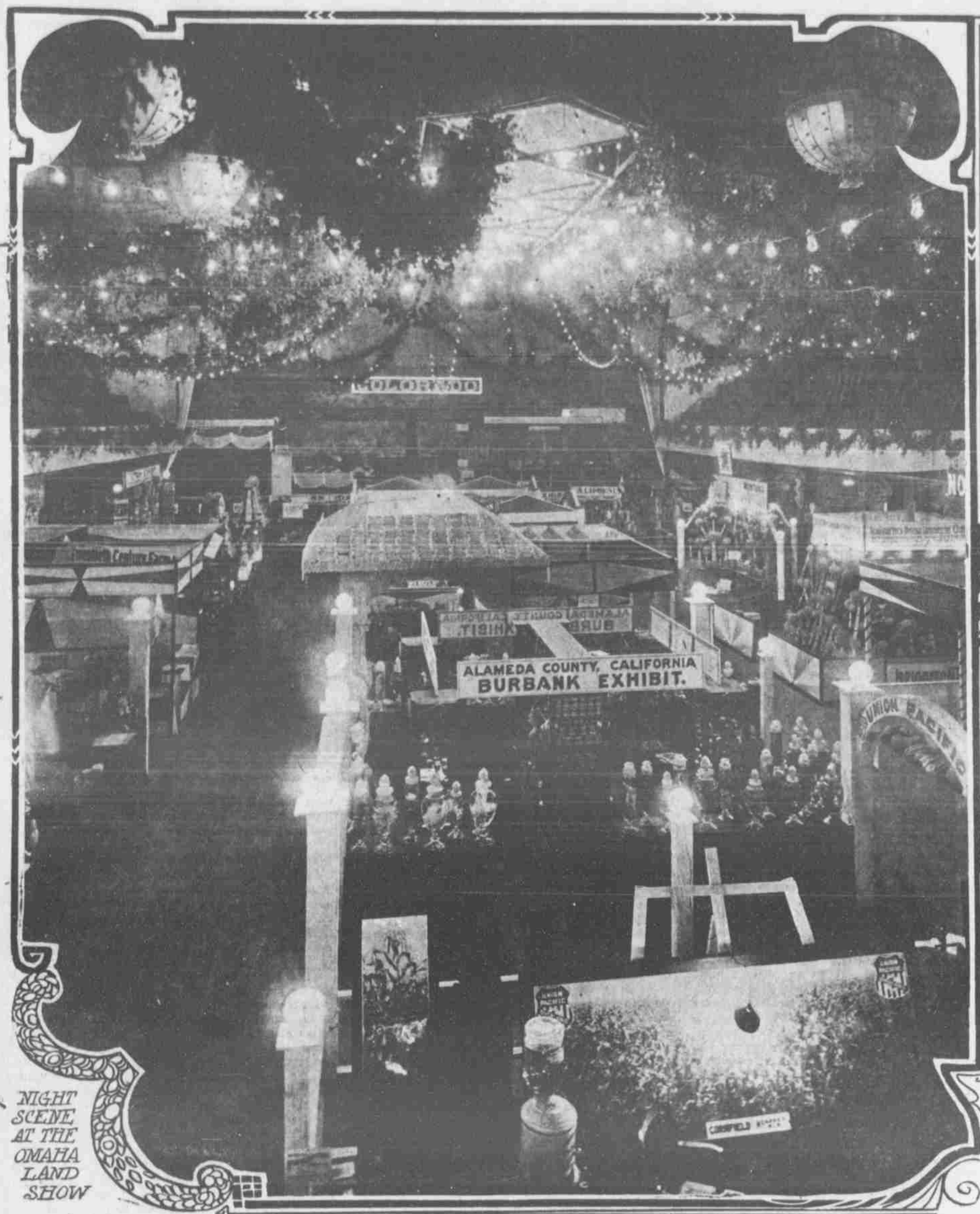
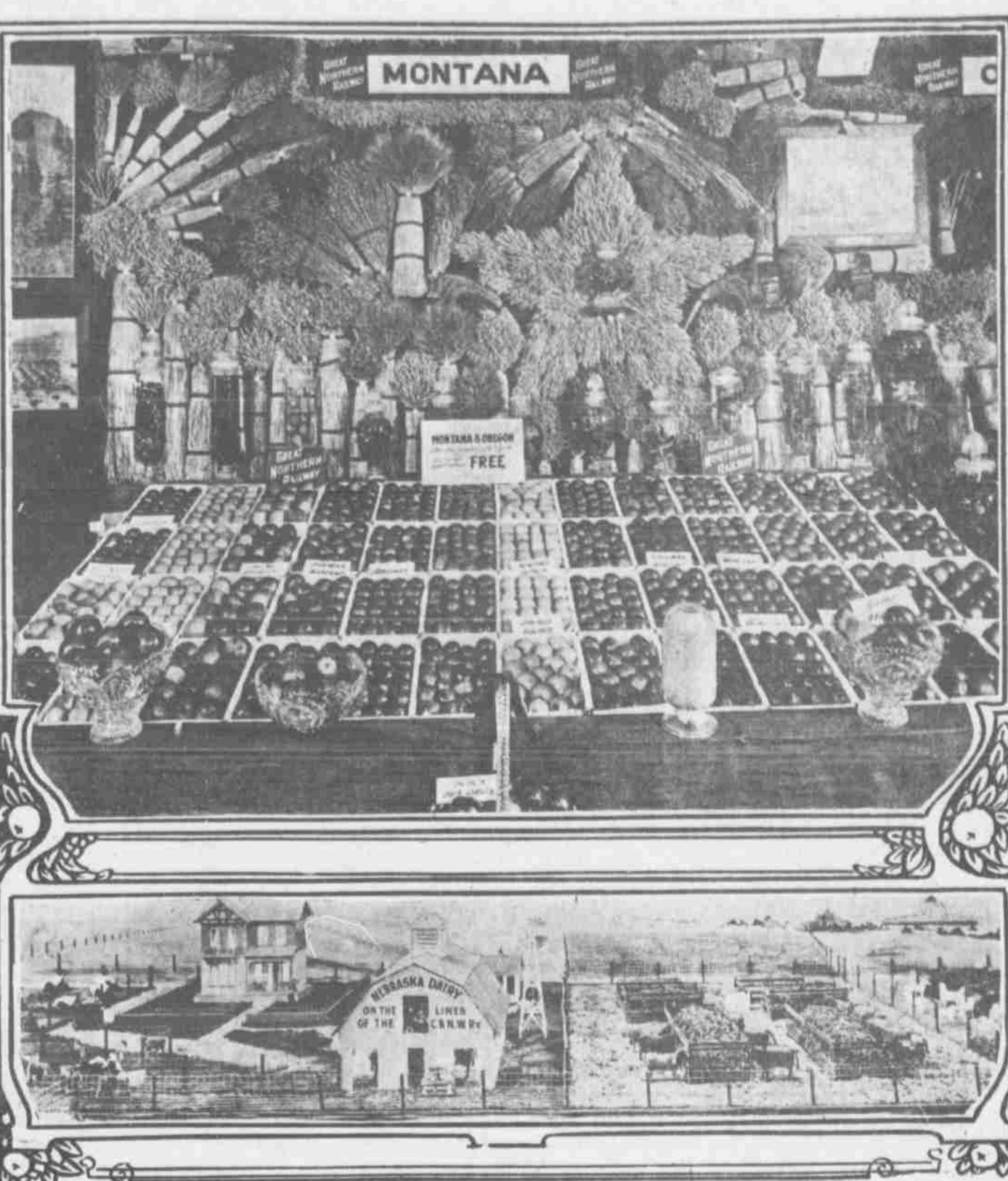


