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First in the E-teen of the Insuring Public.  
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Accident, Fidelity Surety Bonds, State Glass, Burglary.  
**NATIONAL FIDELITY & CASUALTY CO.,**  
National Fidelity and Casualty Bldg.  
Omaha, Nebraska.

Leading clubs, restaurants and hotels, nurses, clubs and creamery managers are, and for years have been our customers.  
**Alamito Sanitary Dairy Co.**  
Phone Doug. 411  
Fresh, Pure Farm Milk Delivered Before Breakfast.  
Watch for Ad. No. 10.

**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.,**  
1294 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.

## TODAY AT THE LAND SHOW

**LECTURE PROGRAM, THURSDAY, JANUARY 26.**

Lecture Hall A.	Lecture Hall B.
<p>2:30 to 3:25—Niagara Falls and the Shredded Wheat Plant. 3:30 to 4:25—Prof. B. C. Buffum, "Irrigation." 4:30 to 5:25—Prof. Lawrence Bruner, "Insect Enemies of Farm Crops." 5:30 to 6:25—L. Antles, "Cantaloupes and Alfalfa in Colorado." 6:30 to 7:25—Prof. W. G. Brandenburg, "Colorado, the Land of Opportunity." 7:30 to 8:25—Prof. J. Wilkes Jones, "Ten Acres and Independence in Idaho." 8:30 to 9:25—Prof. Thomas Shaw, "Crops Grown on Dry Land." 9:30 to 10:25—C. C. Morrison, "Free Government Land in Montana."</p>	<p>George T. Foyes, "The Scenic Northwest." Lloyd Childs, "The Floral Parade in Honolulu." J. A. King, "Traction Farming." George W. Conley, "Good Roads." T. J. Walsh, "Scenic and Agricultural Colorado." Leffingwell's Travel Talk, "Yellowstone National Park." Dr. F. H. Millener, "Communication." Wilber Walker, "California, the Garden of the World."</p>

**EVENING PROGRAM.**

<p>7:00 to 7:25—Carey S. Hill, "Vineyard Scenery." 7:30 to 7:55—C. C. Morrison, "Washington and Oregon." 8:00 to 8:25—Lloyd Childs, "The Floral Parade in Honolulu." 8:30 to 8:55—L. Antles, "Opportunities of the Western Slope." 9:00 to 9:25—Prof. W. G. Brandenburg, "The Call of Colorado." 9:30 to 9:55—George T. Foyes, "The Land of Geysers." 10:00 to 10:25—Prof. J. Wilkes Jones, "Irrigated Idaho."</p>	<p>"Niagara Falls and the Shredded Wheat Plant." Prof. B. C. Buffum, "Hybridizing Grains." Thomas J. Walsh "Greely's (Colo.) New Lands." Wilber Walker, "California, the Mecca of the United States." Leffingwell's travel talk, "Scenic Colorado." Dr. F. H. Millener, "Wireless Communication." Moving pictures.</p>
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**COLORADO DAY, PROGRAM STARTS AT 2:30 P. M.**

<p>Overture by Land Show Concert band. Hawaiian Singers. Address of welcome, W. G. Paisley, Manager of the Land Show. "Irrigation in Colorado," Prof. W. G. Brandenburg. Cornet solo by Miss Nettie Reiter.</p>	<p>Address, "The Pittsburg of the West," J. M. Stevens of Pueblo. "The Western Slope of Colorado," by L. Antles. There will be a distribution of Colorado apples and Rocky Ford cantaloupes.</p>
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**Good Roads Day, 4 P. M.**  
Address by George W. Conley, State Engineer of Minnesota, on "Good Roads."

**Concordia Ladies' Singing Society Night, 9 P. M.**  
Chorus of fifty voices on the big stage.

Evening Program, Elks' Night.

**CULP-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 1/3 Off on Fancy Shirts, Underwear and Neckwear.  
**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-1841.

**OPPORTUNITY..**  
Burnham's Foot Powder ..... 10c  
Burnham's Talcum Powder ..... 10c  
Hot Water Bags, good quality, \$1.50.  
\$1.25 and ..... \$1.30  
**TRUBBER'S GREAT FIT**  
Need ANY—Come and See Us  
**PAVING—MISCELLANEOUS**  
All kinds—1 1/2 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 Rice Goods.  
We Are Waiting to See You.  
**The Bell Drug Co.**  
1215 FARNAM ST.

The Home of Folly  
**Krug** Two Frolics Daily  
Matinee 2:00; Night 8:30  
Commencing Sunday, January 22, for 4 Days  
**THE NEW CENTURY GIRLS**  
The Aeroplano 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  
1112-14 City National Bank Bldg.

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

# 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