebraska
unicameral legislature, which Maupin
contemptuously called the "one-hoss
house." 63

The columns of the Clay County Sun
also reflected Maupin's renewed
interest in politics. He described him-
self to Sun readers as "a democrat. Not
a 'New Deal' democrat...but a regular
old-time states' rights, least govern-
ment the better, democrat." 64 In
January of 1942 the partnership of
Maupin and Hughes was dissolved, and
in April of that year Maupin announced

In 1946 at the age of eighty-three Maupin was an unsuccessful candidate for state senator. From the Stromsburg Headlight, October 31, 1946.

AN OPPORTUNITY
FOR THE PEOPLE OF
HAMILTON, CLAY AND POLK
COUNTIES

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AGGRESSIVE AND LOYAL LEGISLATOR
AND A FOE OF ALL TAX DODGERS
AND SPENDERS OF YOUR TAX MONEY

VOTE FOR
AND WORK FOR

Will M. Maupin
CANDIDATE 25TH DISTRICT
UNICAMERAL LEGISLATURE
his intention to file for the Democratic nomination for railway commissioner, citing as qualifications his previous six years of experience, the last two years spent as commission chairman. He won nomination in the primary but lost in the general election to Republican John Knickrehm of Grand Island.

Maupin may have felt the sting of yet another political defeat tempered somewhat by the simultaneous defeat of his old adversary, George W. Norris, who was defeated for re-election to the U.S. Senate by Republican Kenneth Wherry.

Maupin remained in Clay Center for the remaining six years of his life. In his four-page Short Shift, "an unpretentious sheet issued monthly and for no particular reason," he announced himself well content to "sit under my own vine and fig tree . . . and while watching the rest of the world go by jot down on my faithful and battered old typewriter just what I think of men and things." He contributed to the Sunday World-Herald Magazine a weekly column entitled "Did You Know," consisting of unusual facts about Nebraska gleaned both from contributors and from his own lengthy newspaper career in the state. From May 1945 until his death in June 1948 his column, "On The Sidelines," appeared intermittently in The Unionist, an Omaha labor weekly edited by his son, Richard M. Maupin.

In 1947 the Nebraska Federation of Labor, which he had helped found in 1901, until 1913. His newspaper career in Nebraska alone spanned more than sixty years, beginning in 1886 in Falls City and ending in Clay Center in 1948.

Financial difficulties plagued him throughout his life, but his love of travel—of the variety and change of scene it offered—was probably as strong an inducement as the need for money in driving him from town to town. During his many years as an observer of men and events in Nebraska, he gained an unparalleled knowledge of state politics but was never able to personally benefit from it. His importance to the Democratic party in Nebraska as a "carrier of water and a hewer of wood" was recognized by the Scottsbluff Republican, which crossed party lines to support Maupin's unsuccessful bid for the Democratic gubernatorial nomination in 1921.

Although he was an early member and president of the Nebraska Writers Guild, organized in 1925, Maupin never considered himself a part of the literary world. He did write, besides his books of verse, at least one play, Niobrara, which was "actually produced a number of times . . . [by] a repertory company playing week stands along the kerosene circuit." In 1941 he completed a book-length manuscript entitled Men Who Have Met Me, which included "the low down on many of the [political] higher-ups in Nebraska since 1886." There is no evidence that it was ever published.

Much of his rhyme was consciously modeled on the work of others, and most was written in haste under the pressure of newspaper deadlines. In a 1907 poem candidly entitled "Filler," he confessed to readers of The Commoner, "I vainly strive/With best of grace/Io grind out live/Stuff for this space." Yet his poems on family life were widely admired and reprinted.

Maupin disdained the title of journalist as well as that of poet, claiming that he was "just a plain, common, or garden variety of newspaperman." When asked for advice on how to break into newspaper writing, he replied:

[...] don't know. You just break in, that's all . . . If you have the urge strong enough, you'll break in somehow, sometime and once in you are done for. It is a fatal disease. After you have been in it for 30 or 40 years your greatest ambition will be to own a chicken farm on the edge of town. Meanwhile as you perform your daily task, you will be preparing to write the great American novel, the great American drama or the great American poem, none of which you will succeed in creating.

Though Maupin never succeeded in creating "the great American novel, the great American drama, or the great American poem," he was for sixty years one of Nebraska's most talented newspaper writers and one of the state's greatest boosters.

NOTES

1 At least three of Maupin's obituaries state that he was born in Illinois (North Bend Eagle, June 17, 1948, 1:2; The Unionist, June 16, 1948, 1:2; The Westerners Brand Book 8 [August 1948], 2 (September 1914), 80). Maupin, in two of his earliest autobiographical sketches, stated that his mother left Missouri for Illinois shortly before his birth (Omaha World-Herald, June 18, 1948, 4:6-7). No evidence of the majority of pertinent primary and secondary sources list his birthplace as Callaway County, Missouri.
