



Seedy looking printed matter may not be fruitful

A. I. Root, Incorporated, 1210-1212 Howard Street, Omaha; Phone Douglas 1604.

HOME OF THE EXPOSITION

Auditorium and Annexes Wonderful in Their Immensity.

EQUIPMENT IS NOT LESS GREAT

Mammoth Structures Are Supplied with Every Convenience and Comfort that Could Be Thought Desirable.

(Continued from Page One.)

Lectures and the band concerts and the singing of the famous societies which will visit the exposition will find they had their bearings wrong. The Auditorium will not be used as the lecture room, but all its available space will be used for exhibits. The lectures and band concerts and recitals and concerts by the numerous singing societies will be given in a building, connected with the exposition proper, which has been built on the vacant lot in the rear of the Hotel Rome. This new building will be heated by numerous furnaces and will be brilliantly lighted by thousands of incandescent lights. No extra charge will be made to the concerts and other entertainments which will be given in the new auditorium room. The lectures will mostly be held in the forenoon, while the concerts and musical entertainments will be given in the afternoon and evenings.

As Light as Day.

The entire space within the walls of the mammoth exposition building will be most brilliantly lighted and night will be turned into day. A double system of lighting will be used, consisting of myriads of incan-

descent and arc lamps and hundreds of Nernst lamps. A fault found with many similar exhibitions is that the lighting of the interior of the buildings is too often insufficient, will not prevail at the National Corn exposition. The directors have had too much experience to not provide against any such emergency. Besides the thousands of lights provided by the exposition management many electrical concerns will have exhibits and besides many of the larger exhibitors have provided a special lighting scheme of their own which will be a part of their booth decorations. Some of these take the form of the firm names in a blaze of light and others have other designs which they will carry out. In some sections of the huge building every girder has a row of incandescent lights, all of which will assist in the general scheme of making the exposition a truly brilliant affair.

Three Miles of Corn.

As one enters the Auditorium proper his eye naturally turns to the gallery where a complete metamorphosis has been wrought. Instead of tier after tier of high-backed opera chairs, will be seen row after row of yellow and red corn. It is estimated that room has been provided for over 90,000 ears of corn and to judge this wonderful assortment is the task allotted to the judges of the show. The corn is being rapidly installed and it is expected that a greater portion will be in place by Monday morning, so the judges may at once begin their arduous task and soon have the premiums attached that the visitors might see the prize ears and know what section of the country can raise the best corn and also so the farmers may know what, in the opinion of the judges, constitutes the most perfect and most valuable corn. The gallery is so arranged that a high rack for the display of corn is built where one row of seats was formerly located and

so the visitors may travel around the gallery and inspect the corn by walking on the shelf where the next row of seats was located. This will give a continuous bank of corn, alternating with people from the foot of the gallery to the roof and will make a pretty sight from the arena of the auditorium. While this arrangement by the directors was at first criticized the wisdom of the move is now seen since the scheme is completed. The walk of the long rows is broken by the regular entrances to the gallery over which no attempt has been made to building exhibit racks, every possible comfort for the visitors being looked after.

Auditorium at Full Size.

To assist in providing sufficient space for the exhibitors and concessionaires at the National Corn exposition every inch of available space was needed and to provide this the big Auditorium is changed to its full exhibit capacity. The boxes along the side of the arena have been taken out, as well as the tiers of seats back of the boxes, so that the arena floor of the big building has been enlarged by just that much. In this additional space thus secured will be placed the educational exhibits from such colleges and universities as the universities of Wisconsin, Illinois, Colorado, Indiana, Kansas, Michigan and Ohio and Ames and Cornell and other noted institutions. The stage of the Auditorium will be used for the exhibits of Omaha and Council Bluffs and these will be connected by a noiseless railroad, which will run over the Omaha & Council Bluffs bridge, which connects the two. The arena of the Auditorium will be given over almost entirely to concessionaires' space, where will be shown live exhibits by the leading cereal manufacturers, concerns of America and where also the railroads will have their exhibits. The railroads have been spending a lot of money to gather new and educational ex-

hibits with which to fill the spaces allotted to them and have been successful in procuring exhibits which will interest the thousands who will attend the exposition.

Uncle Sam on Deck.

The basement of the Auditorium has not been overlooked in the search of available space and this enormous room, where during the horse shows are quartered the thoroughbreds of hundreds of thousands of dollars in value, will be used for all it is worth. The government has installed a denatured alcohol plant which will be in full operation during the entire show, where Uncle Sam will show the process of manufacturing alcohol for commercial purposes. The erroneous impression prevails that this denatured alcohol is manufactured in just the state in which it is put on the market, but this is wrong. The still makes the alcohol just as pure as any alcohol and the denaturing process is an after consideration. The different grain products from which denatured alcohol may be manufactured will be used in the demonstrations and besides this interesting feature exhibits will be made by the concerns which use the denatured alcohol, so this branch of the show will be of great value, especially to the middle west, which raises such a long list of products which may be used in its manufacture. A complete candy plant will also be in operation in the basement, showing the latest machinery which is used by an up-to-date plant in making the luscious morsels. Other interesting machinery will be shown in the lower floor of the Auditorium, which will make this section of the exposition one of the most interesting of the entire show.

