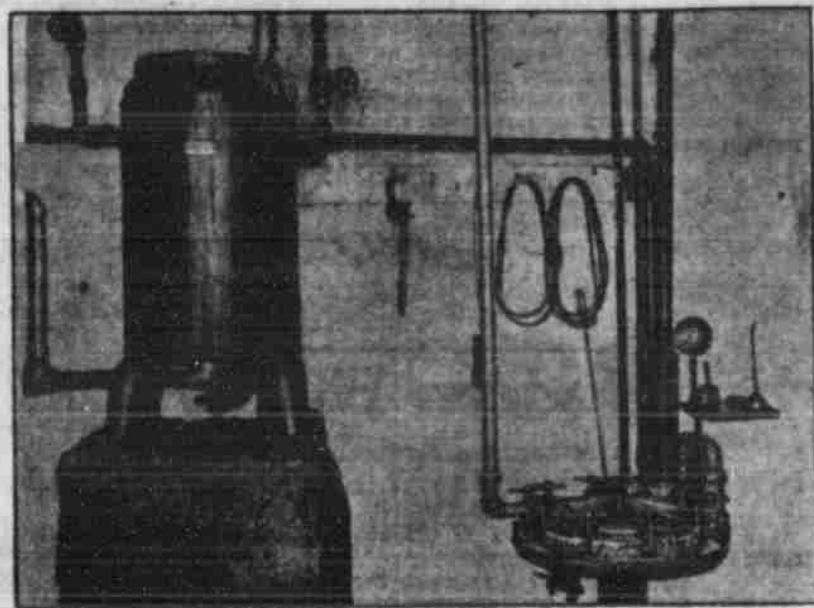


Pure Milk Problem Solved

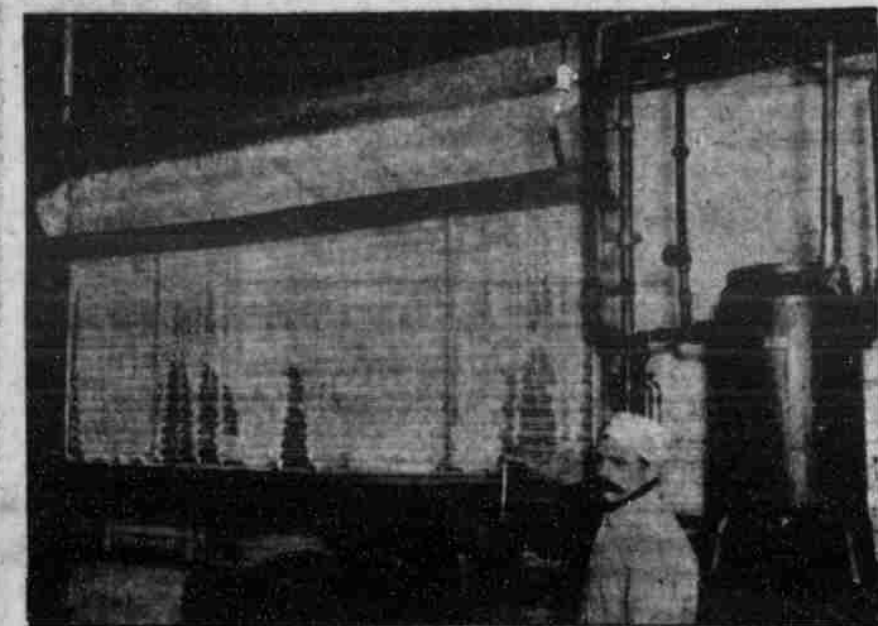
Alamito Plan of Fighting Germs Starts at the Dairy Farms and Continues Through the Plant Until Delivered Pure at Consumer's Door.



TESTING FOR PURITY AND BUTTER FAT BEFORE PATRONS' MILK IS ACCEPTED.



SHOWING FILTER THROUGH WHICH ALL MILK IS FORCED BEFORE ENTERING PASTEURIZER.



VIEW OF THE PASTEURIZER, SHOWING COMPLETE PROCESS OF PASTEURIZATION.



VIEW OF BASEMENT SHOWING ICE PLANT, VATS AND CHURNS.

