

ADVERTISING THE EXPOSITION

Activity of the Department of Publicity and Promotion.

MILES OF FREE NEWSPAPER WRITE-UPS

The Transmississippi Exposition the Most Thoroughly Advertised Show of Its Kind Ever Opened to the Public.

The task imposed upon the Department of Publicity from the very outset has been most laborious and unrelenting.

The first step in this direction was the appointment of Mr. James B. Haynes, an experienced news gatherer and reporter.

Without going into details the following figures will suffice to show the magnitude of the work that has been done.

Table with 2 columns: Item and Amount. Includes 'Total issues of press department up to June 1, 1898', 'Administration Arch posters', 'Half-ton birdseye views', etc.

Miles of Reading Notices.

The Department of Publicity has on file from the various domestic papers 11,855 columns of matter printed in the interest of the exposition.

High Class Magazine Articles.

Women Who Worry

An Easy Matter to Give Advice to Her. BUT ADVICE IS SELDOM OF PRACTICAL WORTH.

Advice is the cheapest thing we can offer; it rarely costs the giver anything and yet it is the very thing which most women pay money for and still they worry.

DESIGNING THE BIG BUILDINGS

Work Divided Up Among Leading Architects of the Country.

MANY MINDS, BUT ONE SYMMETRICAL PLAN

The Teachings of All Former Expositions Utilized in the Construction of the Great Omaha Enterprise.

C. H. Walker, in February Century.

The energy and enterprise of the middle west have for long been proverbial. A country of unlimited horizons, of keen air and clear skies, its distances, instead of appalling its inhabitants, have encouraged a larger endeavor than is to be found among less expansive landscapes.

For many years to come, all expositions in America will be compared with the World's fair of 1893 at Chicago, and in order to maintain an individuality that should not be jeopardized by such comparison, a fair of the type of the Chicago fair seemed advisable to the committee.

Still, the department has not confined itself to this feature of advertising. Thousands of circulars and other forms of literature in addition to the photographs of the position buildings have been circulated.

Work of Promotion.

In the promotion department much deeper problems have been forced to the front for solution. Though both departments were combined quite early under one head, the work generally required distinct and separate attention.

The efforts of the promotion manager were not ended even with the participation of all the states. Further diplomacy and energy were necessary in securing the participation of the larger railroad companies.

Encouraging.

Somerville Journal: She—No, Charlie, I'm not going to become regularly engaged to you, but will say this much: If you will go to the war and fight bravely until I over I will marry you when you come back.

VIADUCT AND RESTAURANTS.



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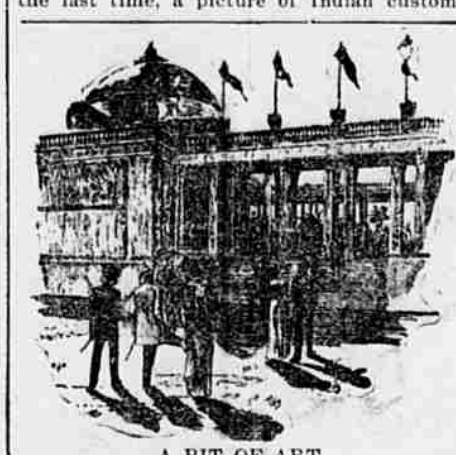
VIADUCT AND RESTAURANTS.



LOOKING ACROSS THE LAGOON.

of the States appears; while opposite it, at the north, the Administration building forms a high central portion, and, with Mines and Agriculture upon each side, appears to be the main feature of a facade 1,000 feet long.

A BIT OF ART.



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and life. It is hardly a lifetime since the last councils of the chiefs were held upon the bluffs opposite Omaha, and already the Indian is somewhat of a curiosity in the land.

The detail of an exposition is inconceivable except to those who undertake to carry it out. In this case the entire space of 160 acres had to be graded, and many roads of roads and paths built; a lagoon to contain over 7,000,000 gallons excavated, made water tight, and filled; at least ten large buildings built, to some of which are over 500 feet in length, with innumerable small structures, and an army of architects, painters, sculptors, engineers, draughtsmen and laborers controlled and kept busy, and fourteen months as the outside limit of time in which to complete the work!

Passing through the streets and entering the exposition grounds, the main tracts stretch to left and to right. For nearly its entire length of half a mile it is intersected by a lagoon 150 feet wide, spanned by three bridges, and reflecting the principal buildings which are upon each bank.