Murphy Building a Find.

The press bureau will be located in the Murphy building which was built just across the alley to the south of the Auditorium and which will be put to good use by the exposition management. The structure is an immense affair of brick and runs from Jackson street to the alley and is sixty-six feet wide. It was being built during the summer and when the exposition was conceived by the management and it was decided to hold it in Omaha, arrangements were made with Mr. Murphy whereby the construction of the building might be hurried in time for use for the exposition. This building is what is known as the Woman's building, and an entrance is effected by building a huge corridor across from the stage of the Auditorium to the second story. Entrance to the lower floor is made from the alley which is also enclosed. The walls of the second floor of the Murphy building will be decorated with the thousands of articles which have been entered by women under the rules as laid down by the long premium list which was gotten out by the exposition management. The list gives special attention to women's work and as the prizes are numerous and of goodly size, so will the exhibits be large in number.

The south end of the Murphy building will be used as a laboratory by the domestic science department, which will be one of the features of the entire exposition. At the south end of the Murphy building, on the lower floor, is stationed the dark room where will be shown the most interesting moving pictures of farm life, which were taken on Nebraska farms and farms of other states during the harvest season. No extra charge is made to this feature, which will attract thousands and ample provision is made for seating large numbers and for emptying the room when the performance is over, that another show may be given and thus many thousands may be reached during the day and evening. The newspaper headquarters will also be on the lower floor of the Murphy building.

Alley is Put to Use.

The wide alley south of the Auditorium has been roofed over from Fourteenth

street to the buildings on Fifteenth street and is a part of the available floor space. Here will be found the headquarters for the different farm journals and to show the interest these are taking in the show and the immense amount of advertising these periodicals, which have a circulation far in excess of most daily papers, it needs only to be stated that twenty of these, the more prominent of the country, have engaged booths, where they will have from five to twenty men each at work during the entire exposition. The remainder of the alley space will be utilized by different concessionaires. It may be all right to call that certain space an alley for the edification of Omaha people as to the location of the different booths and buildings, but when the show opens it will look like most anything else but an alley. It will be decorated with bunting and illuminated until it will look more like one of the aisles in the center of the Auditorium building.

The Alfalfa Palace.

Walking up the alleyway, which probably will have some more elegant name by the time the exposition opens one comes to an immense covered area which starts the visitor by its size. Spreading out in full view is a stretch of covered buildings reaching to the eastern wall of the Rome hotel and as far south as Jackson street. Passing along the east side of this immense floor space one passes a long line of implement booths, where are shown all sorts of farm machinery of the latest design, machinery which will lessen the labors of the horse and man and which many have never before seen. Moving on to the south one is soon brought face to face with the alfalfa palace, where is shown the forage plant which has revolutionized western farming. Alfalfa in its first, second, third, fourth and fifth crops

is here shown as well as the numerous uses to which it may be put. It is well said that alfalfa has been one of the main instruments which has been used in changing the farmer of the west from a hard working man, borne down by the weight of the mortgage on his farm, to one of the wealthiest classes of men on the American continent. Alfalfa is known as a rough feed, but it has those qualities which help to turn hogs and cattle into money.

Nebraska and Iowa.

Nebraska and Iowa have entered upon a friendly strife to try to outdo each other at the National Corn exposition, which opens Wednesday, but to this they have to utilize the same amount of space. The management has assigned to both Nebraska and Iowa an equal amount of floor space, 3,000 square feet each, and within the confines of that they will each put in an exhibit which will astound the easterners who will visit the show by the thousands. Nebraska will occupy the space along the east side of Fifteenth street near Jackson and Iowa will have the west side, and the occupants of these enormous booths can stand on opposite sides of the street and watch the judges at work and wonder where the plums will fall. There seems to be no doubt that Iowa is one of the greatest corn producing states on earth, but land is also of great value and no one, better than those Iowa farmers, realizes the value to a farmer of learning how to increase his yield several bushels to the acre. The educational advantages of the corn show appeal to all and will be of interest not only to the grower of the grain, but also to him engaged in the manufacture of the cereals into some food product and to the millions who eat those products. Some years ago the railroads started a crusade for better crops by sending out seed specials on which

they carried experts who lectured on crop rotations and instructed the farmers on the value of proper seed selections.

Plenty to Eat.

Many of the exhibitors have arranged to give away samples of the products which they manufacture, but for those who desire a good square meal a large restaurant concession has been fitted up. It is located on Fifteenth street at the Jackson street end of the street and here will be provided meals for those who come early and want to stay late. Those who desire bring their lunches can here secure a cup of hot coffee and for those who want a hearty meal, that will also be provided.

