

## Brilliant Picture of the Wonderful West at Land Show Features of a Remarkable Exposition of Nature's Response to Man's Efforts



UNPACKING CALIFORNIA EXHIBITS



THE GLEANER



READY TO GET BUSY



THE SOWER



ARRANGING TULARE CO. EXHIBIT



EXHIBITORS GETTING MAIL FROM HOME

**P**OPLE seeking entertainment, as well as people seeking instruction and exact information, are going to have their fondest hopes gratified at the second Omaha Land show. This amplified exhibit of the tremendous energy of the western country will open at the Ak-Sar-Ben Coliseum, or "den," next Monday evening, and will continue until Saturday evening, October 25.

For the last week hundreds of Omaha workmen have been as busy as bees putting the great building in shape for the enthusiastic exhibitors who are to dress the booths in gala garb. From all the valleys and uplands of a dozen great states materials for their exhibits have been coming by the carload and trainload. Over a great empire undergoing a development the like of which the world has never seen, the name of Omaha has been for a year past the touchstone that inspired the work of hopeful, confident men and women, chambers of commerce and industrial associations.

Months of preparation, involving the most careful selection of specimens and the most painstaking care to have them shown at their best, are now to bring gratification to the workers who have been trained by years of experience. While thousands of dollars have been freely spent in assembling a vast aggregate of varied products, and thousands more paid out in freight, the expense has been assumed very willingly. It was felt that Omaha offers probably the most promising opportunity in the wide west for getting the attention of a great multitude of people focused on what the orchards, the grain fields, the forests and the gardens of the bountiful west are producing so lavishly and in such rich variety.

And when these vast amounts of preliminary expense have been combined into the completed "show" then the whole thrilling picture can be seen in Omaha for 25 cents. A rather wonderful

consumption, that—and there are no reservations. The admission fee covers everything that can be spent at this Land Show, unless for outright purchases.

Under the wide-spreading roof of the Coliseum Land show visitors will be privileged to see a most enlightening picture of the prolific regions of the west, unapproachable in their excellence and astonishing in their diversified character. From the most unimportant "side crops" and the curiosities of horticulture and floriculture developed by Burbank, many of them calculated to be of immense value later on, the exhibits will range through the whole list of staple agricultural products.

Suppose you are a man who desires to buy orchard or farming land as an investment, or for the purpose of establishing a new home, or for your son. This Land Show is exactly the place to visit, in order to gather reliable information. Here are responsible, educated and experienced men, ready to answer any and all questions fully and with a spirit of fairness. Most of the men in charge of exhibits at this show have grown up with the sections from which they come. They are practical to the last degree, have studied soils and experimented with all kinds of crops, until they have at their fingers' ends facts and figures to fill a book. The majority of them are walking information bureaus—and they are glad to tell what they know.

University extension work along agricultural lines could have no better illustration than will be embodied in the results of scientific labor so tastefully arranged and so plentifully displayed at the "Den." There is not a detail connected with the cultivation of any given crop that cannot be learned by the inquirer at the Land Show. From the growing of potatoes to the cultivation of the finest fruits, the handling of bees, the cultivation of cotton, the planting of trees, the spraying of blossom and fruit, the picking and packing of the orchard product, preparation of the soil, characteristics of land and climate, cost of land in any particular state or section, railroad facilities, churches and schools—questions touching these matters of vital interest to landseekers and investors can be asked

of Land Show exhibitors with the certainty of getting correct answers.

The time is not very long gone by when an attempt to gather from the four corners of the boundless west its choicest products for exhibition far from home would have met with failure. Today even not every city can secure such an exhibition of land products. The location must be such that the business-like exhibitors will have a reasonable assurance of attracting the serious attention of a very large number of people. So, it is no small compliment to Omaha, to Nebraska and to the middle west that so much thought, so much work and so much money should be devoted to gathering, preparing, shipping and setting up in this "gateway of the west" dozens of groups of exhibits of the very highest class. In no other way would it be possible for investigators to get such an illuminating view of the possibilities, as well as the actualities, of the surprisingly wealthy region stretching from the Missouri river to the Pacific ocean.

Hasty traveling through a state, or group of states, could give nothing like the information and knowledge to be picked up at an exposition of this kind. "Show me" is as good a motto for the individual generally as it is for the denizens of Missouri; and at this show the person who keeps his eyes open can be "shown" in the most convincing way. And if he will use his tongue to ask, and his ears to hear, he can make the Land Show his own particular school of information. He can learn from competent instructors everything he wants to know. This certainty of the dissemination of exact knowledge on a big subject that is now interesting large numbers of people was one of the motives urging the promoters of the Omaha Land Show to shoulder the burden of organization. Its benefits are for the general public. Its aim is to show forth the future promise and give substantial evidence of the present victory of intelligent effort over what at one time seemed insurmountable obstacles.

