

WORLD WILL MOVE TO OMAHA

At Least for a Week During Ak-Sar-Ben Festivities, Say Governors.

BIG SHOWS ARE NOW ENGAGED

Benson Outlines What the Chief Attractions of Plaza of Pleasure Are to Be Here Next Fall.

"The World at Home" is the name of the Chicago institution that is to furnish the shows and amusement features largely for the Ak-Sar-Ben festivities next fall in Omaha. The Board of Governors of Ak-Sar-Ben has closed the deal with them and has selected the shows. According to advance reports, "The World at Home" is a miniature world's fair which is transported on a solid steel train of twenty-five cars.

"The Garden of Allah" is one of the attractions to be presented. It conveys a vivid impression of the oasis in the desert, with the sands, the palms, the springs and all that goes with oriental life and landscape. Those presenting this feature have been in the orient and make up the scenes with a first-hand knowledge of that which they portray. Elephants, camels and all the rest will go with this attraction.

The Wild Beast Exhibition, another feature of "The World at Home" shows, has attracted attention wherever it has gone. It brings the jungles to our doors. It brings the depths of darkest Africa to the streets of Omaha, and presents them to the Ak-Sar-Ben visitor. In short, it is a world menagerie.

Great Attraction. Omar Sami's Human Butterfly is one of the great attractions that is to be staged by Omar Sami, who traces his ancestors back 1,000 years in India and who has a reputation as a magician, and has gathered together a fine line of what might be called the marvels of the universe.

Prof. Willard's Temple of Music is to be another feature. He is said to use \$20,000 worth of musical instruments and stage settings.

Colonel C. Frank Hatley (California Frank) has assembled a cavalcade of rough riders. The government stage coach will be held up, the outlaws will pull their rough stuff, the Indians will play their part, and, in short, the plains of a half century ago will be slapped right down in the streets of Omaha.

The automobile will occupy a place on the Plaza of Pleasure and will entertain old and young alike. Five of the world's dare-devil riders will appear in racing contests on this saucer-shaped incline of forty-five degrees. The frolic, the Ferris wheel and many other aerial wonders will be set for the pleasure loving.

Band concerts will be a feature every day and every evening. The bandstand will be erected in the center of the Plaza of Pleasure.

Department Orders. WASHINGTON, March 29.—(Special Telegram)—Frank J. Hayden has been appointed postmaster at David, Mitchell county, Iowa. P. A. Roodie was appointed postmaster at Verona, Sheridan county, Wyoming. Nebraska pensions granted: Margaret H. A. R. Schanack, Omaha, 812; Laura E. Stapler, Neligh.

The comptroller of the currency has granted a charter to the First National

bank of Galva, Ia., capital \$25,000. G. W. Johns is president; F. H. Schleiter, cashier; to succeed the Ida County bank of Galva, Ia.

Announces Winners of Creighton Contest

Dean F. X. McMenamy of the Creighton art college Saturday announced the winners of the first preliminary elocution contests in that department. The contests were held during the last two weeks of April.

The final contests in each department will be held in May. The winners: FIRST DIVISION. A. Beveridge, J. Retter, B. Brown, R. Ross, H. H. H. H., J. Rosenmajer, R. Svoboda, Callahan, Barton, T. Coll, G. Hold, P. Cogley, E. Dowling, C. Costello, F. Foley, C. McArdle, C. Mullen, M. Hindelang, G. Holmes, Z. Korth, E. Mayer, L. Law, H. Morrison, J. Morrison.

SECOND DIVISION. E. Camel, J. Malloy, J. Padden, J. Hughes, J. McNeill, F. O'Connell, G. Savory, J. Collins, D. Danes, D. Green, F. Hartigan, J. Harrington, C. Lane, E. Barr, J. Beveridge, J. Borghoff, J. Russell, F. Shaw, N. Kesslet, H. Larkin, H. Linahan, C. Long, R. LaPorte, D. Reiffenrath, J. Russell, J. Shaw, S. Stanke, C. Tillman.