OFFICERS of the Alamito Sanitary Dairy company now pride themselves that they have the most modern and up-to-date plant for handling milk, cream and butter west of Detroit. Pasteurization in its most approved form has been adopted by the Alamito, and that it is meeting with the hearty approval of the public of Omaha is shown by the wonderfully increased business of this progressive firm. A glance over the journey of milk from the farmer to the consumer, through the medium of the Alamito, would soon convince the most sceptical that no method for greater purity could be devised.

The source of the milk is first looked after. Farmers who supply this milk are all bound by ironclad contracts which guard against a chance for impure milk. A few of the provisions set forth in the contract are: That the barns where the cattle are kept must be whitewashed; that the dairy barn must be separate; that if an employe on the farm is sick the Alamito must be notified; that the farmer must be careful of his feed for the cattle; that the company reserves the right to throw out any animal of a herd, and if the owner objects the company may send a veterinary surgeon to examine the cow. The requirements of the city of Omaha are that milk which is sold in Omaha should contain 3 per cent of butter fat—the Alamito contracts require from 3 1/2 to 4 per cent from their patrons. The milk is hauled from nearby farms in cans which have been washed and steamed before they are sent to the farmers and which the farmers are

also required to clean. Reaching Omaha, the milk is taken to the plant of the Alamito at 1812 Farnam street, where cleanliness is the watchword.

From the moment the milk enters this home of sanitation until it leaves in the form of butter, cream, milk or buttermilk, it is handled by the most modern methods with machinery which is sterilized and kept in a state of cleanliness which would make the most careful housewife look to her laurels.

Each can of milk is tested to see that it comes up to the requirements of richness, purity and flavor—if it does not it is returned to the farmer. If a can of milk passes the test it is poured through a strainer into a conductor and carried to the receiving vat, where it is thoroughly stirred to insure a uniform grade for all milk. These vats hold 600 gallons, and when one housewife thinks her neighbor is getting richer milk than she does, she is mistaken, for it all comes from the same vat.

From this vat the milk is forced through a filter in order that any impurities may be taken out. This is done as an extra precaution, for the Alamito requires clean milk from the farmers who supply the milk.

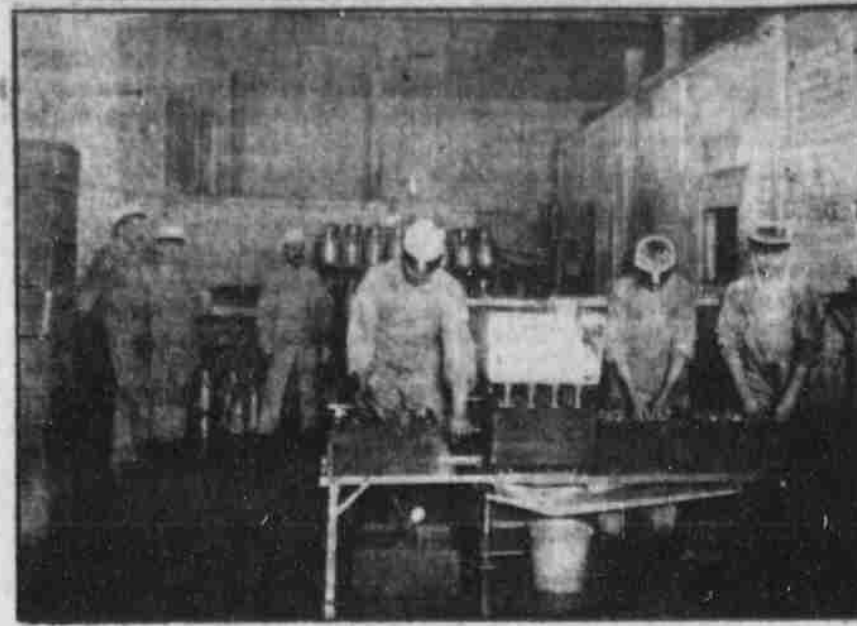
After passing through the filter the milk is pasteurized, which is nothing more or less than heating it to 150 degrees and then cooling by running over pipes through which cold brine is passed. Many think that the pasteurization process consists of putting in some foreign substance, but that is not the case, as it is simply heating the milk to kill any possible germs or bacteria.

such as typhoid, diphtheria, tuberculosis or other bacillus. The milk is then cooled to 46 degrees. The city of Chicago requires that its milk shall be pasteurized, the government has recommended that it be required, and Nathan Straus, who has made an exhaustive study of the subject, who reduced the mortality rate in New York City by placing plants among the poor, where pasteurized milk could be had at cost, and who has recently returned from London, where he was called to help in the establishment of pasteurized plants, says that state inspection of dairies spells improvement, BUT PASTEURIZATION IS NECESSARY.

