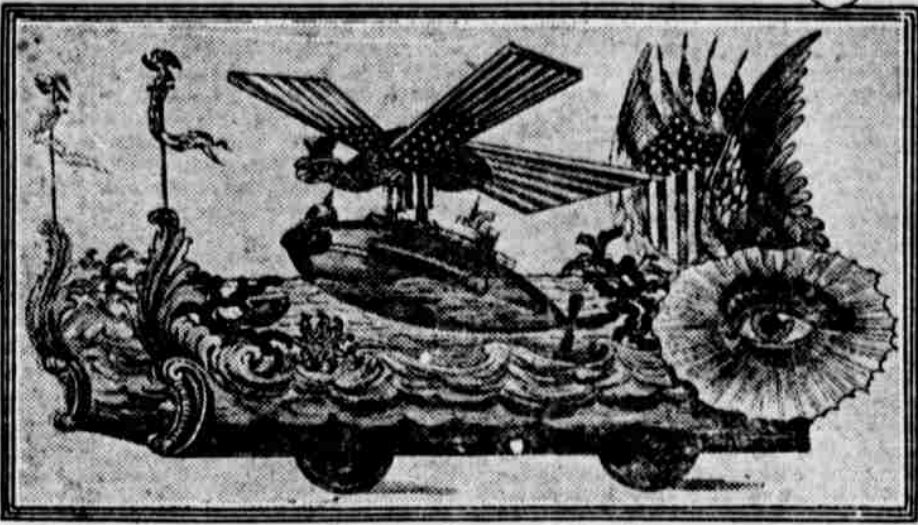




Willard D. Hosford, King

AK-SAR-BEN

Nebraska's Permanent Fall Festival. 23 Years Continuous Existence. 1917 Bigger and Better than Ever.



Representing Our Army of the Air



Miss Elizabeth Reed, Queen

Looked Upon as One of America's Greatest Booster Organizations. Helped Change Middle West from Wilderness to the Land of Promise.

AK-SAR-BEN is a social organization, originated by the business men of Omaha in 1895, for the purpose of entertaining visitors in Omaha, and binding together the people of the commonwealth of Nebraska and adjoining states in common social relations. The name was derived from the word "Nebraska" reversed, and in itself shows the spirit of the organization. "Ak" is Syrian for the head of the household, or king; "Sar" is Arabic, meaning the household, or knights; "Ben" is Hebrew, meaning brothers of the household.

The nominal head of Ak-Sar-Ben is a king, chosen annually by the Board of Governors to rule for one year. A queen is also selected in the same way, and the coronation ball is the culminating event of the annual fall festivities. The actual management of the body is vested in a Board of Governors, consisting of twelve business men of Omaha, who serve gladly and faithfully without pay of any kind except their personal satisfaction in work well done. Some of the members of this board have served for years, and all devote a large amount of time, energy and labor. Their ideas and decisions are then turned over to a secretary, who has the great responsibility of carrying to completion all the business

developed to a wonderful degree. A large paying membership is worked up each year among the business men of Omaha, whose dues support the organization during the year. Last year this membership reached within a few numbers of the three thousand mark, and this year, 1917, despite the great drawback of the nation being in the throes of war and from almost all sides our people have been called upon to donate their money for patriotic purposes, yet nearly two thousand five hundred membership tickets were sold. This perhaps tells the tale of loyalty to Ak-Sar-Ben better than any other one thing.