THIRD DIVISION. J. Brennan, R. Burns, P. Callaghan, P. Castaldo, C. Conley, W. Mangan, J. O'Connell, E. Plunkett, W. Flaherty, Paul Harrington, W. Haverly, H. Hennessy, M. Stehly, R. Kruger, E. Torrey.

COLLEGE SECTION. J. Brennan, R. Burns, P. Callaghan, P. Castaldo, C. Conley, W. Mangan, J. O'Connell, E. Plunkett, W. Flaherty, Paul Harrington, W. Haverly, H. Hennessy, M. Stehly, R. Kruger, E. Torrey.

The Perilous and Judicious Use of Newspaper Advertising is the Road to Business Success.

Washington Affairs

The senate passed yesterday the military academy appropriation bill, carrying an appropriation of \$1,588,000, practically in the form it passed the house.

The senate yesterday passed the house bill selecting the Interstate Commerce commission and the secretary of the treasury to promulgate regulations for keeping in sanitary condition all passenger cars.

The last appeal from the defunct commerce court was taken yesterday by the Department of Justice, when Solicitor General Davis filed a brief in the so-called tap line case, which involves consent by railroads to lumber companies in the southwest worth thousands of dollars. The Interstate Commerce commission denied the concession to the lumber companies and ordered them discontinued, but the commerce court annulled the order.

Two of the Rochette Probing Body Resign

PARIS, March 29.—Two members of the committee of the Chamber of Deputies, which is investigating the Rochette affair, resigned yesterday. They were Jules Delahaye and George Berry, who took the ground that a majority of the members of the committee were being influenced to too great an extent by politicians. The resignations of the two deputies were presented at the end of a stormy session of the committee.

At the inquiry before Magistrate Bourcard into the killing of M. Calmette by Mme. Calliaux several witnesses were heard this afternoon, among them Pierre Mortier, editor of Gil Blas. M. Mortier told of a conversation he had with Mme. Calliaux over the telephone prior to the shooting. She expressed indignation at the publication of the "Thy Joe" letter and said that it would end in the death of Calmette.

Asks Death Penalty For "Handsome Jack"

CHICAGO, March 29.—The death penalty for John E. Koettgers was demanded by Stephen Malato, assistant state's attorney, yesterday. Malato asserted it has been proved that Koettgers lured Mrs. Emma Kraft of Cincinnati here, that he killed her and that there could be no extension of the crime, as this devoted old widow's money, but he is at the end of his rope at last and it is your duty now to send him to the gallows.

ALLEGED MRS. GUNNESS IS NOT MRS. GUNNESS AT ALL

NEVILLE, Sask., March 29.—The woman living on a homestead near here, who was suspected of being Mrs. Belle Gunness, the accused Laporte, Ind., murderer, is not the person sought. After seeing and talking with the woman today, Clinton Cochran, marshal of the county, said she was not Mrs. Gunness.

Mrs. Gunness is suspected of luring a number of persons to her farm near the Indiana town, murdering them and burying the bodies at different points about her premises.

A Winter Cough.

To neglect it may mean consumption. Dr. King's New Discovery gives sure relief. Buy a bottle today, 50c and \$1.00. All druggists.—Advertisement.

Culls from the Wire

Luke Pisek, a striking miner, who has been on trial the last week at LaSalle, Barrage county, Michigan, on the charge of having murdered Sheriff Pollock of Houghton county October 28, 1913, yesterday was found not guilty.

The twenty-eighth annual report of the Illinois Live Stock commission shows a big decrease in Illinois live stock. There was a falling off of more than 1,000,000 hogs for 1913 as compared with 1912. High-priced land and more intensive farming are among the reasons attributed.

With official returns from all Arkansas townships and counties in last Wednesday's primary counted at 6 o'clock last night, figures compiled by a Little Rock newspaper showed Justice William F. Kirby was leading United States Senator J. Clarke for the senatorial nomination by fifty-nine votes.

