



## IDAHO

### TODAY AT THE LAND SHOW

#### PROGRAM, WEDNESDAY, JAN. 25TH

**Tri-City Federation of Women's Clubs, Starting at 2:30**  
Program in charge of officials of the three clubs.  
Hand Selection. "Co-Operation," by Mrs. J. J. Sullivan, President Council Bluffs Woman's Club.  
Welcome by W. O. Paisley, Manager Land Show.  
Hawaiian Singers.  
Address by Mrs. M. D. Cameron, President Omaha Woman's Club.

#### California Day Program, Starting at 3:30

Presiding Chairman, Robert Newton Lynch of the California Development Board.  
Hand Selection.  
Hawaiian Singers.  
Address of Welcome by Mayor Dahlman.  
Address, "California," by Robert Newton Lynch.  
Response, C. C. Rosewater.  
Address, "The Panama Pacific Expedition," Robert E. Connolly.  
Address, "San Francisco," Colonel J. McNab and J. H. Pearson.

#### Wyoming Day Program, Starting at 4:30

Presiding Chairman, A. R. Whitely of Cheyenne.  
Overture by Band.  
Song by Gateway City Quartet.  
Address of Welcome, Mayor Dahlman.  
Address, "Wyoming," Prof. B. C. Buffum.  
Cornet Solo, Miss Reiter.

#### Fresno Raisin Broad Day

Free Distribution of Raisin Bread by Coupon at the Following Booths: California Development Board Booth, Western Development Association Booth.  
Union Pacific Booth.  
Twentieth Century Farmer Booth.  
Coupons Will Be Given in Every Paid Admission at the Box Office on This Day.

#### Omaha Real Estate Exchange Day

The exchange will come in a body after their noon day lunch. Wilbur Walker of California will give an address on "Modern Real Estate Methods."

#### Knights of Columbus Night

Reception to organization at 8:30 p. m. Special musical program by band, Hawaiian Singers and Miss Nettie Reiter, the world's greatest lady cornetist.

#### Modern Woodmen of America Night

The drill team will give the manual of arms on the big stage at 9:30.

#### LECTURE PROGRAM WEDNESDAY, JAN. 25TH

##### Lecture Hall A.

7:00 to 7:25—Niagara Falls and the Shredded Wheat Plant.  
7:30 to 7:55—Lloyd Childs, "Views of Hawaii."  
8:00 to 8:25—Neil S. Hansen, "Alfalfa."  
8:30 to 8:55—E. G. Montgomery, "Farm Crops."  
9:00 to 9:25—Prof. Thomas Shaw, "Agriculture in the Northwest."  
9:30 to 9:55—Prof. B. C. Buffum, "Wyoming Agriculture."  
10:00 to 10:25—George T. Foyes, "Yellowstone Park."  
10:30 to 10:55—Leffingwell's Travel Talk, "Golden Hours in the Golden State."

##### Lecture Hall B.

Prof. W. G. Brandenburg, "San Luis Valley."  
T. J. Walsh, "Central California."  
Prof. A. L. Haacker, "Silo."  
Carey S. Hill, "The Opportunities of California."  
J. J. King, "Traction Farming."  
Wilbur Walker, "California, an Empire."  
Prof. J. Wilkes Jones, "Ten Acres and Independence in Idaho."  
L. Antles, "Western Slope Colorado."

#### EVENING PROGRAM.

7:00 to 7:25—Dr. F. H. Millener, "Wireless Communication."  
7:30 to 7:55—C. C. Morrison, "Fruit Growing."  
8:00 to 8:25—Wilbur Walker, "Why California is Called God's Country."  
8:30 to 8:55—Prof. B. C. Buffum, "Winter Emmer."  
9:00 to 9:25—Prof. L. G. Van Slyke, "Big Horn Basin."  
9:30 to 9:55—Prof. J. Wilkes Jones, "Irrigated Idaho."  
10:00 to 10:25—L. Antles, "Orchard Homes in Colorado."  
"Niagara Falls and the Shredded Wheat Plant."  
T. J. Walsh, "Lake Tahoe and Sacramento Valley."  
Leffingwell's Travel Talk, "Yosemite Valley."  
George T. Foyes, "Yellowstone Park."  
Carey S. Hill, "One Thousand Miles Through California."  
Prof. W. G. Brandenburg, "Evolution of the Desert."  
Lloyd Childs, "Views of Hawaii."

First Fidelity and Casualty Company Incorporated in Nebraska.  
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Western Nebraska and Eastern Colorado  
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Telephone for appointment. Our telephone is Tyler 1070.  
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**THE GRAIN BELT CO.,**  
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We invite orders from out-of-town visitors for everything in our line, which comprises  
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**GULPLANGWORTHY 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**  
See Our Windows.

**EXPRESSMEN'S DELIVERY CO.**  
FORWARDING  
FIRE-PROOF STORAGE,  
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BAGGAGE DELIVERY  
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Burnham's Foot Powder ..... 15c  
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Hot Water Bags, good quality, \$1.00, \$1.50 and ..... \$1.50  
**TRUSSER'S GREAT FIT**  
Head, Ax-Down and See Us  
**PATENT MEDICINES**  
All kinds—50c size ..... 85c  
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Special prices on drugs in quantities.  
We can sell a good razor with a strap for .....  
The above is guaranteed.  
All kinds of Nice Goods.  
We Are Waiting to See You.  
**The Bell Drug Co.**  
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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 Euryclous

**DR. CLARK** The Painless Dentist  
Set of Teeth, \$5.00  
Very best set of Teeth, on rubber, \$8.00  
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We would like to meet you and tell you about our easy-payment plan of buying Idaho apple land.  
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# 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