## Plans for the Next Land Show Include Many New Features



NIGHT  
SCENE  
AT THE  
OMAHA  
LAND  
SHOW



movement and new lessons to be taught as new possibilities open.

Despite the strictly utilitarian purposes of the show, it will be so presented as to offer more than ordinarily attractive features to the general observer. The programs of the show will be spiced with amusements, while the displays will be presented in artistic decorative form.

The first land show comprised displays from the west and the northwest—all that country to the west of the Missouri river which has a common interest. The story of the farm from the cornfield of the river valley to the orchards of the Rockies and the orange groves of California was told. Specialized agricultural processes from irrigation to dry farming under twelve-inch rainfall each had a chapter. In the same terms the story of the west will be told again at the second land show with new and greater exhibits and many added features.

Nebraska is to be given more emphasis in the show to come in October. Big expanses of territory in other parts of the west not represented at the last show are to send typical exhibits. The preparation for the next land show is already under way all over the territory to be represented.

Plans for the recognition of each state in the show have been solved by the land show management. Special days when men of prominence from each state will speak have been set apart. Each day of the show from the opening, October 16, to the close, October 28, will present a program of special interest to those concerned with individual states or sections.

The special day programs for the show follow:  
Monday, October 16—Omaha, Council Bluffs and South Omaha Tri-City Day. Opening at 7 p. m.  
Tuesday, October 17—Iowa Day; South Dakota Day.  
Wednesday, October 18—Nebraska State Day.  
Thursday, October 19—Idaho State Day.  
Friday, October 20—Washington State Day.  
Saturday, October 21—Omaha and South Omaha Public School Day.

Sunday, October 22—Labor Union Day; United Church Day.  
Monday, October 23—Montana State Day.  
Tuesday, October 24—Oregon State Day.  
Wednesday, October 25—California State Day.  
Thursday, October 26—Colorado State Day.  
Friday, October 27—Utah State Day.  
Saturday, October 28—Nevada and Wyoming State Day.