James Johnson, a negro miner, was killed shortly before noon yesterday in a riot with a detail of Colorado state troops in the hills between Cedar Hill and Tabasco, Colo., fifteen miles northwest of Trinidad. Earlier in the day Johnson had shot and seriously wounded Clinton Robinson, marshal at Hastings, when the officer attempted to put him under arrest.

Asserting that the Hudson, Harlem and East rivers in the vicinity of New York City are so polluted by sewage that persons who bathe in them are in danger of being infected with typhoid germs, Dr. S. E. Goldwater, New York health commissioner, announced yesterday that he permits to open private bathing houses on the shores of the three rivers will be issued during the coming summer.

Louis Rosenberg ("Lefty Louie"), Frank Crofford ("Dago Frank"), Jacob Sederfer ("Whitie Louie") and Harry Horowitz ("Gyp the Blood") conspired in the murder of Herman Rosenthal and now awaiting death in the electric chair at Sing Sing prison, issued another statement last night through their attorneys, in which the claim is made that a stranger and Harry "Tailor" Bridger Webber had shot at Rosenthal.

Old Favorite Songs For Every Home

How many of the dear old songs have you in your home? How many times have you wished for some old favorite which a passing thought has brought to your mind? And, oh, how dear to memory are the old tunes! What would you give to have a complete collection of these old favorites, words, music and all? You never saw a collection of this kind, and yet you have always wanted it.

With this thought in view, The Bee has arranged to take up the distribution of a volume called "Songs That Never Grow Old." Here are all the old favorite songs, the dearest songs of Ireland and Scotland and many others that are familiar to everybody.

These old favorites have been compiled and selected with the utmost care by the most competent authorities, and are printed and bound all together, making seven song books in one volume. There are two styles of binding, one in art British covers and the other in heavy English cloth. The contents are the same, but, of course, the cloth binding is more durable, and with ordinary care should last a lifetime. It is stamped in gold on side and back, is flat-opening, and under usual conditions such a book could not be sold for less than \$2.50.

A most attractive innovation in this edition are the magnificent illustrations. These consist of a rare galaxy of sixty-nine wonderful portraits of the world's greatest vocal artists, many in favorite costumes. The list includes: Caruso, Tosti, Mason, Gounar, Scotti, Fremstad and almost fifty others. None of these portraits have ever before been shown in a work of this character, and they are all reproduced from copyrighted photographs which have been approved by the artists themselves. Every reader will want to possess this rare and unique collection, but can get it only through The Bee.

In another column of this issue will be found a coupon in which is explained the plan of distributing this beautiful book of old favorite songs. Readers are urged to lose no time in familiarizing themselves with the plan. Read the display announcement in this issue and clip the coupon today.

CLUB COMMITTEE TO LOOK INTO PENDING MEASURES

The interstate trade commission and the interlocking directorate bills in congress are to be investigated by the public affairs committee of the Omaha Commercial club with a view to making a recommendation to the executive committee as to whether the club should or should not oppose the bills in their present form. The club has received communications from the Merchants' association of New York opposing the bills in their present form and asking the Omaha Commercial club to take the matter up also.

A Cure for Sour Stomach.

Mrs. Wm. M. Thompson of Battle Creek, Mich., writes: "I have been troubled with indigestion, sour stomach and bad breath. After taking two bottles of Chamberlain's Tablets I am well. These tablets are splendid—none better. All dealers.—Advertisement."

Persistent Advertising is the Road to Big Returns.

Antiquary Testing Breaches. The antiquary, waving his arm proudly toward a miserable pair of old leather shoes, said: "Look at the seat." "They're ale testers' breaches—genuine sixteenth century ale testers' breaches. The seat proves it." Then the antiquary went on to explain: "In the holocaust of the eighteenth century, hence the ale testers' shoes, whose duty it was to sample and report on the intelligence, but leather breaches were indispensable. "He would enter an inn unexpectedly, draw a glass of ale, pour it on a wooden bench and sit down. The ale would have made. Here he would sit for thirty minutes by the clock. He would converse, he would smoke and he would drink with all who asked him to, but he would be very careful not to change his position. At the end of the half hour he would make as if to rise, and this was the signal for the ale to be poured. The tester's breaches would stick to the bench."—New York Tribune.