Looking West Along the Lagoon. Ascending the staircase, and looking westward, the length of the lagoon is seen in its entirety. Upon each side a series of buildings connected by colonnades; on the south, in order, Manufactures, Liberal Arts, and Fine Arts; upon the north, Machinery and Electricity, Mines and Agriculture; while in the distance, half a mile away, the vista is terminated by the glittering dome of the Government building.

Metz Bros. Brg. Co. Omaha's Favorite LAGER BEER ON DRAUGHT At the Viaduct Restaurants and International Hall Annex

ON EAST SIDE OF SHERMAN AVENUE

and International Hall Annex

(JUST NORTH OF ADMINISTRATION ARCH)

ON DRAUGHT

At the Viaduct Restaurants

(ON EAST SIDE OF SHERMAN AVENUE)

and International Hall Annex

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ON DRAUGHT

At the Viaduct Restaurants

(ON EAST SIDE OF SHERMAN AVENUE)

of the buildings is that devoted to fine arts. This consists of two buildings, with a cloistered court between. Each building is in the form of a Greek cross, with the space between the arms filled by a mass lower than the remainder of the building.

However ephemeral is the material entity of such an exposition, the actual result of its existence is far-reaching and lasts long. That it is educational in tendency is acknowledged, but apart from this, as a visual delight, as a few weeks' or months' visitation of more beautiful forms and colors than are usually existent in our city lives, it is an epoch-making memory.

FACTS ABOUT THE BEE.

The Bee is the only stockholding member of the Associated Press in the state of Nebraska.

In 1881 The Bee brought the first folding machine into the state, made necessary by its rapidly increasing circulation.

The first edition of The Sunday Bee made its appearance August 1, 1888. Previous to that time The Bee was printed on six days of the week only.

The Bee's type is set on automatic linotype machines. It has twelve Linotype machines in its composing room, representing an investment of \$40,000.

The first Hoe cylinder press used in Nebraska was brought out by The Bee in September, 1873, to keep pace with the growing circulation of the paper.

The Bee maintains branch offices in New York, Washington, Chicago, Lincoln, Council Bluffs and South Omaha.

The Omaha Bee was established June 19, 1871. It celebrated its quarter centennial anniversary June 19, 1896, and will complete its twenty-seventh year the present month.

A large part of the subscription accounts of The Bee are kept with the card catalogue system. This is another point where The Bee has proved an innovator in the newspaper business.

The founder of The Bee, Edward Rosewater has been in active control of its management and policy from the day it started to the present time. Few newspaper men can point to so long a connection with a single paper.

In point of circulation The Bee has constantly stood far above all other papers in this city and state. It is the only paper in the state which prints daily an accurate sworn statement of its circulation.

The establishment of The Bee was destroyed by an incendiary fire June 11, 1873, but the first announcement of the fire was made by The Bee in its afternoon edition of the same day and it did not miss a single issue on that account.

The Bee is the pioneer in running special newspaper trains on the railroads diverging from Omaha to carry the paper to its subscribers. This was followed by a second train spent at times from \$5,000 to \$25,000 a year for special train service.

The first web perfecting press set up in Nebraska was put in by The Bee September 1, 1885. This was followed by a second press of the same kind and a third press of a larger and still more modern pattern is about to be added to The Bee's mechanical department.

The first number of The Bee was a little two-page sheet distributed without price among the business men of the city. The Bee today prints five millions daily, ranging from eight to twenty-four pages, irrespective of its weekly edition of twelve pages each week.

The first edition of The Bee was 500 copies. Today's edition is over 40,000 copies. The original intention of the founder of The Bee was to call it the Punctilio, but at the last minute this decision was reconsidered and it appeared from the press under the title The Omaha Bee.

On May 1, 1895, the whole establishment of The Bee was turned over to the women of Omaha, who got out a woman's May day edition for the benefit of the various charitable institutions of the city. The Woman's May Day Bee retted \$22,211.31, all of which went to charity.

The Bee Publishing company was organized in February, 1878, and is the proprietor and publisher of The Bee. Its capital stock is \$100,000, divided into 400 shares of \$250 each. The officers are: George W. Rosewater, president; Victor Rosewater, vice president; George B. Tschuck, secretary and treasurer; directors: E. Rosewater, Victor Rosewater, George W. Linsinger, George B. Tschuck and Henry A. Haskell.

