



CALIFORNIA 18,000 ACRES IRRIGATED LAND IN THE

Famous San Joaquin Valley

In no part of that great state has nature done so much as at Patterson, Stanislaus County.

There you have soil, water, sunshine and climate. The man who cannot make good under such conditions would fail anywhere. We look for the man who can make good.

PATTERSON

A New Town and New Colony

Patterson never wore swaddling clothes. 6,000 acres of Patterson Irrigated Farms are being planted to trees and vines and alfalfa. They need you to help make a paradise of the San Joaquin valley.

This is not a pioneer proposition; it is in the midst of a splendid community.

Facts in the Case:

Most Fertile Soil—4 to 20 foot deep.
Abundance of Water—No irrigating system in the U. S. any better constructed. The land owns the water—a share with each acre.
The Crops—Anything grows that is produced elsewhere in California. Patterson is in the heart of the Dairy district of the state—6 or 7 cuttings of Alfalfa; close to San Francisco.

Near Markets

Patterson is only 97 miles from San Francisco and Oakland, where there are nearly a million people to be fed. Patterson is on the Southern Pacific and the San Joaquin river affords cheap transportation.
Take no one's word—Go and see.
NEXT EXCURSION NOV. 1.
Ask for particulars at our office or at our Land Show booth.
Payne Investment Co.
15th and Farnam, Omaha, Neb.

'If It Comes From HILLER'S It Must Be Good'
A New, Clean, Modern Family Liquor Store. Established 1898.
1309 Farnam Street, Omaha

TO DAY AT THE LAND SHOW

Afternoon Program—Oct. 23

- Main Hall**
2:30 to 5:30 Hawaiian Singers
2:30 to 5:00 Ferullo's Band in Concert.
- Amusement Hall "A"**
2:00 to 2:30 A. Thompson, Machinery Expert, "The Avery Tractor on the Farm."
2:30 to 3:00 James A. Jasper, Special Commissioner San Diego Co., Cal., "San Diego From Sheep Range to Orange Grove."
3:00 to 3:30 Wilbur Walker, Secretary Alameda County Chamber of Commerce, "Why the Land Show is a Benefit to Nebraska."
3:30 to 4:00 B. C. Freeman, Secretary Chamber of Commerce, Eugene, Ore., "An Evergreen Valley of Oregon."
4:00 to 4:30 James A. King, Traveling Lecturer and Publicity Manager Hart-Parr Co., "Fracturing the Soil."
4:30 to 5:00 W. B. Leffingwell, Traveler, Lecturer, Union Pacific, "Apples, Pears and Grapes."
- Amusement Hall "B"**
2:00 to 2:30 H. H. Hays, General Passenger Agent Wylie Permanent Camp-
2:30 to 3:00 A. E. Chamberlin, Professor, Development Commissioner Great Northern railroad, "Industrial Developments of the Northwest."
3:00 to 3:30 A. E. Miot, Sec'y Tulare Chamber of Commerce, California, "Agricultural and Horticultural Resources of Tulare Co."
3:30 to 4:00 Dow Williams, "The Development of the State of Idaho."
4:00 to 4:30 Prof. Taylor, Soil Expert, "Soil Improvement."
4:30 to 5:00 Edward Lewis, Expert on Powder, Moving Pictures, "Trap Shooting."

Evening Program

- Main Hall**
8:00 to 10:30 Hawaiian Singers
8:00 to 10:30 Ferullo's Band in Concert.
- Amusement Hall "A"**
7:50 to 8:00 A. L. Stevenson, Sec'y Corvallis Commercial Club.
8:00 to 8:30 E. Miot, Sec'y Tulare Chamber of Commerce, California, "Talks on Tulare."
8:30 to 9:00 J. A. Los Angeles, "With Moving Pictures of the Pasadena Rose Carnival, New Year's Day."
9:00 to 9:30 Wilbur Walker, Sec'y Alameda County Chamber of Commerce, California, "The Land of Opportunity."
9:30 to 10:00 W. B. Leffingwell, Traveler and Lecturer, Union Pacific, "Industrial Oregon."
- Amusement Hall "B"**
7:50 to 8:00 A. Thompson, Machinery Expert, "The Avery Tractor on the Farm."
8:00 to 8:30 E. Von Fohren, Lecturer on Social Problems, Developments of the North Platte Valley.
8:30 to 9:00 Prof. A. E. Chamberlin, Development Commissioner Great Northern, "Agricultural and Industrial Future of North Dakota and Montana."
9:00 to 9:30 J. Edward Taylor, State Horticulturist of Utah, "Travel Talks on Utah."
9:30 to 10:00 R. H. Moran, Orchardist, "Valleys of the Yakima."
- Special Tent**
8:00 to 8:30 O. T. Baker, Orchardist, "Colorado Fruit, Hotchkiss."
8:40 to 9:10 H. H. Hays, General Passenger, Agent Wylie Permanent Camp-
9:20 to 9:50 Dow Williams, "Idaho Homes."
10:00 to 10:30 E. Von Fohren, "Travel Talks and Views of the North Platte Valley."

