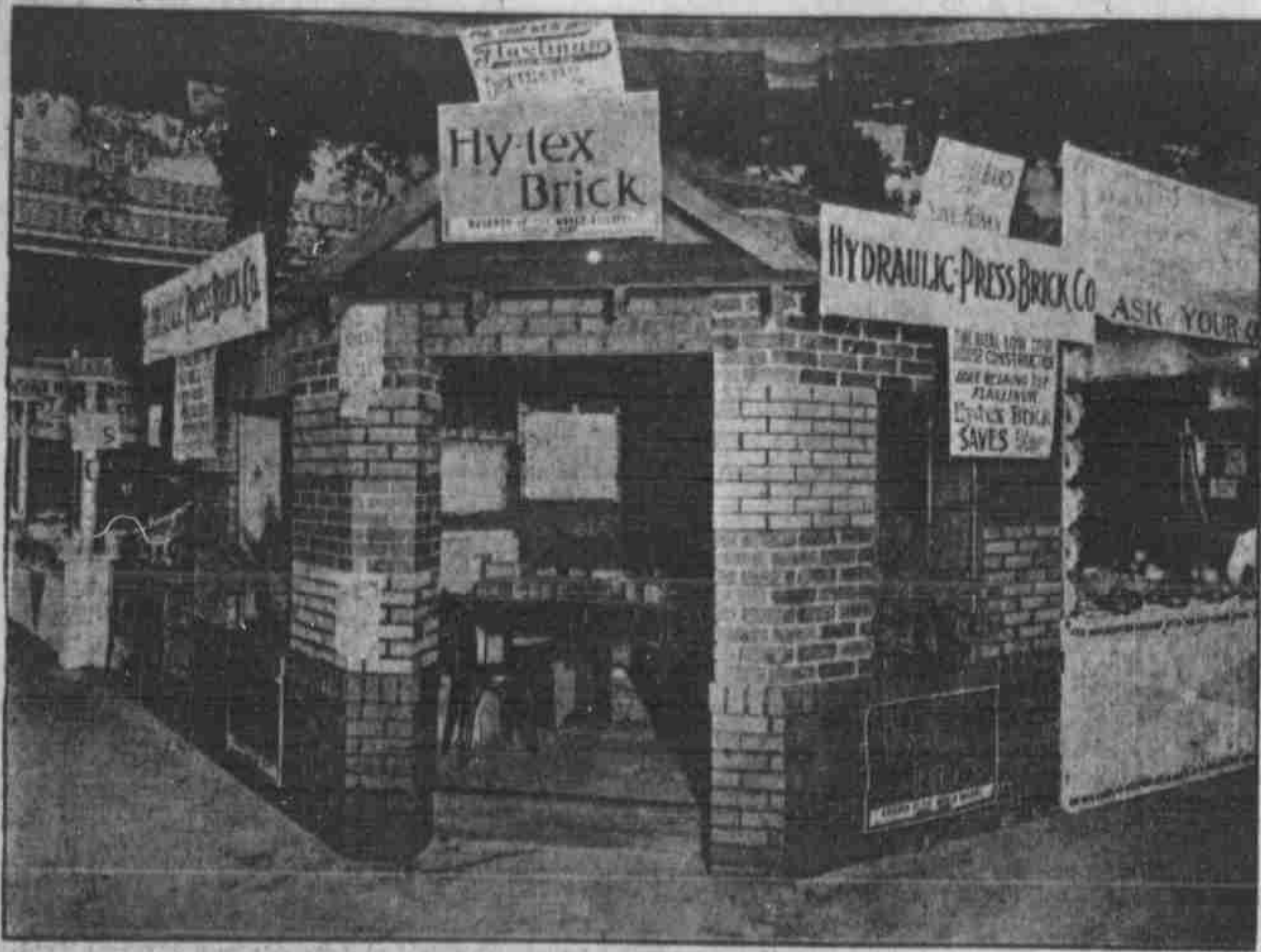


Attractive Exhibits Displayed at Auditorium Show



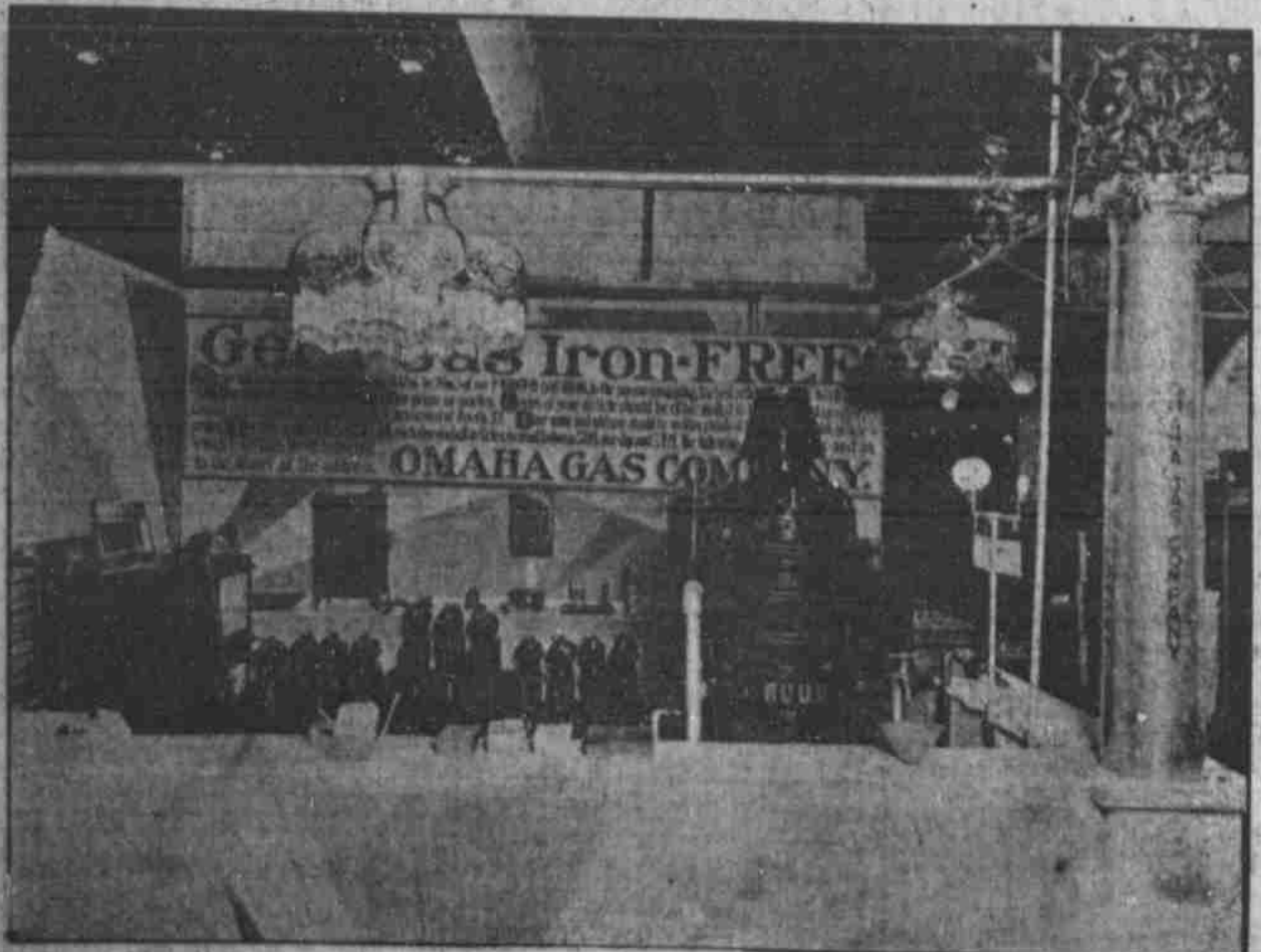
HYDRAULIC-PRESS BRICK CO.



U. S. SLICING MACHINE



EUREKA EGG CARRIER CO.



OMAHA GAS CO.

EXHIBITS INTERESTING MANY

Low Cost Show is Magnet Which Draws Many.

EXHIBITORS ARE WELL PLEASED

Varied Character of the Display Insures Plenty to Attract All Classes to Omaha's Big Exhibition.

