

WOODMEN OF THE WORLD

Elsewhere in this issue will be found a very interesting advertisement of the Woodmen of the World, one of the largest and strongest fraternal insurance orders in the world. This is a Nebraska-born order, with headquarters in Nebraska, employing scores of clerks and accounts whose homes are in Nebraska. It is just now engaged in the laudable work of erecting in Omaha a twenty-story headquarters building that will cost not less than a round million dollars. In the twenty-one years of the life of the Woodmen of the World it has paid out upwards of \$45,000,000 in death claims, has erected thousands of handsome monuments over its dead, paid out enormous sums in disability claims, and today has a reserve fund of upwards of \$8,000,000. Its success has been unparalleled in the fraternal insurance world, both in its growth in numbers and its financial management. It has become world-famous for its conservative management, for its good faith with those who trust it, and for its wide spirit of fraternity.

That Nebraska should be the birthplace and the home of such a great order is, or should be, a source of pride to every Nebraskan in many ways, directly and indirectly. Indirectly it is advantageous because it advertises the state all over the country. Directly it brings millions of dollars to the state, thus adding to the general prosperity. The secure foundation of this great order is evidenced by its immense real estate transactions in Omaha. Its new headquarters building, cost of ground included, means an investment of a million and a quarter of money. Already the order owns a quarter of a million in real estate in Omaha.

At first the growth of this great order was slow. It was founded on new lines and it took the people a long time to understand it. They were suspicious because the benefits promised seemed out of proportion with the cost, other fraternities being used as a basis for comparison. But slowly and surely the founders made headway, and soon the people were given plain proof that the order was founded on right principles; that it was secure and safe. Then the growth became marvelously rapid.

Today it numbers nearly a million policyholders, and its numbers are being augmented daily. It has so many good features that it is impossible for any one save an expert to recount them. Suffice it to say that if you are looking for fraternal beneficiary insurance it will benefit you to communicate with the sovereign commander, J. C. Root, of Omaha.

BACK TO THE LAND.

At the national convention of grain dealers a delegate made the statement that we must raise more foodstuffs in this country, or face hunger and revolution in the near future.

He stated but half the truth—although that half is grave enough. He might have further said that we must revolutionize our methods of distribution, in addition to raising more foodstuffs, or face famine and revolution.

There are just two ways by which more foodstuffs may be produced, and only two. One is by more intelligent farming—intensive farming, if you please—whereby acres now cultivated will produce more. The other is to bring into productivity the immense tracts now held out of use by speculators. Every big fortune in this country, or any other country, is based primarily upon the ability of its owner to control land. Take the Astor fortune—every dollar of it represented in land values. Take the big railroad fortunes—every dollar of them represented by ability to wring tribute from those who produce from the land.

The first method of increased production—intensive farming—is being carried forward through our agricultural schools.

The second method of increased production depends upon an intelligent application of revenue laws. As long as it is more profitable to hold land idle for speculative purposes than it is to put it to use, just so long will there be homeless and hungry people in great numbers. Of course, it will never be possible to banish hunger and privation. Perhaps it is well that this is so, for to insure everyone an abundance would be to destroy human initiative. But that a few should be getting more than they can use while millions are getting less than they actually need is a condition that indicts humanity and human intelligence.

THE BIG GIFT STORE

1123 O STREET

THE House of a Thousand Gifts. Our Jewelry expresses the true holiday spirit. Individuality, quality, exquisite design, superior workmanship. All that is newest in watches, diamonds, fine clocks, sterling silver, cut and engraved glass, hand painted china, gold headed canes and umbrellas. It will be a privilege to show you our beautiful goods. You can get new ideas as you look through our stock. Whatever your needs, come and let us show you a variety of new presents. Merit, quality, and fair prices are waiting you here in connection with a great variety of the best gift items of the year. No trouble to show you at the home of a thousand gifts, the big gift store.

C. A. TUCKER, JEWELER
S. S. SHEAN, OPTICIAN

1123 O STREET

THE ODORLESS GAS IRON

Something we have been looking for for a long time. We have found just what we sought—an odorless Gas Iron.

So simple in construction that any child can use it. Nothing complicated about it to get out of order.

As easily handled as an ordinary sadiron, and practically as indestructible, having no weak parts.

Operates just like a gas stove, only it is even simpler. The mere turning of a cock regulates the heat. Your iron is instantly hot. When through there is no heat wasted.

Nothing hot but the iron—and the expense of operation is nearly nothing, being less than a cent an hour. Consumes no more gas than an ordinary gas jet's flame. It is attached to the gas jet by a hose. No possibility of gas escaping.

The Odorless Gas Iron is something that any housewife would rejoice to receive as a Christmas present. It is the best, handiest and most needed household necessity we have ever offered the public.

ODORLESS GAS IRONS, HANDSOMELY NICKELLED
WITH TUBE COMPLETE, PRICE---

\$3.00

**Lincoln Gas and Electric Light
Company**

I's for iron—the structural kind,
If the best's what you want you surely will find,
That Westover—John—is the very best man,
To give you good work on the square deal plan.

JOHN WESTOVER, Inc.,

1800 to 2020 W Street

LINCOLN - - NEBRASKA

Iron Works, Structural Smith, Foundry

Steel Beams, Channels, Columns, Girders, Trusses, Iron and Steel Store Fronts, Fire Escapes Railings, Fences, Bolts, Hangers, Rods, Anchors, Gratings, Concrete Reinforcing Bars, Sidewalk Lights and Doors, Heavy Plate Work, Forging and Blacksmith Work, Estimates and Designs for Steel Work Furnished, Casting of All Kinds up to 5 Tons in Weight, Ornamental Iron Work.