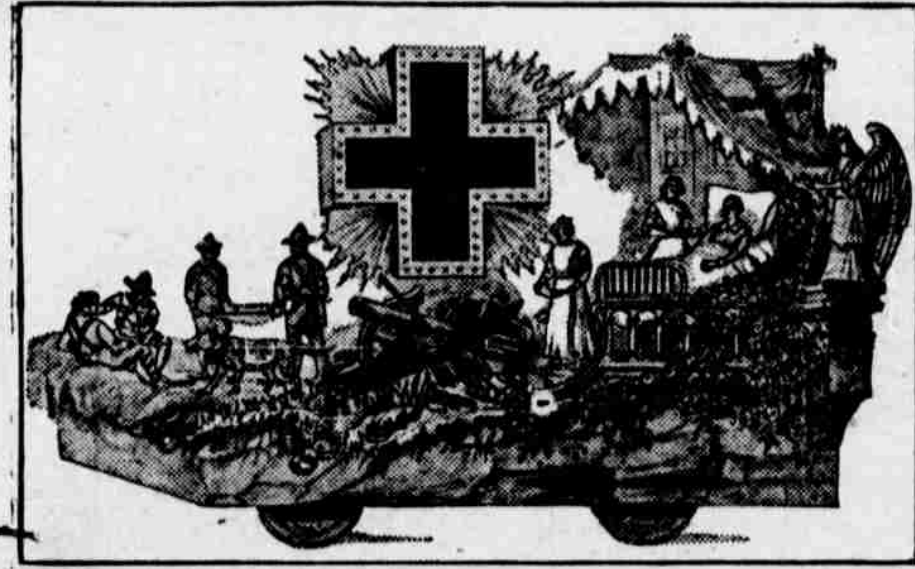
The Ak-Sar-Ben den is to the men of the mid-west a synonym for fun and laughter. It is at this den that the initiating of members occurs. Under the leadership of that inimitable organizer, Gus Renze, a splendid corps of actors and musicians is organized each year, and every Monday night from June until October a side-splitting musical comedy, the original composition of Omaha talent, is presented, and candidates are initiated into the mysteries of the order, thus becoming full-fledged Knights of Ak-Sar-Ben. Intense interest is kept up throughout the season by extending invitations broadcast to business men of surrounding communities, and large delegations appear every Monday night. These are given the several degrees free of charge. Members of visiting conventions are always lavishly welcomed and gratefully initiated with great pomp and ceremony.

This year the offering at the den was "The Isle of Hair," written by an Omaha man, the stage settings and various scenic effects worked out by

Gus Renze, and the musical score prepared by a Nebraska musician.

The most widely known feature of Ak-Sar-Ben is the annual fall festival. These festivals have been held for twenty-three consecutive years, growing larger and better every year. Other cities have instituted similar festivities, but have either abandoned them entirely or hold them every other year. Omaha finds no trouble in making a grand success each year. People gather from far and near, and the season is made the occasion of homecomings and reunions of families and friends. The doors of Omaha are thrown wide open and all comers eagerly and sincerely welcomed. A carnival company whose merits have been fully investigated by the Board of Governors, is given a location near the heart of the city, and the streets are thronged by thousands of pleasure seekers. The streets of the city are elaborately decorated and lighted, and evening spectacles are brilliant and gorgeous. A grand electrical parade is presented one evening each year. A special subject is chosen each year by Gus Renze and the beautiful and elaborate floats designed by him have gladdened the sight of thousands of people, and become famous by tongue and movie throughout the United States. "The Triumph of Democracy" was the topic of the electrical parade on the evening of October 3 this year, and was viewed by one of the greatest throngs that ever assembled in any city in this country to witness a parade. Conservative estimates place the multitude at numbering about 200,000.

A daylight parade has also been made a permanent feature of the Ak-Sar-Ben celebration. Flower parades and many others have been tried. In the fall of 1916, the 50th anniversary of Nebraska's statehood, a wonderful historical parade was the special feature. This was witnessed by President and Mrs. Wilson, and was heralded throughout the United States as the greatest display of this character ever made. This year the spirit of the times was manifested in the Patriotic parade, participated in by hundreds of soldiers from the Omaha forts and the state at large, accompanied by their magnificent equipment. It is estimated that a throng of 150,000 witnessed this



THE RED CROSS

Depicting the many agencies of mercy supplied by this marvelous organization. The mournful battlefield, stretcher bearers, Red Cross dogs and field surgeons are shown conveying the grievously wounded to the base hospital whose filmy curtains are parted by statues symbolizing Angels of Mercy.

of Ak-Sar-Ben, transacted in the name of Samson, the king.

