



**YOU ARE CORDIALLY INVITED TO CALL** at our Home office, located in our own building, corner Twelfth and Farnam Streets. Our office force, exclusive of our large agency organization, has grown from one to twenty-four in three years. The business men of Nebraska and the central west are giving our company preference on their business.

**Accident, Fidelity and Surety Bonds, Plate Glass, Burglary, NATIONAL FIDELITY & CASUALTY CO.,**  
National Fidelity & Casualty Building, Omaha, Neb.

**Our Methods of Obtaining Milk**  
and handling of same are open to inspection by individuals or committees.

**Alamito Sanitary Dairy Co.**  
Phone Doug. 411.  
Fresh, Pure Milk Delivered Before Breakfast.

**Katherine Giblin**  
**MANICURING**  
And  
**HAIRDRESSING**  
827-8-9 City National Bank Building  
A Complete Line of Hair Goods  
Tel. Doug. 1061

**"MURPHY DID IT"**

**Pure Sparkling SKYROK**  
Direct from the Rocky Mountains.  
5-gallon bottle 50c, delivered  
The Rocky Mountain Water Co.,  
1284 Chicago Street,  
Omaha, Nebraska.

The Highest Grade Standard Brands of Cigars in the City.  
**Geo. Rogers**  
The Cigar Man  
1506 Farnam Street

**30,000 ACRES**  
Western Nebraska and Eastern Colorado  
We will sell you any sized tract on easy terms and let you colonize.  
Agents Wanted  
Telephone for appointment. Our telephone is Tyler 1070.  
305 First Nat'l Bank Bldg.,  
**THE GRAIN BELT CO.,**  
Omaha, Neb.

**DRUGS At Cut Prices**  
We invite orders from out-of-town visitors for everything in our line, which comprises  
**FULL LINE OF RUBBER GOODS.**  
**FULL LINE TOILET ARTICLES.**  
**FULL LINE PROPRIETARY MEDICINES.**  
Call for catalogue.  
**Sherman & McConnell Drug Co.,**  
COR. 16th AND DODGE  
**Owl Drug Co.,**  
COR. 10th AND HARNEY.

**Opening Day at the Land Show**

**TRI-CITY DAY**  
OMAHA, COUNCIL BLUFFS and SOUTH OMAHA

Doors of Auditorium open to Public at 1:30 P. M.  
Official Ceremonies begin at 8:00 P. M.

A special program has been arranged for the opening ceremonies of the Land Show, which will appropriately mark the important event. The largest American flag in the state will be unfurled; forty-eight twelve-pound shells will be fired; red white and blue fires will be burned, and whistles in every part of the city will be blown, to formally apprise the public of the beginning of the great exhibition.

The speakers for the opening exercises are:  
Hon. Chester H. Aldrich, Governor of Nebraska.  
Hon. James C. Dahlman, Mayor of Omaha.  
Hon. Thomas Maloney, Mayor of Council Bluffs.  
Hon. P. J. Trainor, Mayor of South Omaha.  
Mr. C. C. Rosewater, General Manager of The Bee Publishing Co.  
Hon. Robert Newton Lynch, Secretary of the California Development Board.

**Amusement Features for the Day**

In addition to the hundreds of interesting exhibits, any one of which is sufficient to repay the time spent in visiting the show, such as the great exhibit of the wonders achieved by Wizard Luther Burbank, the great plant and fruit originator; the fisheries exhibit, and similar attractions, a daily program of entertainment has been arranged that will afford amusement to all. For the afternoon and evening the following features are offered:

**Two Moving Picture Shows**—Running all the time.  
**The Sweet Singer from Hawaii**—Every afternoon and evening.  
**Miss Lora Nettie Rieter**—The world's greatest cornet virtuoso—every afternoon and evening.  
**Concerts by the Land Show Concert Band**—George Green, Director—at 2 to 3 p. m., 4 to 5:30 p. m., 7:30 to 8:30 p. m., 9:30 to 11 p. m. daily.  
**A Beautiful Irrigation Panorama**—Showing Irrigation and Power Producing Methods.