The Bee building is the fourth home of the Bee. The Bee was first published in a small frame building at the southeast corner of Twelfth and Dodge streets. It was later issued from an adjoining building, where it remained until burned out in 1872, when it removed to its own building on Farnam, between Ninth and Tenth streets. This building was several times enlarged and reconstructed. The Bee located in its present palatial quarters in June, 1889.

The Bee is unexcelled in its news facilities. Besides its large corps of selected reporters in Omaha, South Omaha, Council Bluffs, Lincoln and Washington, and its hundreds of correspondents throughout Nebraska, Iowa and surrounding states, it has the double leased wire service of the Associated Press and exclusive use of special arrangement for this section of the country of the New York World's cable news service.

Ah. Good Morning

Just a word, to read this list of bargains is surely money in your pocket. A word to the wise is sufficient. In our new beautiful store with six large floors filled with carloads of the finest and choicest furniture for this week we hold forth with a "A GREAT SPECIAL SALE" offering bargain after bargain in our many departments, we can deliver in double quick time your order be it large or small.

BIG BARGAINS IN PARLOR FURNITURE

Table with 2 columns: Item and Price. Includes 'Parlor Suits, 5 pieces, like cut, silk tapestry covering-worth \$35.00-this week 22 50', 'Parlor Suits, 6 pieces, covered in silk brocade, worth \$40.00-this week 28 00', etc.

BIG bargains in CARPETS, DRAPERIES

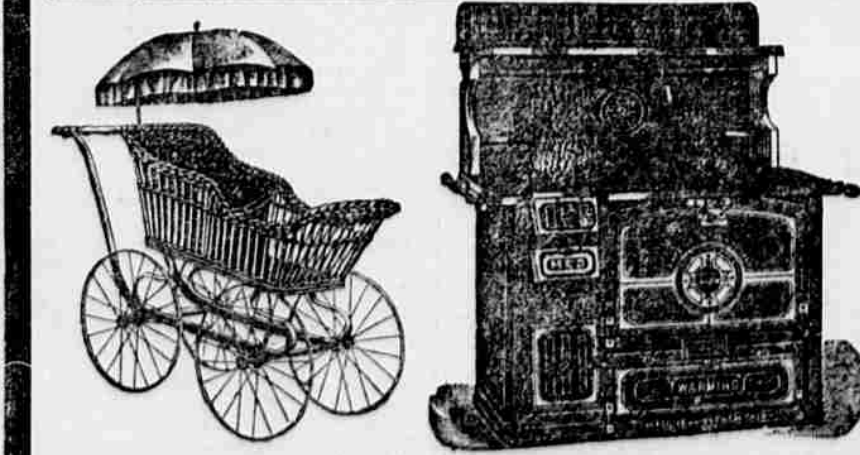
Table with 2 columns: Item and Price. Includes 'Hemp Carpet, worth 35c-this sale 17c', 'Stair Carpet, worth 40c-this sale 19c', 'Straw Matting, worth 40c-this sale 19c', etc.

BIG BARGAINS IN ICE BOXES, REFRIGERATORS

We are sole agents for the celebrated Leonard Cleanable Refrigerator. The finest made. No sour, musty odor ever permeates the Leonard Cleanable Refrigerator. Every one guaranteed not to sweat or mix flavors, and is a positive ice saver. Will pay for itself in one season, \$15.00 refrigerator—this sale \$7.95

BIG BARGAINS IN FURNITURE

Table with 2 columns: Item and Price. Includes 'Hat Racks-worth 25c 9c', 'Sham Holders-worth \$1.00 48c', '1-lb sack curled hair-worth \$2.00 this week 48c', etc.



We are sole agents. Mothers, read this. A Heywood Baby Carriage for the little one. Takes him out and let him enjoy the beautiful spring air.

Table with 2 columns: Item and Price. Includes 'On a bill of \$20.00 \$1.00 per week or \$4.00 per month', 'On a bill of \$30.00 \$1.25 per week or \$5.00 per month', etc.

Peoples Furniture & Carpet Co. 16th and Farnam Sts. BUILDING FORMERLY OCCUPIED BY MORSE DRY GOODS CO.

Cheap imitation of genuine beer.