



WYOMING WHEAT FIELD



Stolen by Employees
\$25,000,000.00 IN 1910.
Now is the time for you to decide to place bonds on your employ-
ees. Our rates are very low.
Better write us today for information.
NATIONAL FIDELITY & CASUALTY CO.,
Omaha, Nebraska.

**Convincing Evidence of
Alamito Milk Quality**
is the fact that most hospi-
tals use it; most of the lead-
ing physicians use it in their
own home and prescribe it
for their patients.
Alamito Sanitary Dairy Co.
Phone Doug. 411
Fresh, Pure Farm Milk Delivered
Before Breakfast.
Watch for ad No. 9

**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.,
1224 Chicago Street,
Phone Doug. 55. Omaha, Nebraska.

The Highest Grade Stand-
ard 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.
Sharman & McConnell Drug Co.,
COR. 16th AND DODGE
Owl Drug Co.,
COR. 16th AND HARNEY.

TODAY AT THE LAND SHOW

PROGRAM FOR IDAHO DAY—STARTS AT 3:30 P. M.
Band Selection. "The Upper Snake River Country," by
Hawaiian Singers. W. G. Falaley, General Manager
of the Land Show.
Welcome to Idaho, by C. C. Rose-
water.
Address, "Idaho," by Major F. R.
Jones of Boise.
Address, "Idaho, My Idaho," by
Miss Tahaloula of Hawaii.
Cornet Solo, "Columbia," by Miss
Nattie Reiter.

PROGRAM FOR TRANSPORTATION NIGHT—8:30 P. M.
"March," by Land Show Band. N. H. Loomis, General Solicitor,
Hawaiian Singers. Union Pacific Railway. Address,
"Modern Transportation Methods,"
S. F. Miller, Chairman of Rail-
way Reception Committee, intro-
ducing:
Cornet Solo, "Wires," by Miss
Nattie Reiter.

**AFTERNOON PROGRAM.
NEBRASKA STATE LEGISLATURE—FROM 2 TO 6 P. M.**
Inspection of exhibits, in charge of
Commercial Club Reception Com-
mittee. Special Band Concert, 5 to 6:30 P. M.
At 6:30 o'clock they will be escorted
to the Commercial Club.

LECTURE PROGRAM, TUESDAY, JAN. 24.

Lecture Hall A.	Lecture Hall B.
2:00 to 2:25—"Niagara Falls and the Shredded Wheat Plant." 2:30 to 2:55—C. C. Morrison, "The Scenic Rockies." 3:00 to 3:25—Nail S. Hansen, "The Romance of Alfalfa." 3:30 to 3:55—Prof. A. L. Haecker, "Silk." 4:00 to 4:25—Prof. Thomas Shaw, "Dry Farming in Montana." 4:30 to 4:55—Lloyd Childs, "Scenes in Hawaii." 5:00 to 5:25—Leffingwell's Travel Talk, "Development of the West." 5:30 to 5:55—Prof. W. G. Brandenburg, "San Luis Valley."	L. Antles, "Principal Products of Western Slope, Colorado." George T. Foyes, "Yellowstone Park." Prof. Lawrence Bruner, "Insect Enemies of Man and Domestic Animals." Major Fred H. Reed, "Irrigated Idaho." C. W. Pugsley, "Farm Manage- ment." T. J. Walsh, "New Lands in Colo- rado." Carney S. Hill, "Vineyard Scenes." Prof. B. C. Buffum, "Plant Breed- ing."

EVENING PROGRAM.

7:00 to 7:25—L. Antles, "Making Money in Growing Apples." 7:30 to 7:55—T. J. Walsh, "Greely Colo- rado Irrigation Projects." 8:00 to 8:25—Carney S. Hill, "Touring California." 8:30 to 8:55—Lloyd Childs, "Scenes in Hawaii." 9:00 to 9:25—Dr. F. H. Millner, "Wire- less Communication." 9:30 to 9:55—Prof. W. G. Brandenburg, "Colorado, the Nation's Play- ground." 10:00 to 10:25—Leffingwell's Travel Talk, "Yellowstone Park."	"Niagara Falls and the Shredded Wheat Plant." C. C. Morrison, "Fruit Growing." George T. Foyes, "Scenic High- ways." James A. King, "Traction Farm- ing." Prof. J. Wilkes Jones, "Ten Acres and Independence in Idaho." William Walker, "California, the Workshop of Luther Bur- bank." Prof. B. C. Buffum, "New Feed Grains."
---	---

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 ex-
hibit of the wonders achieved by Wizard Luther Burbank, the great plant and
fruit originator, the fisheries exhibit, and similar attractions, a daily pro-
gram 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 KAWAII—Every afternoon and evening.
MISS LENA BETTIE REITER—The world's greatest cornet virtu-
oso.
CONCERT BY THE LAND SHOW CONCERT BAND—George Greer, Di-
rector—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 Their Men's and Young Men's
Suits and Overcoats
Also 1/2 Off on Fancy Shirts, Underwear
and Neckwear.
AUTHORITY ON MEN'S WEAR
Our Windows.

**EXPRESSMEN'S
DELIVERY CO.**
FORWARDING
FIRE-PROOF STORAGE,
MOVING VANS, FURNITURE
PACKING,
BAGGAGE DELIVERY
City Office, 216 S. 17th St.
See 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, \$1.00,
\$1.25 and \$1.50
TELEPHONE CLEAN UP
Need ANY—Come and See Us
PATENT MEDICINES 50c
All kinds—50c size 45c
Special prices on drugs in quanti-
ties.
We can sell a good razor with a strap
for \$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 **Krug** Two Frolics
of Folly Daily
Matinee 2:30; Night 8:30
Commencing Sunday, January
22, for 4 Days
**THE NEW CENTURY
GIRLS**
The Aeroplane of Eurylesque
DR. CLARK The Painless
Dentist
Set of Teeth,
\$5.00
Very best set
of Teeth, on
rubber . . . \$8.00
OFFICE, 204 FAYTON 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 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.

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

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