Thousands have already paraded before the attractive booths at the Low Cost of Living Show, and have learned the numerous ways of reducing their household expenses. There will be thousands more attend the show before the doors close upon the last evening and the total educational force which will be hurried at Omaha people will undoubtedly bear fruit in the form of decreased expenses of the household exchequer.

The great number and variety of things to be seen at the Auditorium make it practically impossible for the visitor to grasp the full meaning of all that is to be seen and learned. The accompanying pictures and the following description of the goods displayed there will prove as a reminder to those who have already been at the Low Cost of Living Show and an advance information for those who are yet to attend.

Forbes' Coffee Exhibit.

One of the most comprehensive displays at the show is that of the Forbes Coffee company, for which J. B. Porter is manager in Omaha. Nine years ago Mr. Porter induced the Forbes people to come into this territory, where they were not doing a dollar's worth of business. Last year the total amount of business done in this territory by Mr. Porter's agency was \$40,000, a considerable volume of office business, and a considerable increase over the start in a few years. The main reason for the phenomenal growth of the business was due to the excellent quality of the coffee which they sell. The best evidence of this is the mail orders which Mr. Porter receives daily. Moreover, Mr. Porter himself and the men who are associated with him are expert coffee men, and in a position to render real service to their customers. The Forbes Quality coffee is the leader of the brands put out by that concern, and is one of the largest selling brands of coffee sold out of Omaha. The upright business methods of the company are also responsible for the large volume of trade which it enjoys. Other brands of coffee sold by this concern are the Blue Bell brand, the Martha Washington brand, D. W. Jones, Thomas B. Malone and George M. Southward are the representatives connected with Mr. Porter in this branch.

Corn Products Fine Display.

A. H. Linaker of New York City and state manager for the Corn Products Refining company in Nebraska, is at the show with one of the best displays of food products there. The delicious brands of syrup and other products shown have made a great hit with the women and children who have already visited the show. The famous Karo Corn Syrup, Argo Starch and Kingsford Corn and Gloss Starch, and the Ivory Starch, are the brands which are exhibited by Mr. Linaker at the booth.

The following is an estimate of the total corn products manufactured annually in the United States and shows how enormously the industry has developed and how great an importance it has assumed:

Corn manufactured into corn products, bushels	50,000,000
Corn syrup, pounds	500,000,000
Starch, pounds	600,000,000
Corn sugar, pounds	250,000,000
Gluten feed, pounds	625,000,000
Oil, bushels	75,000,000
Oil cake, pounds	50,000,000

Total, pounds

Corn syrup, flavored with cane syrup, 25,000,000 pounds, or about four pounds per capita of the population.

In the 50,000,000 pounds of candy consumed in the United States in 1910 there was used 200,000,000 pounds of corn syrup.

Freight, tons

Estimated total capital invested \$40,000,000

Cost burnt

5,000 employees, annual wages

Supplies (barrels, etc.), over

Besides this, there must be taken into account the money spent for machinery, etc.

Safe Home Matches Are Shown.

An exhibit of considerable interest to everyone who has seen it is that of the Diamond Match company. At the booth is shown a large collection of matches and match boxes, featuring the safe idea for home use.

The "safe home" match is a new kind of match made in conformity with the new match laws, endorsed and recommended by the National Fire Prevention and Insurance interests.

On each box appears the label of the Underwriters' Laboratories, Inc., and the words "inspected match," thus indicating that these matches have been made to conform with the requirements of the Underwriter's Laboratories, Inc., who operate under the direction of the national board of fire underwriters and that the match sold under such label has undergone a system of inspection and test which operates to guarantee the uniformity as well as the excellency of the product.

"Safe Home" matches are non-poisonous and have been treated to prevent afterglow.

The "Safe Home" match can be considered the ideal American safety match. It is adapted to the demands of the American people and to our peculiar climatic conditions.

As the "Safe Home" match can be ignited on any ordinary abrasive surface, it can be considered as the safety strike anywhere match, for in addition to its convenience in lighting it possesses unexcelled safety or protective properties. These matches will not fly nor the heads drop; they can be stepped upon without causing ignition; they will not ignite by spontaneous combustion; rodents will not eat them and the use of these matches will safeguard the home and the community in the two-fold field of public health and public safety.

"Old Ben" Coal Exhibited.

