



11,000,000 ACCIDENTS IN AMERICA IN 1910.
Whether you carry a dinner pail, or go home to lunch in a forty-horse-power automobile, you need accident insurance. Patronize a Home Company.
NATIONAL FIDELITY & CASUALTY CO.,
Omaha, Nebraska.

The farms from which Alamito milk comes are constantly inspected and must always be in the most sanitary condition or the milk is not accepted by the Alamito Sanitary Dairy Co.
Phone Doug. 411.
Fresh, Pure Farm Milk Delivered Before Breakfast.
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Katherine Giblin
MANICURING
And
HAIRDRESSING
827-8-9 City National Bank Building
A Complete Line of Hair Goods
Tel. Doug. 1081

TODAY AT THE LAND SHOW

PUBLIC SCHOOL DAY for OMAHA and SOUTH OMAHA
COMMERCIAL TRAVELERS' NIGHT
OMAHA REAL ESTATE EXCHANGE NIGHT

Special Lectures for Pupils.
Address—"Agriculture in the Middle West," by A. E. Chamberlain, 2:20 P. M.
Travel Talks On—"Life in the Northwest," by William Bruce Leffingwell.
"School Life in Hawaii," by Loyd Childs.
Address—By C. C. George of the Omaha Real Estate Exchange, in Evening.
Old Fashioned Spelling School on Stage of Auditorium, in afternoon.

LECTURE PROGRAM, JAN. 21.

AFTERNOON

<p>Lecture Hall A.</p> <p>2:00 to 2:20—Moving Pictures, Explained by Colonel Leffingwell, Oyster Fishing.</p> <p>2:20 to 2:50—Carey S. Hill, California Agricultural Industries.</p> <p>2:50 to 3:20—Prof. J. W. Jones, Irrigated Idaho.</p> <p>3:20 to 3:50—Prof. Lawrence Brunner, A Nature Talk for Children.</p> <p>4:00 to 4:20—Wilbur Walker, California Productions.</p> <p>4:30 to 4:50—Leffingwell's Travel Talk, Along the North Pacific Coast.</p> <p>5:00 to 5:20—L. Antles, Western Slope of Colorado.</p> <p>5:30 to 5:45—Moving Pictures, Niagara Falls and Shredded Wheat Plant.</p>	<p>Lecture Hall B.</p> <p>Moving Pictures.</p> <p>T. J. Walsh, Colonization in California.</p> <p>Dr. F. H. Miller, Disturbing the San Luis Valley.</p> <p>Prof. B. C. Buffum, Plant Breeding.</p> <p>George T. Foyes, Scenic Highways.</p> <p>E. C. Leedy, Fruit Growing in the Northwest.</p> <p>Moving Pictures, Model System of Excavation.</p>
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EVENING PROGRAM

<p>7:00 to 7:20—Moving Pictures, Explained by Colonel Leffingwell, Breeding Oysters.</p> <p>7:30 to 7:50—Thomas J. Walsh, Irrigation in the Southwest.</p> <p>8:00 to 8:20—Prof. B. C. Buffum, Wyoming Irrigation.</p> <p>8:30 to 8:45—C. Leedy, Glacier, National Park.</p> <p>9:00 to 9:20—L. Antles, Grand Valley, Colorado.</p> <p>9:30 to 9:50—Moving Pictures, Niagara and the Shredded Wheat Plant.</p> <p>10:00 to 10:20—Carey S. Hill.</p>	<p>Moving Pictures.</p> <p>Prof. James W. Jones, 10 Acres and Independence in Idaho.</p> <p>Wilbur Walker, Burbank, the California Wonder.</p> <p>Prof. W. G. Brandenburg, Colorado, the Playground of the Nation.</p> <p>George T. Foyes, A Trip Through Wonderland.</p> <p>D. F. H. Miller, Operating the Railroads by Wireless.</p> <p>Leffingwell's Travel Talk.</p>
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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 Winard 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 Nettle Rietor—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
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 Their Men's and Young Men's Suits and Overcoats

Also 1/3 Off on Fancy Shirts, Underwear and Neckwear.

AUTHORITY ON MEN'S WEAR
See Our Windows.

"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. 16th AND HARNEY.

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. 894—Ind. R-1341.

OPPORTUNITY..
Burbank's Foot Powder 15c
Burbank's Talcum Powder 10c
Hot Water Bags, good quality, \$1.00, \$1.25 and \$1.50
TRUSSES THAT FIT
Need Any—Come and See Us
J. A. ...
All kinds—\$1.00 size 85c
All kinds—50c size 45c
Special prices on drugs in quantities.
We can sell a good razor with a strap for \$1.00
The above is guaranteed.
All kinds of Fine Goods.
We Are Waiting to See You.
The Bell Drug Co.
1516 FARNAM ST.

The Home of Folly
Krug Two Frolics Daily
Matinee 2:30; Night 8:00
Commencing Sunday, January 22, for 4 Days
THE NEW CENTURY GIRLS
The Aeroplans of Burlesque

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
1118-14 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.

<p style="text-align: center;">A GREAT CATTLE MARKET</p> <p>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.</p>	<p style="text-align: center;">A NATURAL SHEEP MARKET</p> <p>South Omaha received in 1910 3,000,000 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.</p> <p style="text-align: center;">NET RESULTS ATTRACTIVE</p> <p>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.</p>
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South Omaha Merits the Increasing Patronage of the Western Shipper

VISITORS TO THE LAND SHOW

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