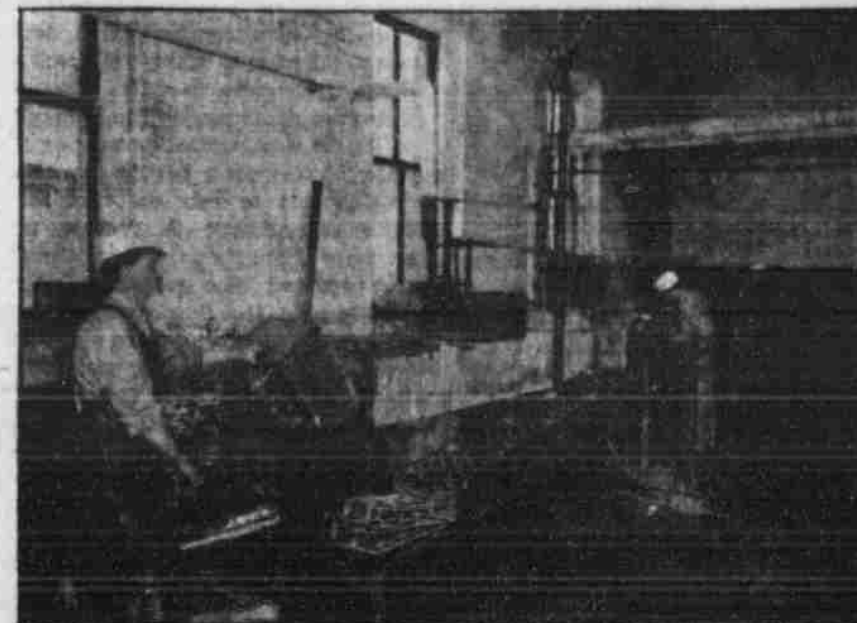
Officers of the Alamito point with pride to the fact that although several epidemics of typhoid have broken out from the use of milk, not one case can be traced to Alamito milk.

Cleanliness is followed in all parts of the plant, and the public is cordially invited to inspect the place at any time. In the automatic bottle washer the bottles are washed and sterilized, a case at a time, under high pressure, and inspected after they come out. They are carried to the cleanser direct from the wagon by a conveyor and after a thorough cleansing are ready for filling.

After the milk is cooled it is conducted to a most modern, up-to-date automatic bottle filler, which fills automatically a dozen quarts and twenty pints at the same time and which has a capacity of 4,500 bottles an hour. It is then conveyed automatically into a large, modern refrigerating room, from which it is loaded into the thirty clean, Alamito wagons to continue its journey to your door.



INSPECTION OF BOTTLES FOR CLEANLINESS OVER STRONG LIGHT, ALSO SHOWING MILK FLOWING FROM COOLER INTO ENAMEL FILLER AND CAPPING OF BOTTLES ON THEIR WAY INTO REFRIGERATOR.



STERILIZATION AND EXAMINATION OF BOTTLES.



SHOWING OFFICE AND FORCE, WHERE COURTESY AND ACCURACY IS THE WATCHWORD.

AREA OF THE EARTHQUAKE

Region of the Recent Trembler in Southern Italy.

ESTIMATE OF THE DAMAGE DONE

Careful Calculations as to Loss of Life and Destruction of Property Through the Messina District.

ROME, Feb. 1.—Prof. Ricco, director of the Etna observatory and one of the leading seismologists in Italy, recently explored the earthquake area, and he has prepared the accompanying chart, which gives an approximate idea of the intensity and extent of both the earthquake and the tidal wave of December 28.

The chart shows the isoseismic lines marking the different areas where the disturbances on the earth's surface had an equal intensity. The Mercalli scale, so called after its inventor, which is divided into ten grades, is used to show the intensity of the shocks in each section.