This exhibit was installed by the Carbon Coal and Supply company, located at 24 Omaha National bank building, and the display is designed to feature Old Ben coal and to introduce a new method of separating impurities from coal by a process called "spiraling."

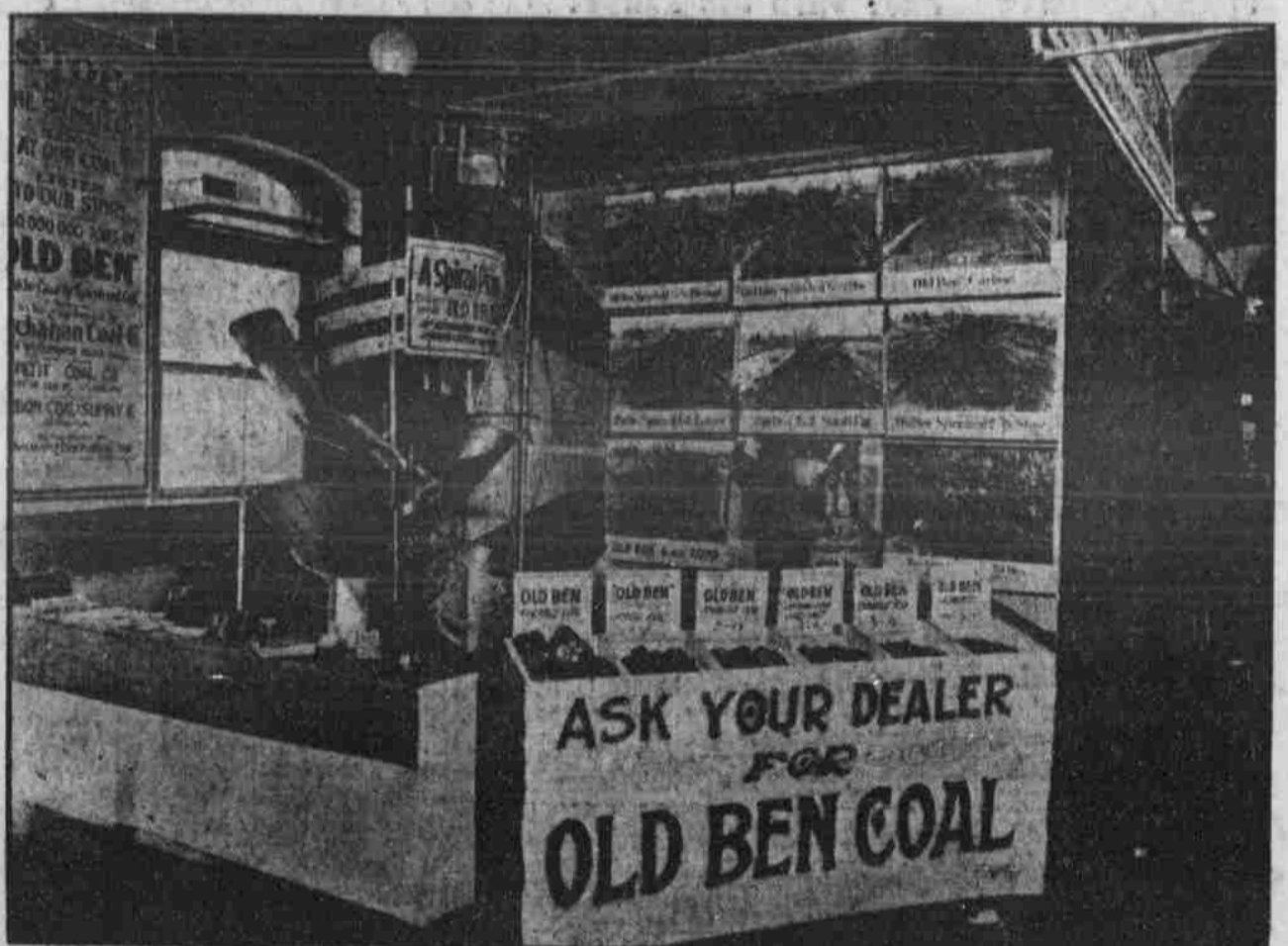
Old Ben coal is mined in Franklin county, Illinois. Coal produced in this county is accepted as the standard by which all Illinois coal is measured. The spiral is not a screen. The coal is screened by the regular process after being spiraled.