Ak-Sar-Ben's board of governors for 1917 is composed of the following prominent business men: President, Everett Buckingham; vice president, Gould Ditz; Frank Judson, Charles D. Beaton, Charles E. Black, George Brandeis, Randall K. Brown, George E. Haverstick, Willard D. Hosford, Louis C. Nash, J. DeForrest Richards and Charles L. Saunders. All are untiring workers, keen, live-wire boosters for every legitimate project that will build for a greater Nebraska, and a more prosperous, better city of Omaha; who never tire of hunting for ways and means to advertise this wonderful land, to the end that the fame of this great mid-west, its opportunities, its ten-fold productiveness will eventually be known among every people of every civilized land on the globe. To them this past year has fallen the planning of the work, the organization, the placing of details, the raising of the necessary capital to finance such a gigantic undertaking and carrying it to a successful conclusion, all of which has been done, evidenced by the enormous crowds attending the various features the full ten days and nights.

A distinctly large measure of credit is due the secretary, J. D. (Dad) Weaver, who from experience knows how to get results and "gets 'em." He has held the position for years, but owing to an unfortunate automobile accident late in the summer, was obliged to have an assistant during the fall festivities, and the work was very ably carried on by Geo. H. Dodds, acting secretary.

The social side of Ak-Sar-Ben has been de-

veloped to a wonderful degree. A large paying membership is worked up each year among the business men of Omaha, whose dues support the organization during the year. Last year this membership reached within a few numbers of the three thousand mark, and this year, 1917, despite the great drawback of the nation being in the throes of war and from almost all sides our people have been called upon to donate their money for patriotic purposes, yet nearly two thousand five hundred membership tickets were sold. This perhaps tells the tale of loyalty to Ak-Sar-Ben better than any other one thing.

symbol of the nations allied together in the great struggle for world-wide democracy. On the evening of October 5th occurred the 23d annual coronation ball, at which Mr. W. D. Hosford was crowned king for the ensuing year, Miss Elizabeth Reed the queen consort. Beautiful and magnificent gowns, sparkling jewels and brilliant lights made this a sight long to be remembered. A grand ball followed the coronation, participated in by the Knights of Ak-Sar-Ben and many uniformed officers and their ladies. This Coronation ball is one of the great social events of Omaha, and the king and queen represent the best families of the city.

Omaha and Nebraska are proud of Ak-Sar-Ben. Nowhere in the United States has an organization of its kind done so much to attract people to its festivities. They attend from almost every state—from the north, south, east and west; they find prosperity, push, progressiveness and perseverance of purpose on all sides; they see that which a few years ago was the arid west now the garden spot of the world; they talk about it, advertise it by mouth and pen; they realize that here is the gateway to the Golden West, that land of great farms, grand people, hustling building cities—the home of an organization that means Nebraska—and all Nebraska believes and rejoices in it.

THEMES OF ELECTRICAL PAGEANTS.

- 1895....."Feast of Mondamin"
- 1896....."Feast of Olympia"
- 1897....."Pageant of Quivera"
- 1898....."Constellations"
- 1898....."The Alhambra"
- 1899....."Gems of Grand and Comic Opera"
- 1900....."Isles of the Sea"
- 1901....."When Knighthood Was in Flower"
- 1902....."The Festival of Fairyland"
- 1903....."Poem Pictures"
- 1904....."The Story of the State"
- 1905....."The World of Mystery"
- 1906....."The Nations of the Earth"
- 1907....."Days We Celebrate and Songs We Sing"
- 1908....."The Golden West and Samson in Polylix"
- 1909....."The World's a Stage"
- 1910....."The Ship of State and Samson's Quaint Quips"
- 1911....."Samson's Anthology"
- 1912....."Gems and Flowers"
- 1913....."Stories from the Arabian Nights"
- 1914....."Pictures from the Book of Ages"
- 1915....."Tales of Childhood"
- 1916....."Shakespeare"
- 1917....."The Triumph of Democracy"

Swordmakers Rewarded.

Many of the kings of Spain accorded to the finest swordmakers of Toledo certain privileges, such as exemption from certain imposts and duties appertaining to the sale of swords, the purchase of iron and steel and other primary material.