The line of the utmost intensity, marked 10, includes the area where the destruction of life and property was complete. Within it are Messina and Reggio and the smaller towns and villages on each side of the strait. The area it includes has roughly speaking a diameter of about forty kilometers, and is more or less of an elliptical shape.

Outside of it comes the isoseismic line, marked 9, showing where the havoc wrought was considerable, but not complete and the loss of life was not so great. The line passes near Santa Teresa di Etna and Milazzo in Sicily, and Rosarno and Mileto in Calabria. It is also elliptical and its greatest diameter is about seventy kilometers.

The third line, marked 8, includes the places where the earthquake damaged buildings and the number of dead was small. Its shape is an elongated oval and its diameter about 150 kilometers. The fourth line, marked 7, passes through Catanzaro and Augusta in Calabria. It includes the area where the shock was violent but the damage caused slight. Its diameter is about 200 kilometers.

The next line, marked 6, includes the area where the shock was very strong but no damage was caused. This line could only be traced so far in Sicily, through Foiano, Serrafranca and Syracuse. The other isoseismic lines, marked 5, 4 and 3,

include areas where the earthquake was respectively strong, mediocre and slight.

Intensity Was Centralized.

The intensity of the earthquake, which had as its centrum the Strait of Messina and a direction from northeast to southwest, rapidly diminished outside the central isoseismic area. Prof. Ricco is convinced that it was of exclusive tectonic origin, and he says that its direction was identical with the geological structure of the Strait of Messina, which extends in a northeasterly direction through all the strata down to the primitive crystalline rocks.

The tidal wave that accompanied the earthquake struck the western and southern coasts of Calabria from the extremity of Calabria to Gerace, and in Sicily from Termini Imerese to Syracuse. The wave was from nine to eighteen feet high.

The economist, Signor Nitti, a member of the Italian Parliament, has attempted to measure in a general way, but on a scientific basis, the loss resulting to the country from the earthquake.

Signor Nitti reckons the wealth of Messina at \$172,800,000 and that of Reggio at \$100,000,000. By wealth he means everything that has value—lands, houses, money and movable property.

In calculating the loss of wealth he distinguishes lost by the state from that lost by private individuals. The state has not been a heavy loser. The land in the district has suffered a great depreciation, but this does not constitute a loss to the state, as despite the depression in trade due to the falling off in the exportation of agricultural products both in Sicily and in Calabria, the value of land had increased out of proportion as a result of emigration.

Returned Emigrants Hit.

Calabria and Sicily have for many years past furnished a great contingent of the emigrants to America. In fact some provinces, especially Reggio, Catona, Cavallillo, Bagnari and Santa Eufemia, were practically depopulated. The ideal of all emigrants was to make enough money abroad to enable them to return and live on it the rest of their lives. All bought land on their return and built houses.

The inevitable result was that the value of land increased considerably, and this increase was artificial, as it did not benefit trade. Now the loss resulting from houses being destroyed by the earthquake is felt by the owners and not by the state. The state lost the income derived from land taxes.

The total amount of capital invested in buildings at Messina is calculated at about \$50,000,000, at Reggio at \$30,000,000, and the greatest portion of this capital is irrevocably lost. As regards the loss of movable property this is also subdivided be-

tween the loss of it by the state and that suffered by private individuals.

The wealth of Reggio and Messina was not so considerable as was at first imagined. The money invested in state bonds is not lost, as even if the bonds were payable to bearer, and the bearer is dead, the capital invested which becomes the property of the state is to be used on behalf of the survivors, especially orphans. The money lost either in coin or notes does not constitute a loss to the state either.

The real loss consists in furniture, household goods, valuables and jewelry, a great portion of which have been stolen and hence were not destroyed, but changed hands. Signor Nitti does not consider the loss sustained by insurance companies as very great, at least not as regards Italy, since the majority of these companies were foreign.

Another great loss is that of the trade, which can never be measured, even approximately. But the greatest loss of all, a loss which escapes all calculations or measurements, is that of life. The value of human life is but an empty expression when applied to 300,000 persons killed in the space of a half a minute.

Deputy Micheli's Great Work.