In magnitude the land show in October will exceed any similar exposition given in the west. To give space for the displays and programs to be presented an area of approximately thirty thousand square feet will be used. Of this space about nineteen thousand square feet are covered by the Coliseum in which the main show will be held. A number of auxiliary structures are to be constructed for the purpose of giving room for the lecture halls and an auditorium for the presentation of special programs.

In the remodelled Coliseum the show will unfold a striking picture. From the entrance on Twentieth street the land show visitor will be led through the roomy lobby to the entrance proper into the avenue leading across the "Court of Honor" to the "Grand Staircase" by which the Nebraska exhibit on the stage will be reached.

The "Court of Honor" will be marked by an impressive series of decorative columns surmounted by lights and carved figures. In the center of the court will be located an electric fountain playing streams of water with many colored, constantly changing lights. This fountain gives the opportunity for the introduction of an almost classic touch to the decorative aspects of the show. Arising from the fountain at stated periods of the day's program will be "living pictures" representing the states in the show by allegorical groups. The dome of the Coliseum, the colonnades marking the "Court of Honor" and the exhibit booth will be decorated in gay colors in keeping with a fixed tone design. Reaching between the

decorative columns will be festoons of amilax interwoven with thousands of tiny electric lights.

A temporary structure for the housing of exhibits of farming and road making machinery will be erected near the Coliseum. "Machinery Hall," as this building will be known, will give a floor space of one hundred by two hundred feet. Two lecture halls and an auditorium for special day programs will also be erected.

The stage of the main show, about which the Nebraska exhibits are to be arranged, will be occupied by spectacular productions to be given in connection with the show.

By the products of the soil to be included in the displays of the show many of its ornamental aspects will be gained. The second annual land show is to be marked by an unusual display of fruits. On special days to be set aside later in the framing of the programs these fruits will be distributed among the show visitors. The season at which the show will be held lends itself particularly well to the purpose of making a complete and extensive display of fruits. In October practically all of the fruits grown in the west will be found in their perfection in some part of the wide territory included in the show.

Included in the displays of the land show will be exhibits representing many of the great industries of the west. The vast wealth of mines and water power will not be forgotten. Miniature plants and specimens from the great fields under development will have a part in the displays. The land show will thus be given something of the tone of a general western exposition. The opening of the west are not confined to the farm alone. The communities which serve the farmer and furnish market places for his crops must grow and develop with the increase of acreage devoted to the purely farming industries.

The mighty significance of the movement for which the land show stands is given expression in the vastness of the territory included. In the state of Oregon alone there are now millions of acres to be reduced to tillage and productivity. In recognition of the value of the land show to the development of the west governors of the states to be represented and their legislatures have been taking cognizance of the show and aiding in the preparation for the displays to be made.

The demonstration results of the last land show and an inkling of what may be expected of the next is given by the mass of statements contained in congratulatory letters received by the land show management since the closing of the exhibit in January. But a more tangible and positive testimonial to the efficiency of the land show in the attainment of its purpose is given by the rapidly increasing movement of settlers to the westward. Railroad reports indicate that colonist trains are carrying more settlers into the west than ever before. The colonist movement of this month promises new records. Again fruits of the land show are shown in a review of the work of the scores of land agencies in Omaha, many of which have been established since the first show was closed. Numerous parties of prospective land buyers have been taken into the west by Omaha land agents. Hundreds of farms have been sold as a direct and positive result of the show.

Investigation of individual cases also frequently gives evidence of the fruits of the "back to the soil" movement. Since the land show an Omaha minister, Rev. J. E. Hammon, pastor of Kountze Memorial Lutheran church, has become the leader of a colonization movement. He leaves a prosperous Omaha church to go onto a farm in the west, leading a flock of future farmers with him.

Beginning October 16 and continuing throughout the ensuing ten days the Second Annual Land show, held by The Omaha Bee and The Twentieth Century Farmer, will be in progress to tell the ever new story of the west and the western farm.

PORTRAYAL of the opportunities of the agricultural west will be presented at the Second Omaha land show.

The second land show stands for a continuation of the movement which was inaugurated by the first—the development of the idle acres of the west and the diversion of emigration from the settlement projects of Canada to the open areas of this country.

The show is to represent the same vast area that played a part in the displays of the first land show held here in January. The show has, by virtue of the success of the first, become an annual affair. It stands as an institution typifying the development movement.

The show itself will be just a graphic lesson in opportunity. The land, which in its present state of non-productiveness, offers opportunity to the agriculturist, within the boundaries of the territory covered by the land show, is to be measured in the tens of millions of acres.

The mission of the show, however, does not end with the presentation of opportunity to the prospective settler. In an exhaustive series of lecture programs and educational demonstrations by agricultural scientists the utilization of opportunity will be taught. The land show visitor may learn not only where to farm, but how to farm.

