

Directory of Advertisers

The following merchants and business men of Lincoln are anxious to serve the University students. By placing their advertisements in the columns of the Daily Nebraskan they show that they want your trade. And you may be sure that the merchant who is willing to make a little effort to get your patronage is the one who is going to treat you honestly and considerately in attempting to keep it. So you—as well as the Nebraskan—will profit by trading with these people:

- BANKS**
First Trust & Savings
- BAKERIES**
Folsom
- BARBER SHOPS**
Green's
Capital Hotel
- CLEANERS**
J. C. Wood & Co.
Weber's Sultorium
Windsor Sultorium
- CLOTHING**
Farquhar
Magee & Deemer
Mayer Bros.
Palace Clothing Co.
Speler & Simon
Armstrong Clothing Co.
- COAL**
Whitebreast
Hutchins & Hyatt
- CONFECTIONERY**
Lincoln Candy Kitchen
- DRY GOODS**
Miller & Paine
- DRUGGISTS**
Riggs
- FURNISHINGS**
Budd
Fulk
Magee & Deemer
Mayer Bros.
Palace Clothing Co.
Rudge & Guenzel
Speler & Simon
Armstrong Clothing Co.
- HATTERS**
Budd
Fulk
Armstrong Clothing Co.
Magee & Deemer
Mayer Bros.
Palace Clothing Co.
Speler & Simon
- JEWELERS**
Hallett
Tucker
- PHOTOGRAPHERS**
De Gaston & Houck
- PRINTERS**
Simmons
Van Tine
- RESTAURANTS**
Cameron's
Y. M. C. A. Spa
Miller & Paine
Herpolsheimer's
- TYPEWRITERS**
B. F. Swanson Co.
- SHOES**
Budd
Men's Bootery
Mayer Bros.
Miller & Paine
Yates French
Wharton's
- SKIRTS**
Skirt Store
- TAILORS**
Elliott Bros.
Ludwig
- THEATRES**
Oliver
Orpheum

OMAHA IS KEY TO THE STATE

LOCATION OF METROPOLIS A NATURAL FEATURE.

GREAT RESOURCE IS IN THE SOIL

PROFESSOR CONDRA DISCUSSES STATE IN MAGAZINE ARTICLE.

Entrance of Highways and Railroads Into Lincoln Permitted from All Directions Because of Easy Grades.

What are the geographic influences in the development of the state of Nebraska? Did any student of Nebraska ever hesitate a moment to consider how, if at all, the salient cultural features in the development of Nebraska are affected by the physical features of the state? An excellent response to these queries was recently made by Dr. G. E. Condra, head of the university department of geography, in the December issue of the Journal of Geography, of which Dr. Condra is contributing editor.

Basing his discussion on the "Geographic Influences in the Development of Nebraska," Professor Condra first gave a brief summary of the more prominent economic and social conditions of the state, and then, from a scientific viewpoint, designated to what degree and why the existence of these cultural features could be attributed to the climate, topography, position, and soils of the state.

Cities and Towns.

In a discussion of cities and towns, the author takes issue with the party or parties who named Plattsmouth as a result of its physical position, stating that "Plattsmouth, though well named, is not the industrial gateway to the Platte. Omaha is directly in line with that, and, from the standpoint of commerce, is the key to Nebraska, being only a few miles from the straight courses of the Platte and Salt creek valleys. Omaha is at the crossing of the water and land routes."

In reference to the university city, the article states that "Lincoln was partly located because of saline springs, but more on account of the unusual arrangement of valleys which permit the entry of wagon roads and railroads from all directions by easy grades."

Soil Conservation.

That the soil of Nebraska is her greatest resource deserving of reclamation and conservation is the concluding face established by Dr. Condra. He maintains that "the importance of Nebraska's rich soils may be realized when it is known that the agricultural products coming therefrom have an annual value of more than \$300,000,000. It is only natural for the people to show an unusual interest in matters which pertain to their industrial life. In the experiment stations and agricultural college of the university more than usual attention is given to problems which confront rural people."

Professor Condra has recently finished a review of a work by President Van Hise of Wisconsin university on the "Natural Resources of the United States." This review will appear in the next issue of the Journal of Geography.

Campus Togs for College Men

YOUNG men in college want something different from the ordinary business man's suit or overcoat---You want clothes that will *individualize* you. Our new "Fashion" Suits and Overcoats fill the bill every time.

Let us show them to you.

Speier & Simon

N. E. Corner Tenth and O Streets

Hot Drinks

are now in season. Do you know any place where you can get as

QUICK SERVICE

as you can at our new store? No need of being crowded.

Lincoln Candy Kitchen
14th & O
S. W. Corner

New Ideal Laundry Company

(The Better Quality)

Hand Work Our Specialty

Either Phones 3086 1846 O Street

Bell Phone 453 Auto Phone 3496

The Palace Stables

1129-31 M Street

Board and Livery

Carriages For Parties a specialty
JIM AIKEN, PROP.

Organized Agriculture holds meetings at Lincoln January 16 to 20, 1911. Agricultural, horticultural and live stock subjects will be discussed each day. In the animal discussion, Tuesday will be assigned to horses, Wednesday to swine and Thursday to cattle, and a general silo discussion is set for Friday morning. This is the great farmer meeting of the year.

Adjutant General Hartigan has reviewed the findings and sentences of the military court martial appointed to pass upon charges filed against members of the Nebraska national guard. He has modified the findings in some instances, but they will not be made public till Governor Shallenberger, commander in chief, signs his name to the documents.

UNIVERSITY JEWELER & OPTICIAN

C. A. Tucker

JEWELER

S. S. Shean

OPTICIAN

1123 O STREET, YELLOW FRONT

Your Patronage Solicited

The First Trust and Savings Bank

4 PER CENT INTEREST 4

\$1 opens an account

189 South 11th Street.

IF IT'S PRINTING YOU WANT

See Us Before Ordering Elsewhere

Programs, Menus, Announcements, Stationery, Booklets

VANTINE PRINTING CO.

128-180 No 14th St.

CENTRAL NATIONAL BANK

12th and O Streets

F. L. HALL, President
F. B. JOHNSON, Vice-president
BIRMAN C. FOX, Cashier
W. W. HACKNEY, JR., Asst. Cash.

Simmons the Printer

PRINTING
Engraving
Embossing

Auto. 2319 317 So. 12th