Sentence of the Court.

Mr. Potter, an Irish magistrate, in pronouncing the sentence of the court, said to a notorious drunkard: "You will be confined in jail for the longest period the law will allow and I sincerely hope you will devote some portions of the time to cursing whiskey." "I will," was the answer, "and Porter, too."

Milk for Babies.

Jersey and Guernsey cows give rich fat-producing milk, and for that reason their milk has been regarded as too rich for infants. It is still true that the milk of the Ayrshire and the Holstein is better suited to infants than the Jersey and Guernsey milk, but the cause is not the fat, as has been thought. The fact is that the casein of the Ayrshire and Holstein milk is decidedly more flocculated and not so readily curdled in the stomach, so that it is the most easily digested by children.

INTERNATIONAL SUNDAY SCHOOL LESSON

(By REV. P. B. FITZWATER, D. D., Teacher of English Bible in the Moody Bible Institute of Chicago.) (Copyright, 1917, Western Newspaper Union.)

LESSON FOR NOVEMBER 4

DEFEAT THROUGH DRUNKENNESS.

(World Temperance Sunday.) LESSON TEXT—I Kings 20:1-21. GOLDEN TEXT—Let not him that girdeth on his harness boast himself as he that putteth it off.—I Kings 20:11.

1. Samaria Besieged (vv. 1-12.)

1. By whom (v. 1.) Benhadad, the Syrian king, accompanied by 32 kings, came against Samaria. These 32 kings were not allies, but rulers over the neighboring cities—vassal princes.

2. Benhadad's message to Ahab (vv. 2-6.)

He offered peace on the most abject and insulting terms. His demands meant more than the exaction of tribute. He over-reached himself in this; thus defeating his purpose. He not only demanded tribute money, but the surrender of that which was most vital to Ahab's manhood and self-respect—his wives and children. He thus made a thrust at his tenderest spot. Many a man has been thus aroused to do his duty, who otherwise would have submitted to shameful indignities.

3. Ahab's reply (vv. 4, 7-9.)

His reply was tame and humiliatingly submissive. Perhaps, he thought it only meant the giving of tribute, which he was willing to do in face of Benhadad's overwhelming army. Conciliatory measures were regarded as most prudent. But the peremptory demands of the enemy repeated, awoke Ahab to his senses, and caused him to call together the elders of the land, who counseled against submission. Thus stiffened for the opposition, Ahab refused to make full compliance with his demands.

4. Benhadad's bluster and boasting (v. 10.)

The design of this was to strike terror into the hearts of the king and people. He vows that he will make Samaria a heap of dust, and that this dust will not be sufficient to fill the hands of his army, so overwhelming is the number of his host.

5. Ahab's answer by a proverb (v. 11.)

"Let not him that girdeth on his harness boast himself as he that putteth it off." This is a proverb full of points for all boasters. God's purpose may overrule all man's proud presumptions. "Man proposes, but God disposes." "Pride goeth before destruction, and a haughty spirit before a fall."

6. Readiness for the attack (v. 12.)

In the full confidence of victory, the Syrian king was giving a banquet to his princes. In the midst of this feasting, the command was given to invade Samaria. Incited by strong drink, he gave no attention to the striking proverb of Ahab. Many have gone to ruin because through the stupor of drunkenness, they have failed to heed proper warnings.

11. A Prophet Sent to Ahab (vv. 13, 14.)

Who the prophet was, we are not told, but why he was sent, is made clear. He brought from God a promise of victory which was to cause Ahab to know Jehovah. It is a marvelous display of God's goodness and grace. Israel deserved the most severe chastisement, but God promised victory for his own sake in order to make his glory known. The agency by which the victory was to be achieved, was the young men, an agency purposely feeble, that the victory might be seen to be of God.