The discoveries, or shall we call them achievements, of agricultural science have had the effect of laying a new world before the farmer—the world of dry farming and irrigated lands. The principles of dry farming and of irrigation have alike been known to the world since history was born, but until put to work through the labors of the farmer-scientist, they have been of comparatively little value to the world.

While in the territory interested in the land show there is ample soil available which requires little of such special attention as the terms of dry farming and irrigation imply, yet by virtue of this specialization of treatment and the newness of the opportunities which it offers, the exhibition gains a large part of its interest.

A glance over a map of the west and northwest will show that agricultural development has been, until within a very recent time, following the lines of least resistance. The farmed acres have crept out along the streams and in the fertile valleys where rainfall has been most certain. Now comes the era of independence of nature's provisions for the farmer. By the two systems offered, irrigation and dry farming, he may either make suffice a meager rainfall or supply water as he deems necessary. Thus is the area of waste territory reduced by so many millions of square miles and so much added to the acreage that

is to solve the great food problems of today and the greater problems of the future.

The land show is to tell where the land is and what it will grow, then secondarily to tell something of how these crops can be grown. The crops themselves as represented by specimens and the land men at the show will care for the primary mission of the exhibit. Men of fame in agricultural science in the lecture halls and at the demonstration displays will care for the rest.

Effects of the labors of these scientists at the last land show will be soon reflected in the crops to be harvested this fall within the radius of the influence of the big show. Reports, for instance, already indicate that as a result of the efforts made by the Northwestern railroad in a display of alfalfa of unusual pictorial detail the acreage devoted to that crop

has been remarkably increased in a single season. The effects of the educational features of the land show may thus be expected to appear increasing in geometrical ratio as the seasons follow each other into the years.

The land show's lessons to the farmer are not restricted to the man farming new country. The aim of the educational department looks full as much toward the scientific development of the possibilities of acres already under tillage. There are thousands of acres in Nebraska alone which can be made to yield much greater crops if the lessons of the Land show are heeded.

There are farmers yet to be converted to the doctrine of rotation of crops. The work of the agricultural scientists is never done. It never will be completed. There always will be a vanguard in the development

### Co-Operative Truck Farming

NOVEL departure in suburban development work is to be tried by the T. B. Ackerson company, which some years ago founded the residence park of Brightwaters at Bay Shore, L. I. The company's holdings there include 1,200 acres. A tract of forty acres just north of Brightwaters has been set aside for a subdivision into truck farms and fruit gardens, the produce of which it is believed will find a ready market. The tract will contain a hundred or more homesteads of from one to ten acres each, to be operated on a co-operative plan.

The plan of co-operation as worked out by the company, with the assistance of expert agriculturists, includes a demonstration farm to be operated by the company for the benefit of the surrounding farmers. This farm will also be a bureau of information and expert advice. The company has employed as superintendent a professional agriculturist who has been in the employ of the government in a similar capacity and who has also held an important position on the famous Biltmore estate, owned by George Vanderbilt, at Asheville, N. C. The company's farm will demonstrate scientific methods in practically every branch of agriculture, such as truck gardening, dairying, horticulture, fruit growing, etc., to which the special soil, climate and environs may be adapted.

A second co-operative feature will be a department for the supply of labor and materials at reduced cost and assisting in marketing farm products. This is designed to give the smallest farmer the benefit of a larger equipment at smaller cost than he could himself supply. Under this arrangement he is relieved of the necessity of investing in heavy tools, many horses,

etc., and is further relieved of keeping labor on hire for longer periods than his work requires. In addition to these advantages it is designed to assist farmers in marketing at distant points their surplus products not consumed at Brightwaters. A farmer on the Brightwaters homesteads may, therefore, avail himself of the co-operative plan to plow his ground, to cultivate and harvest his crop and finally to market his product.

The same co-operative plan is to be put in operation in every special line, according to the New York Sun. Should a farmer who may be inexperienced in a line contemplated wish to specialize in poultry, aquaculture, or bees he will be shown how to proceed, and the company will assist in establishing and equipping his plant and thus help to start him in business.

It is estimated by the expert which the company has put in general charge of this work that under the conditions established by the company on the Brightwaters farms a farmer should operate successfully on possibly 50 per cent of the cost involved under ordinary conditions elsewhere. The expert says that the entire surface area of the Brightwaters farms consists of a rich loam, virgin soil, in which everything indigenous to the temperate zone can be raised.

Prof. T. P. McGraw, college lecturer and writer on agricultural subjects, is quoted as saying: "The Ackerson idea of demonstration and co-operative farming is entirely new and supplies the missing link between the farmer and the agricultural experimental stations that has hitherto been needed to turn to profitable account to the farmer the great work that has been done and is being done by the government in scientific agriculture."