This spiral does not serve the purpose of a screen, but is used to separate the

(Continued on Page Thirteen.)



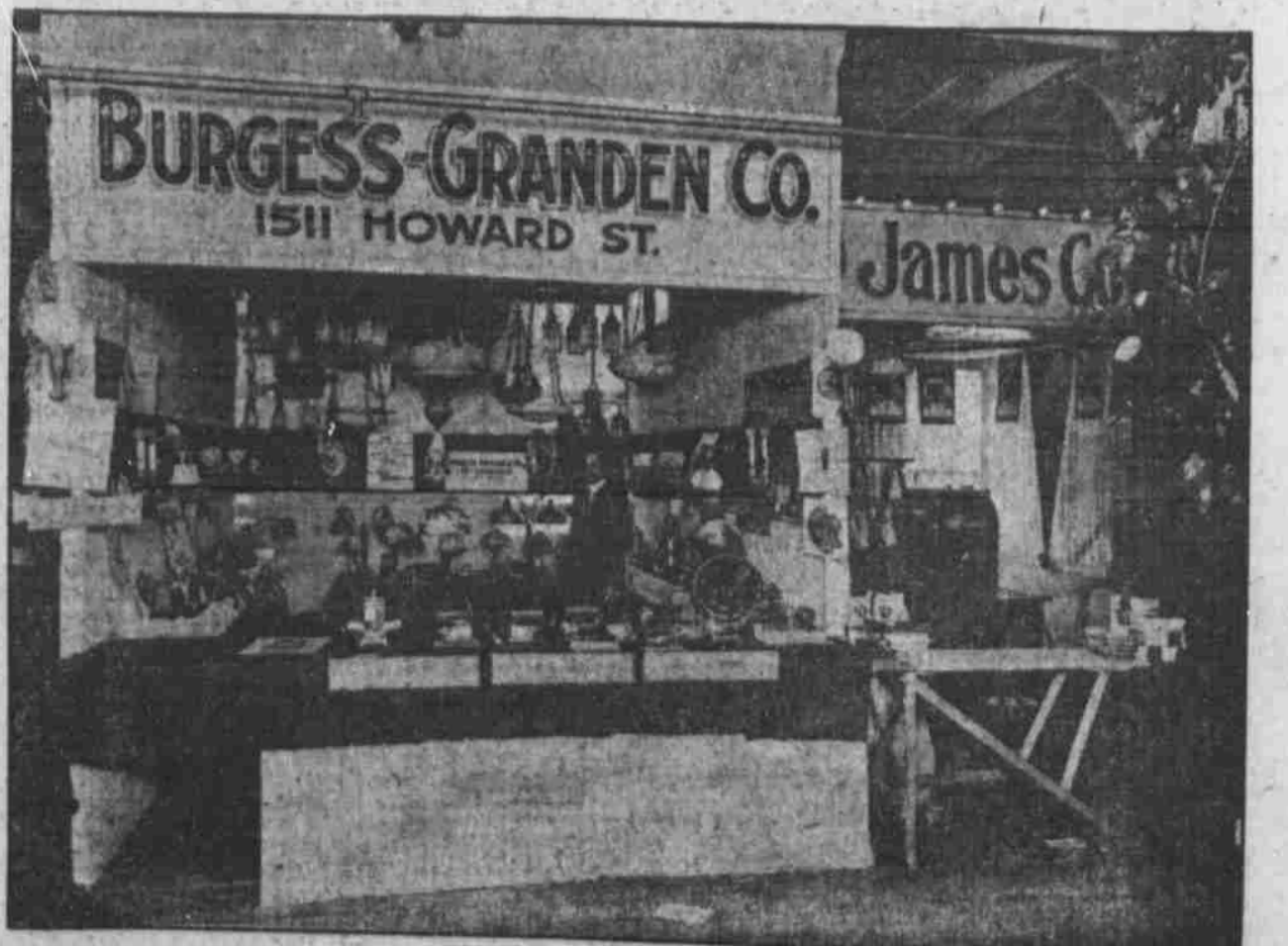
CORN PRODUCTS CO.



CARBON COAL & SUPPLY CO.



DIAMOND MATCH CO.



ELECTRICAL DISPLAY