"The whole west under one roof" is a pretty large assertion, but it will be made good to the satisfaction of all visitors during the two weeks of the show. For the last few days every train has been bringing to Omaha the advance guard of the numerous officials and superintendents who are

to be attached to the many booths. The exhibits of the various sections have also been arriving steadily, and when the opening exercises take place Monday evening order will have been developed from the chaos of boxes, barrels, crates, sacks and multitudinous packages shipped from hundreds of points far and near throughout the west.

While the Land Show is an intensely practical proposition, essentially, it will provide abundantly for enlivening entertainment to vary the sightseeing. The general ensemble will make a picture that will compare favorably with the scene presented when King Ak-Sar-Ben and his queen were crowned, with the addition of a gorgeously illuminated court of honor. This court will be lined with an imposing array of white columns, with handsome pedestals and capitals, each one topped with a statue. These statues represent "The Sower" and "The Reaper," and the figures are executed with an artistic sense of proportion that is most commendable. Stretching 100 feet from the main door and forty feet in width, dressed and illuminated like unto a veritable fairy bower, the court of honor will furnish a thrill that will be accentuated by the electric fountain and scenic stairway bursting on the view beyond. Artificer Gus Renz has taken a deep pride in these spectacular features of the show and has succeeded in making them worthy of his reputation as an original and exceedingly clever craftsman.

Inspired by this brilliant main feature of the interior, the exhibitors have made plans to have their exhibits in keeping, from an artistic standpoint. The principal booths are being so built as to fit into the general picture, and with the wealth of material at hand, the finished show will present an appearance of elegance and beauty delightful to behold.

Mr. Renz has created a magnificent panorama for presentation on the great central stage. It will represent "The Conquering of the West," and as it is unfolded the wonderful story will be told in outline for the benefit of the spectators by a competent lecturer.

Music of a high order will be furnished afternoon and evening by Green's Land Show band, throughout the continuance of the exposition. Ferrulo's noted band, a famous organization of great musicians, will be heard during the second week of the show, and will play the accompaniments for some leading singers of the Metropolitan Opera company, afternoon and evening.

Other strong features of the entertainment program are the Hawaii-Maorian singers and players, the family of trained seals, the DeOros on the high wire under the dome, moving picture shows, the Salt Lake Tabernacle choir of 200 voices.

Some visitor to the Land Show is going to win a rich farm in one of the big states of the west. The farm will be given free to some person who comes to the big exposition, and it will not cost

him one cent. It is to go absolutely free. They also will be given away twelve trips through Yellowstone park, and seven scholarships in the Omaha Commercial college. The trips through Yellowstone park will include every item of expense, and the winners will not have to use a cent of their own money in making the journey through this beautiful and picturesque region. The scholarships are the best offered by the Omaha Commercial college, and will entitle the winners of them to every advantage given by this excellent school. Remember, the farm, the trips and scholarships go absolutely free to people who attend the Land Show.

The governors of each one of the ten states represented have appointed advisory boards for the purpose of arranging the exhibits and seeing that their particular states receive the full benefit of their influence as factors in the modern progress of the west.

In addition to the main exhibition hall there will be lecture halls in which lectures will be given by governors, scientists and orators. Practically all of the lectures will be illustrated either with stereopticon slides or motion pictures. All of these lectures will be free.

Programs for dozens of special events have also been arranged, so that there will be something of interest going on all the time. Each day will be a big day and every night will be a big night at the Omaha Land show. Besides the more solid and serious features and the musical programs, a number of vaudeville features have been secured for the entertainment of visitors.

The Land show will thus have features designed to attract persons in all walks of life. The whole will be a course of education, not only to those of mature years, but to the growing school children.

All around the building there is an elevated promenade which will be used as display space. This, elaborately decorated and illuminated, will produce an unusually attractive sight. The management has not spared any efforts to make the decorations and illumination of the entire building the most satisfactory ever attempted in Omaha.

Outside the main exposition building in which the land products will be displayed, is machinery hall. This will be a new feature designed to exploit every farm device needed in tilling the soil, as well as devices manufactured for use in fruit growing. There will be several exhibits of big traction engines that are used in breaking the virgin soil of the western prairies. It is specified in all the contracts with the exhibitors that every machine or device displayed shall be used in making practical demonstrations for the benefit of the visitors. In order that the big tractors may be seen in actual operation a large tract of ground nearby has been secured, and practical demonstrations will be made daily. Machinery hall, like the main exposition interior, will be elaborately decorated with banners and myriads of electric lights.