There was a man at Messina who did more for the earthquake sufferers and afforded more practical aid than all the government and army officials who were sent there to organize the rescue work, distribute food, clothing and shelter the survivors and mitigate as far as possible and in the quickest way the effects of the great disaster. This man was a member of Parliament, the Deputy Micheli of Parma, a very modest farmer and a fervent Catholic.

He did such good work at Messina that even the anti-clerical and socialist newspapers praised him highly, an unprecedented thing in Italy. Signor Micheli has now returned to Parma, where a friend succeeded in interviewing him.

The earthquake, said Signor Micheli, killed Messina and all its inhabitants outright. Of course there were survivors, but these were morally killed too. They lost completely all energy and hope. The suddenness of the disaster killed the reason of all the survivors; many are still mad, while others, the majority, remained dazed under the blow.

The panic, the lack of clothes, food and shelter, the horrors of the surroundings, the looting, crime and the iron heel of a

military rule meant to be adopted in a conquered country, not a dead one, crushed the survivors and drove away every human sentiment and feeling from them. They were dead to all intents and purposes. All the efforts made to help them were useless.

Pierce Fighting for Food.

They fought over their food like animals. The prohibition to recover their dead or search for their missing relatives exasperated them; the order to evacuate the ruined city drove them to fury. Signor Micheli compares the state of the earthquake survivors at Messina to that of a tree shattered by a storm, its leaves scattered far, its branches broken, but its roots still clinging to the soil. The tree is not dead, and if left by itself gradually under the action of the sun will put forth new leaves and slowly but surely live again green and strong.

The evacuation of Messina would have

they are not provided with sufficient clothing.

In the case of the survivors in Calabria and Sicily, many of whom are still wearing military overcoats, the fact is explained as follows: A naval officer who is in charge of the distribution of clothes referred to headquarters that the women refused to accept any colored garments and insisted on having black.

"We are all in mourning here," they say, "and cannot wear colored clothes. As the army overcoats are dark blue they cannot be substituted for black, but it would be an insult to our dead if we wore light clothing."

A peasant woman in Calabria refused some cotton sheets, as she said she was accustomed to sleep between linen.

The refugees are not so exacting. They generally take what is given them, but they invariably complain that it is not enough. The committees in the principal towns where clothes are distributed are obliged to watch the refugees very carefully, as they have often found one woman wearing enough clothing for a whole family. A woman in Rome had no less than seven undergarments of the same kind on her, besides four skirts, and when reproached she calmly answered that they were all given to her, forced on her, rather, and she had not the heart to refuse them, "as I was wearing them all," she added, "as it is easier than carrying them in a bundle."

Fatalistic Taint in Present.

The fatalistic frame of mind in which the majority of the earthquake survivors are content to remain is the subject of bitter lament on the part of the Rome correspondent of the Milan Secolo. None of the refugees, he writes, wants to work. A typical case is that of a doctor of Messina, who, with his family had been saved and brought to Rome.

As he professed great anxiety at first to work for a living his Roman colleagues, with much effort secured a practice for him. In the meantime the victim and his family had become the recipients of much sympathy and charity in Rome, and when the news came that an excellent and lucrative practice was waiting for him he refused the offer.

"And now he leads an idle and easy life on charity," the correspondent adds, "waiting for the distribution of the millions subscribed by the public."

"Those millions are a veritable obsession with all of the refugees. They greedily snatch the figures and they all know the latest figures as soon as they are made public. They all dream of a leisurely existence, without any necessity of a thought for the morrow."