H. E. HUBERMANN, Furrler
Reliable Fur Sets at Reasonable Prices
Room 9, Second Floor, Continental Block.
N. E. CORNER FIFTEENTH AND DOUGLAS STS., OMAHA

KRUG THEATER
Home of Family Burlesque, Catering to Polite Audiences.
ALL THIS WEEK
Commencing Sunday, Oct. 22, Matinee, 2:30. Evening, 8:30.
World Famous
BILLY WATSON
and His
Beef Trust Chorus
In the Wheelingly Funny Show
Krousemeyer's Alley
30 Girls With Shapely Shapes—20 Burlesque's Biggest Show in Many Ways.
No Seats Higher Than 50c.

Land Show Visitors
should not fail to see the beautiful display of Fall Millinery at this store. Many surprises await you if you are looking for smart novelties in these extreme new styles for Fall and Winter. There are ideas among these hats never before shown. Hats which combine daring conception with skill in a way women of taste are quick to appreciate. Some of them as low as \$2.95.
Mrs. Richards
Second Floor City National Bank Building.

Special Peony Offer
These are all three and four year old roots and will bloom next spring.
10c Each
3 for 25c
THE NEBRASKA SEED COMPANY
Doug. 1261, 1613 Howard St.
Open Saturday Evenings

Extra Specials for This Week
50c Pompeian Cream for 25c
25c Sanitol Preparations for 15c
3 cakes Ivory Soap for 15c
6 cakes Wool Soap for 15c
HOT DRINKS AND LUNCHEES
We are now serving Hot Drinks and Dairy Lunchees in our beautiful downstairs—Sodas, at 16th and Dodge.
Sherman & McConnell Drug Co.
Cor. 16th and Dodge Sts.
Cor. 15th and Kearney Sts.
Cor. 24th and Farnam Sts.
207-9 North 16th St.

Five Dollars—Three Dollars
Owing to the number of people desiring our best plates and crowns at above price, who could not be waited on, I have extended the time limit to November 1st.
DORWARD, Dentist
Ware Block, 15th and Farnam. Phone Doug. 874.

MOVING VANS --- PIANO MOVING --- FURNITURE PACKING
Gordon Fireproof Warehouse & Van Co.
(EXPRESSMEN'S DELIVERY CO.)
216 South 17th Street. Tel. Douglas 394; Ind. A-1914.

Omaha Reed & Rattan Co.
Manufacturers of Reed and Rattan furniture, Go-Carts, Baby Carriages, Etc. Repairing a Specialty. 119 N. 16th St. Next to New U. S. Headquarters. Telephone D. 2943. Ind. A-1415.

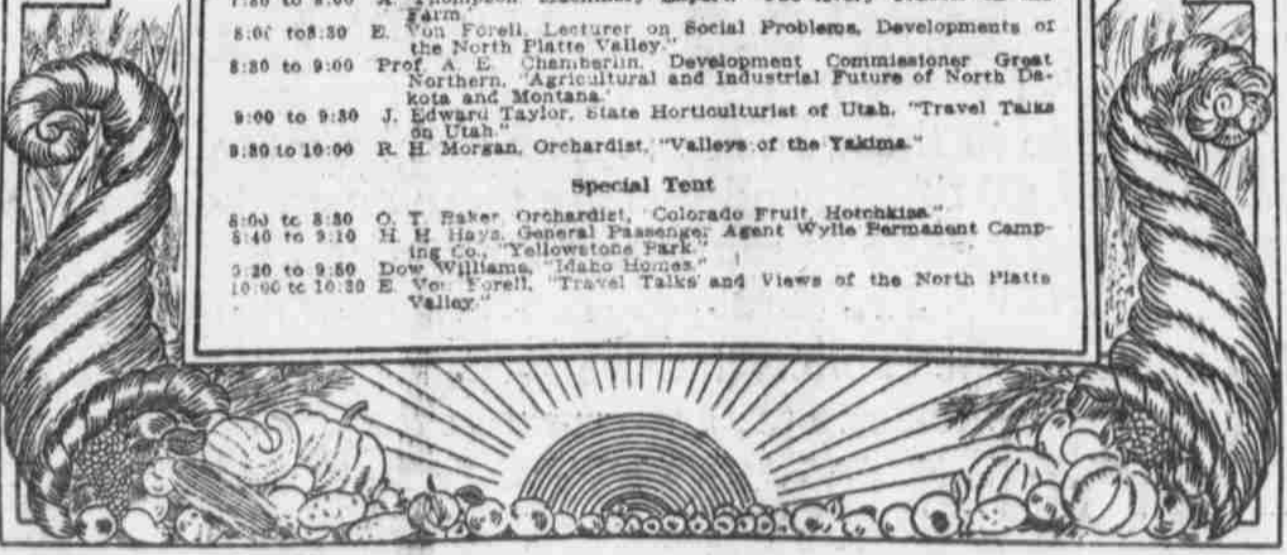
The Largest Mail Order House in Omaha
Importer and Dealer in Fine Whiskies, Wines, Liquors, Etc.
MEYER KLEIN
Wholesale Liquor Dealer.
522 North 16th Street.
Telephone: Doug. 1809; Ind. B 1809.