111. Ahab's Victory Over the Syrians (v. 15-21.)

The army of Ahab was but a handful compared with that of the Syrian king (v. 15; cf. v. 10). Benhadad, with confidence in his superior numbers, ordered the young men of Israel to be taken whether they came for peace or war. He, with his princes, continued their drunken debauch. The young men struck right and left, creating great consternation. When the seven thousand reserves joined the young men, a general panic was produced among the Syrians. From the human side, the victory is accounted for by the drunkenness of the Syrians, but from the divine side, we see that God wrought for his own glory. Ahab pursued the Syrians with a great slaughter, but Benhadad escaped. Many have been the defeats which have come through drunkenness; defeats in morals, defeats in religion, defeats in business, defeats in physical endurance. The man who indulges even moderately, has reduced his opportunities of success very greatly. Most of the accidents by automobiles, railroads, etc., are traceable to the use of intoxicating liquors.

Short-Sightedness.

Few people, rich or poor, make the most of what they possess. In their anxiety to increase the amount of means for future enjoyment, they are too apt to lose sight of their capability for the present.—Leigh Hunt.

Duty for All.

I am sure that it is a duty for all of us to aim at a just appreciation of various points of view, and that we ought to try to understand others rather than to persuade them.—A. C. Benson.

Mothers, Prepare for Trouble!

When a girl becomes a woman, when a woman becomes a mother, and when a woman passes through the changes of middle life, are the three periods of life when health and strength are most needed to withstand the pain and distress often caused by severe organic disturbances. Thousands in this section would testify as do the following:



York, Nebr.—"When I was a girl I was never very strong; I suffered from suppression and pain. I also suffered with headaches. My mother gave me 'Favorite Prescription' and it cured me of these troublesome conditions and so completely regulated me that I have never had any return of these ailments."—Mrs. F. H. Vincent, 1109 Burlington Ave., Lincoln, Nebr.

"I take pleasure in recommending Dr. Pierce's Favorite Prescription as a tonic for women of any age. I received great benefit from this medicine during my first expectancy and now at middle life I am finding it just as beneficial."—Mrs. J. M. Rowbotham, 2318 Lynn St.



Write Dr. Pierce, President of the Invalids' Hotel, and Surgical Institute, Buffalo, N. Y., for confidential advice and you will receive the medical attention of a specialist, wholly without fee—no charge whatever. Send 10c for trial pkg. "Favorite Prescription Tablets." Large pkg. 60c.

Don't put on the roof until you investigate



It is poor economy to save money by substituting something inferior, but wouldn't you like to save on cost if you could get something better? You can get a better roof for less money if you put on

Certain-teed

Roofing

Before its merits were recognized, roll roofing was regarded as a more or less temporary roof—but now CERTAIN-TEED has demonstrated that it is not only a most durable roof, but also the most efficient roof.

It is economical to buy, inexpensive to lay and costs practically nothing to maintain. It is light weight, clean, sanitary, fire-retardant and weath'r-tight.

It is now used as the preferable type of roof for office buildings, factories, hotels, stores, warehouses, garages, farm buildings, etc., where durability is demanded. CERTAIN-TEED is guaranteed for 5, 10 or 15 years, according to thickness (1, 2 or 3 ply.)

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Paints and Varnishes

are made for all uses and in all colors. With paint, as with roofing

the name CERTAIN-TEED is a guarantee of quality and satisfaction.

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The Real Species. "Poor old Bill's wife is the gray mare in that house." "I think she is more an old nag."

\$100 Reward, \$100

Catarrh is a local disease greatly influenced by constitutional conditions. It therefore requires constitutional treatment. HALL'S CATARRH MEDICINE is taken internally and acts through the blood on the mucous surfaces of the system. HALL'S CATARRH MEDICINE destroys the foundation of the disease, gives the patient strength by improving the general health and assists nature in doing its work. \$100.00 for any case of Catarrh that HALL'S CATARRH MEDICINE fails to cure. Druggists 75c. Testimonials free. F. J. Cheney & Co., Toledo, Ohio.

Only an optimist can suffer from insomnia and feel glad it isn't a tooth-ache that is keeping him awake.

There's one thing sure, you seldom see a fat, baldheaded tramp.

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Try Murine Eye Remedy. No stinging—Just Easy Comfort. 50 cents a bottle. Write for free literature to MURINE EYE REMEDY CO., CHICAGO