

ARE YOU UP A STUMP?



Young woman or young man, if you are in this position as to the matter of furnishing a home either complete or partially, we suggest your looking through our six-room, completely furnished bungalow where you can get many ideas that will help you out both in arrangement and selection as well as the money-saving end of the proposition.



HOSIER
KITCHEN
CABINETS

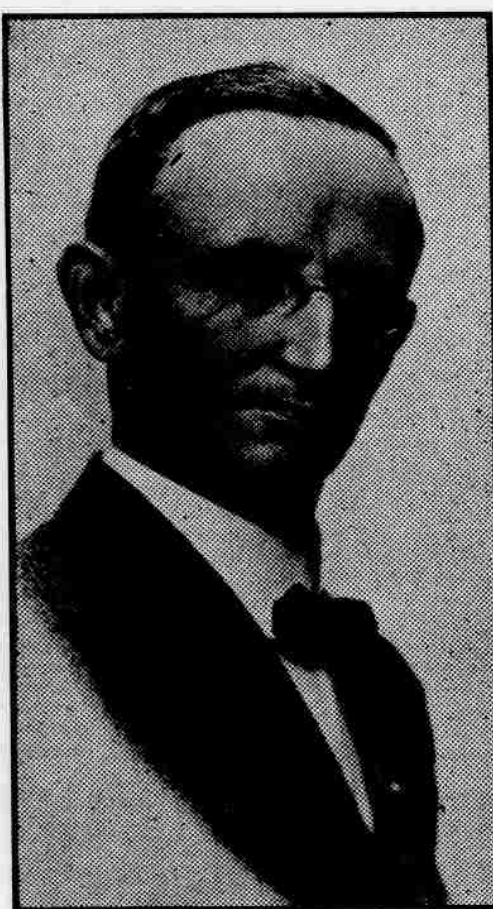
BENWAY'S
EVERYTHING FOR THE HOME

MACEY
SECTIONAL
BOOKCASES

THE LINCOLN AD CLUB.

One of the "livest wires" in the business life of Nebraska's Capital City is the Lincoln Ad Club. It has a membership of 140, every one a worker. It is always starting something calculated to advertise Lincoln, and it is always prosecuting an active campaign along educational lines in the advertising field. The club's first public enterprise was to start what is now an established annual affair, a "Made in Lincoln" exposition. It has brought to the city some of the best known advertising men in America to address its members and the business men at large. Last winter it held an indoor carnival that was splendidly successful, and a few weeks ago it gave a minstrel show that filled the largest theatre and gave universal satisfaction. The energy and activity of the club are demonstrated by the fact that it sends twenty delegates to the national convention of the Associated Ad Clubs of America at Boston. It is behind every move calculated to advance the social, industrial and commercial life of Lincoln and Nebraska. Henry Westfall, advertising manager for Miller & Paine, is president; K. L. Murray, advertising manager and superintendent of agencies for the Beatrice Creamery Co., is secretary. Either

or both of them will tell you anything you want to know about Lincoln, and what they tell you is not subject to discount.



A. L. GUILLE.

ing for the A. D. Benway Co. of Lincoln, Mr. Guile is manager of the advertising and also the firm's decorator and design-

er. Mr. Guile has achieved a wide reputation for the beautiful and original window displays he puts up for the A. D. Benway Co. He is one of the most active members of the Lincoln Ad Club. Like several other Lincoln ad men he is a native of Missouri, but you need not waste time trying to show him—he will find out for himself.

IRRIGATED NEBRASKA.

Some of the largest irrigation enterprises in the country are located in Nebraska. The west part of the state is becoming one vast irrigated area, and as a result it is developing at a wonderful rate. Scotts Bluff, Deuel, Cheyenne, Lincoln, Banner and Kimball counties have ditches and laterals aggregating thousands of miles in length. It is the most productive area of territory in the republic.

NEBRASKA AUTOMOBILES.

There are upwards of 25,000 automobiles in Nebraska. Many of them are owned by farmers. A study of the facts would probably show that more Nebraska farmers are automobile owners than any other state boasts, population considered.