Pennell Millinery Co.
PAXTON BLOCK
BALCONY FLOOR

Very Best Set of Teeth on Rubber \$8; Alluminum \$10
DR. CLARK, The Painless Dentist, 304 PAXTON BLOCK.

MOTHER:
Most of our neighbors have bought home a nice catalogue of
COMBS, The Jeweler
1520 Douglas St.
Please ask them to send me one on OMEGA Watches. My chum wants to spend \$10 to \$20.00 for an Omega and I know the Omegas are the best ever for such a price.
TOM

LAND SHOW VISITORS!!!
We have a special display of
GAS AND ELECTRIC FIXTURES
at attractive price which we urge you to inspect while in the city.
BURGESS-GRANDEN COMPANY,
Largest Fixture House in the West.
1511 HOWARD STREET.



Street Car Service TO THE LAND SHOW

Visitors to the Land Show can reach the Coliseum, where the show is held, by the "Dodge and North 30th" cars, which run direct to the grounds. Also by the "North 24th," "Florence" and "Forest Lawn" cars, getting off at Burdette St., and walking four blocks east, or, by the "42d and Grand," "24th and Ames" and "16th and Locust" cars to Burdette St., and walking four blocks west.

Omaha & Council Bluffs Street Railway Co.

Our policy, based upon life-long experience, insures your success on an
IRRIGATED FARM
by thoroughly cultivating and cropping that farm for two or more years before we sell it to you.
J. H. Dau, of Minden, Ia., bought last year and got 54 bushels of wheat per acre this year. Write him. See us at the Utah booth, or our Omaha Sales Office, 813-14 City National Bank Building.
Spalding Livingston Inv. Co.
Salt Lake City
OSCAR L. COX, General Manager.
Phones Douglas 7788. A-4221.

In the Heart of the Business District
Within easy access of every point of interest—we have established a place to dine that should appeal to you.
Food-Service-Cooking
of the quality that will win your permanent patronage.
Served a la Carte or a Table d'Hotel meal for 80 cents.
Little tables at pleasant windows.
Courtney's
17th and Douglas Sts.

EUGENE, OREGON
The Land of Opportunity!
For Descriptive Literature and Price Lists, Write
Melvin Hansen
4749. Willamette Street, Eugene - Oregon

OREGON
If your living expenses are consuming all you can earn each month—
If you are not enjoying many of life's luxuries that you might—
If you are living in the crowded quarters of the city—
If your family ought to enjoy more of the needed outdoor life—
If you are buying all your provisions at present high retail prices—
If you are not able to secure all the fresh eggs and milk you want—
If you are paying a landlord the money that ought to be yours—
If you want to make an investment that is bound to net you a handsome profit—
Then investigate our Western Oregon (Willamette Valley) 5, 10 and 20-acre (fruit and garden) farms. Sold on easy payments. All in cultivation. Unlimited markets now. See the Willamette Valley exhibit at the Land Show. Buy direct of the owners.
HECKER & SEAM
238 Brandeis Theater Bldg. Phone Douglas 897. Omaha.

GET TEN ACRES OF THIS OREGON APPLE LAND
You can get ten acres or more of the rich 100-acre tract that is being subdivided and sold only two miles from Falls City. This is your chance to purchase at a right price a home near a thriving city, among congenial neighbors and in the heart of the great apple country.
There is no land ANYWHERE more suitable to apples, and you will have the advice and assistance of expert apple growers to call upon. Ten acres of this land will bring wealth and certain independence. Investigate this tract before you even seriously consider purchasing elsewhere and do it at once, as the acreage is limited. Address
FALLS CITY ORCHARD CO., Inc.
Falls City, Ore.

LOCHIE
Write for information and prices. 100% Pure Maple Syrup. 100% Pure Vanilla. 100% Pure Cocoa. 100% Pure Butter. 100% Pure Lard. 100% Pure Shortening. 100% Pure Sugar. 100% Pure Flour. 100% Pure Corn Meal. 100% Pure Oats. 100% Pure Wheat. 100% Pure Rice. 100% Pure Beans. 100% Pure Lentils. 100% Pure Peas. 100% Pure Potatoes. 100% Pure Apples. 100% Pure Oranges. 100% Pure Lemons. 100% Pure Limes. 100% Pure Grapes. 100% Pure Strawberries. 100% Pure Raspberries. 100% Pure Blueberries. 100% Pure Blackberries. 100% Pure Raspberries. 100% Pure Blackberries. 100% Pure Raspberries. 100% Pure Blackberries.

Satisfying Meals
Your judgment of what you like, and our knowledge of how to prepare it, is a good reason why you should DINE HERE.
BELMONT RESTAURANT
1516 Dodge Street.
C. H. Ball, Prop.

Egyptian Chocolates
Our Latest Creation
None Better at Any Price. Sold in 1 and 2 Pound Boxes Only.
Price 50c and \$1.50.
If By Mail \$1.00 and \$2.00.
Myers-Dillon Drug Co.,
18th and Farnam Sts., Omaha.