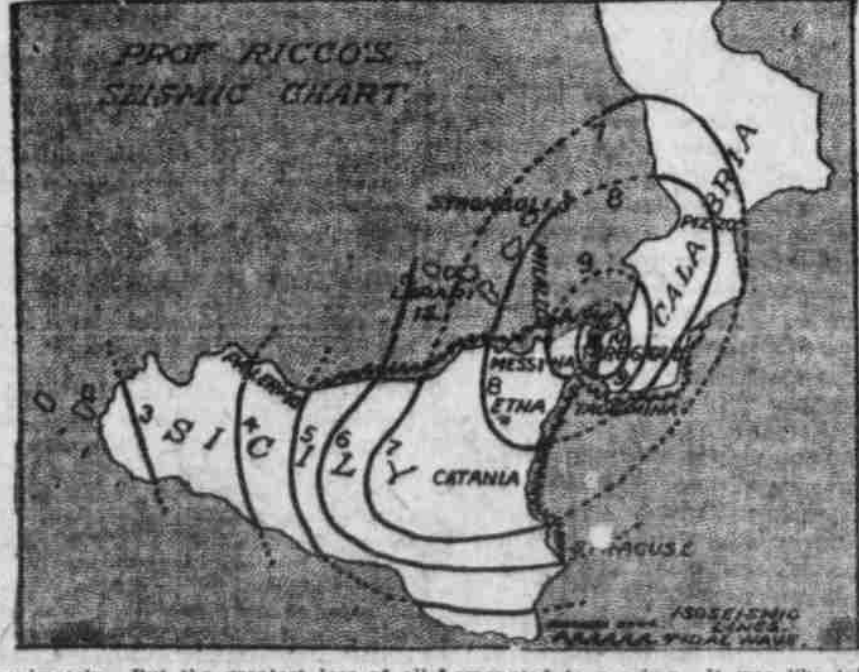
"They never think of doing their share in the restoration of the ruined cities, which alone will involve millions. All they seem to care about is freedom from financial troubles forever."

LOYAL FRIEND OF TRAMPS

Pennsylvania Parson Shelters as Many as Three Hundred a Year.

Known as the "friend of the tramps," because he has fed and sheltered them for years—as many as 300 in twelve months—the Rev. Jacob B. Menach, a plain Mennonite preacher-farmer of Pennsylvania, has won for himself a warm place in the hearts and affections of the friendless and homeless wanderers who came his way.

Down in Shippeck township, Montgomery county, Mr. Menach has lived for more than forty years, and in all that time he has dispensed hospitality in his own quiet and



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And many other painful and distressing ailments from which most mothers suffer, can be avoided by using **MOTHER'S FRIEND**. This remedy is a God-send to expectant mothers, carrying them

through the critical ordeal with safety. No woman who uses **MOTHER'S FRIEND** need fear the suffering incident to birth; for it robs the ordeal of its dread and insures safety to life of mother and child, leaving her in a condition more favorable to speedy recovery. The child is also healthy, strong and good natured.

MOTHER'S FRIEND

Prepared by **BRADFIELD REGULATOR CO.**, Adams, Ga.

FRY SHOE CO.

MONDAY'S BARGAINS

In Our

GRAND CLEAN-UP SHOE SALE

Will Be Fully Equal to the Splendid Bargains of Yesterday

Johnson & Murphy's \$6.00 French calf bel. double sole to heel, now	\$4.45	Laird, Schober's \$6.00 patent colt. button and lace extension sole, now	\$4.45
S. & M.'s \$5.00 patent colt blucher, double soles, now	\$3.85	Ziegler Bros., \$5.00 tan Russh calf, wave top, button and lace, now	\$3.75
S. & M.'s \$5.00 winter tan, double sole, new swell last, now	\$3.85	Lindner & Co.'s \$4.00 tan Russh calf, Napoleon top, button and lace, now	\$2.95
Boyd's \$6.50 winter tan, wing tip, double sole, now	\$4.45	Wright & Peters \$5.00 handsaw, patent colt button and lace, new perforated tip, now	\$3.75
Boyd's \$6.00 vict. kid, kid lined, Boston last, now	\$4.45	Ziegler Bros., \$4.00 patent colt. button and lace extension sole, now	\$2.95
S. & M.'s \$5.00 vict. kid blucher, vict. kid lined, double sole, now	\$3.85	All of Fry's \$4 gun metal calf, button, go. at	\$2.95
Howard & Foster's \$4.00 patent colt. button and blucher, while they last	\$2.95	All the broken lines of \$3.00 gun metal and kid shoes, go. at	\$2.45
363 pairs men's \$3.50 and \$4.00 gun metal and patent colt shoes, lace and button, go. at	\$2.95	343 pairs women's \$3.50, \$4.00 and \$5.00 shoes, size 3 to 5, mostly narrow widths, go. at one price	\$2.45

SEE THE DISPLAY OF BARGAINS IN WINDOWS

Northeast Corner Sixteenth and Douglas Streets