Little did the promoters of the National Corn exposition realize the enormous proportions the show would assume before time for the opening of the gates. The directors, however, had long heads and have provided ample space for the largest exposition of its kind which was ever held in the west.

Mark Twain's Reputation.

Mark Twain was talking about the famous robbery in his beautiful country house.

"Had I still been living in Hartford," he said whimsically, "some of my Hartford friends would certainly have accused me of robbing myself. They had a poor opinion of me in that town."

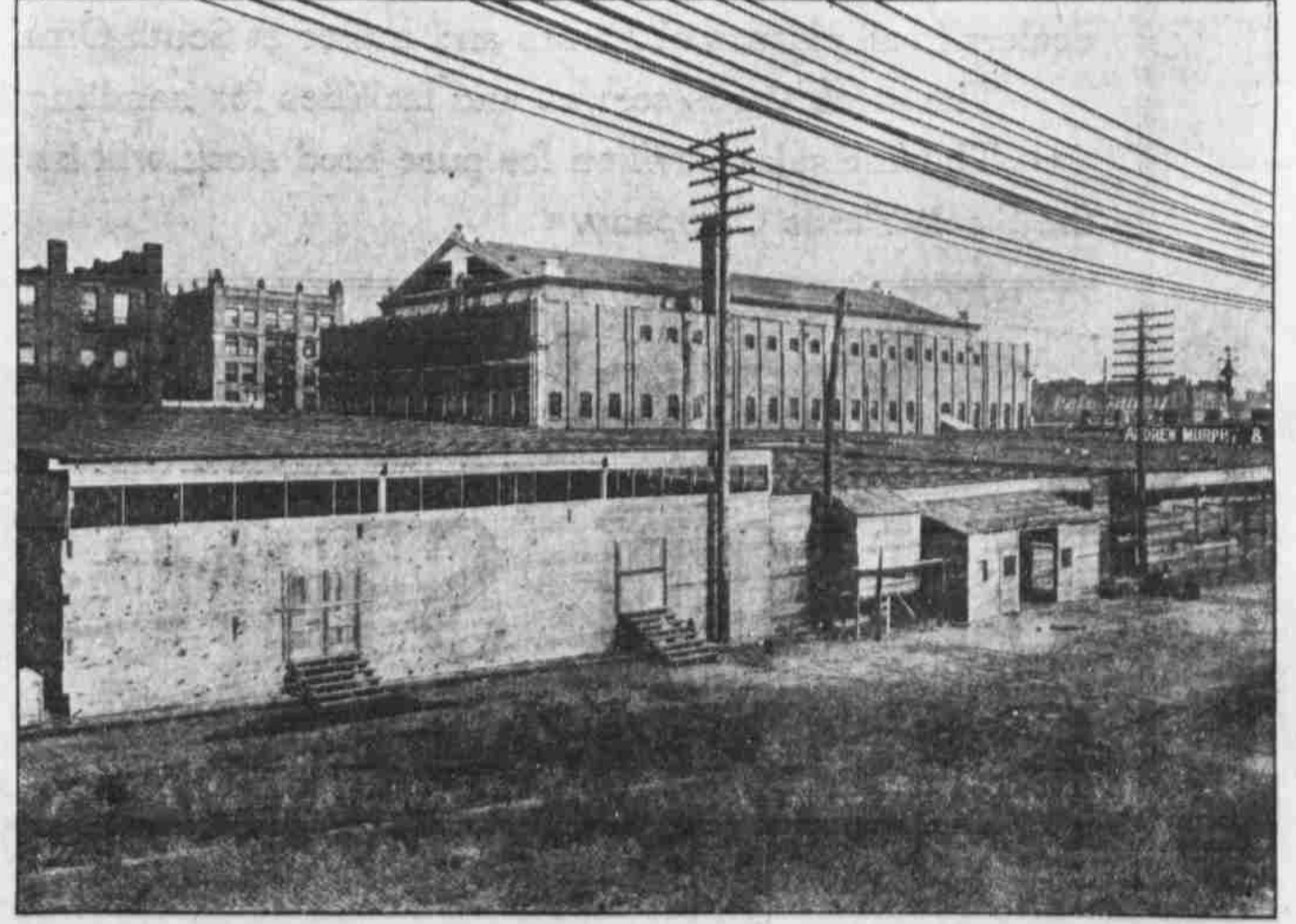
"Marshall Jewett, the ex-governor, used to take up the collection in our Hartford church. They never asked me to take it up, I fretted a good deal over the matter."

"See here, Jewett," I said one day, "they let you take up the collection every Sunday, but they would never let me do it."

"Oh, yes, they would," said Jewett—"that is with a bellpunch, like the horse car conductors use."—Boston Herald.



HOWARD STREET FRONT OF THE AUDITORIUM, SHOWING HOW FIFTEENTH STREET HAS BEEN ENCLOSED.



VIEW FROM FOURTEENTH AND JACKSON STREETS, SHOWING HOW THE GREAT SHOW WILL BE HOUSED.