**GULP-LANGWORTHY CLOTHES SHOP**  
THE CORNER STORE  
In the City National Bank Building  
The new store that everybody is talking about is having  
**33 1/3 Per Cent Discount Sale**  
on All Our Men's and Young Men's Suits and Overcoats  
**Authority on Men's Wear**  
See Our Windows.

**EXPRESSMEN'S DELIVERY CO.**  
FORWARDING  
FIRE-PROOF STORAGE,  
MOVING VANS, FURNITURE PACKING,  
BAGGAGE DELIVERY  
City Office, 216 S. 17th St.  
Bee Building, 17th St. Side  
Phones—Doug. 394—Ind. B-1341.

**OPPORTUNITY.**  
Burnham's Foot Powder ..... 15c  
Burnham's Talcum Powder ..... 10c  
Hot Water Bags, good quality, \$1.50, \$1.25 and ..... \$1.50  
**TRUSSERS THAT FIT**  
Need Any—Come and See Us  
**FATAL MEDICINES** ..... 89c  
All kinds—50c size ..... 45c  
Special prices on drugs in quantities.  
We can sell a good razor with a strap for above in quantities ..... \$1.00  
The above is guaranteed.  
All kinds of Nice Goods.  
We Are Waiting to See You.  
**The Bell Drug Co.**  
1216 FARNAM ST.

The Home of Folly **Krug** Two Frolics Daily  
Matinee 2:30; Night 8:30  
Commencing Sunday, January 22, for 4 Days  
**THE NEW CENTURY GIRLS**  
The Aeroplane of Burlesque

**DR. CLARK** The Painless Dental  
Set of Teeth, \$5.00  
Very best set of Teeth, on rubber, \$8.00  
OFFICE, 204 FAKTON BLOCK

**Would You Like to Own an Orchard that Would Net You From \$1,100 to \$1,500 an Acre?**  
We would like to meet you and tell you about our easy-payment plan of buying Idaho Apple land.  
**L. A. ANDRUS**  
Land Company  
1113-14 City National Bank Bldg.

## South Omaha

The Great Live Stock Market of the West...

That South Omaha is entitled to be referred to as the "Great Live Stock Market of the West," is clearly evidenced by its remarkable development during the last few years. Every year is a record breaker in one or more departments of the South Omaha Market, yet record breaking events at other markets are of rare occurrence.

**A GREAT CATTLE MARKET**  
South Omaha broke all records in 1910 in the receipts of Cattle, with an increase of 110,000 head over 1909, which was also a big year, or more than half the increase at seven prominent markets, making by far the best showing of any of them. South Omaha also broke all records in the number of feeder cattle sold for shipment to the country and has established a FEEDER CATTLE MARKET NOT EQUALLED IN THE UNITED STATES, EITHER IN THE QUALITY OF OFFERINGS OR QUANTITY SUITABLE FOR FEEDING PURPOSES. The favorable reputation of the South Omaha Market extends over the ENTIRE CORN BELT and is as WIDELY KNOWN IN THE RANGE COUNTRY.

**A NATURAL SHEEP MARKET**  
South Omaha received in 1910 2,000,000 Sheep, or 850,000 head more than in 1909, a record year, representing a gain of 41 per cent. This gain amounted to 50 per cent of the total gain of seven prominent markets, including Chicago and all the large markets, and was the best showing ever made by any market.

**NET RESULTS ATTRACTIVE**  
South Omaha has made this remarkable showing against keen competition and its great gains have been made with consequent loss at competitive markets. No better illustration of the increasing popularity of the South Omaha Market could be offered than a comparative showing of general results at all the big markets, to which the attention of the feeder is cordially invited.

South Omaha Merits the Increasing Patronage of the Western Shipper

as well as others, are urged to exercise care in getting on and off street cars, thus avoiding danger of accident. Do not attempt to get on or off moving cars, and when crossing streets, look out for the cars.

Assist Us in Preventing Accidents

## Omaha & Council Bluffs Street Railway Company