News from the Insurance Field

Accidents and Fires of the Week

GREAT FIRE IN SIOUX CITY. Quarter Block Burned, Causing Loss of Four Hundred Thousand.

TWO FIREMEN ARE KILLED. THREE KILLED IN AUTO. WRECK NEAR DALLAS.

MAN INJURED BY FALL FROM STREET CAR.

NEGRO TRAIN SCALES LOCKED IN ALIGHTING FROM TRAIN.

STREET CARS SLIP AND COLLIDE AT INTERSECTION.

Fireman Schmidt Sprains Ankle—Lidlo Foot Crushed Under Wheels—AGED WOMAN INJURED LEAVING A MOVING CAM.

RAIL MOTOR CAR DESTROYED BY FIRE FROM EXPLOSION.

STEAMER SINKS WITH SIX MEMBERS OF CREW.

AUTO ENGINE "DIES" ON BRACK; TWO DEAD.

FATHER OF LARGE FAMILY MEETS TRAGIC DEATH.

FRENCH SHIP STRIKES ROCK; IS DROWNED.

YOUNGSTER BREAKS LEG WHEN HE HOOKS ON WAGON.

FALL FROM SCAFFOLD KILLS A CARPENTER.

SEVERAL BUILDINGS BURN IN UNIONTOWN, PA.

MISSION LODGING HOUSE IN KANSAS CITY BURNS.

TUG SINKS FERRYBOAT; FIFTEEN ARE DROWNED.

BIG FIRE IN RETAIL DISTRICT OF TOLEDO.

Famous Cartoonist Buys Insurance Here

During his stay in Omaha, Bert Levy, the prominent cartoonist, who proved to be one of the big hits on the Orpheum bill last week, walked into the office of Tom Kelly and purchased a large accident policy. He asserted that he would make this city headquarters for his insurance purchases, giving no other reason than he was urged to do so by a friend. During his conversation with Mr. Kelly he told several interesting stories of his travels, among them one about a particularly successful entertainment he had furnished for the guests of the Rothschild family at their London mansion.

Mr. Levy signs all important papers with a cartoon of his head followed by the name, and it was a unique application signature which went into the Travelers' office from one Bert Levy.

Insurance Notes

The fire insurance companies of the stock companies in North Dakota for 1913 were \$2,925,540, with a loss ratio of 55 per cent. The half insurance premiums were \$1,075,574, a reduction of over \$60,000, with a loss ratio of 46 per cent. The State Fire Insurance commission of Texas has issued a combined classification sheet, showing the loss experienced on seventy-five classes, as reported to the state commission for 1913. The premiums were \$10,000,000, with a loss ratio of 51.9 per cent, a marked reduction from the experience of recent years in that state.

The New Jersey legislature has passed an official and an appointee of the commissioner of banking and insurance to pass on the qualifications of insurance agents and brokers before they are licensed.

The fire insurance situation in Kentucky is growing steadily worse, according to reports from various parts of the state. It will not become acute until April. The companies not having suspended business until well into March, practically all applications for that month were written up in advance under the custom of local agents. Very few, however, had taken any precautions as to future expirations, and as some important lines are running out in April the pinch will then be felt.

REGULATING X-RAY DOSES

Discovery of Method of Adjusting the Quantity to Patient's Condition.

An invention that it is predicted will revolutionize the use and application of the X-ray was exhibited for the first time in public in New York City recently at a dinner given at the Hotel St. Denis to William David Coolidge of Schenectady by Dr. L. G. Cole of 103 Park avenue. Men versed in the science of the X-ray who witnessed the demonstration of Mr. Coolidge's invention said that it was the greatest advancement in the study of the rays since Roentgen.

Mr. Coolidge, who is employed in the General Electric company's laboratories, has been working in secret on the new ray for three years. He has so far perfected but two tubes, one of which he showed.

His method of manufacturing the ray differs from the old one and enables him to secure such efficiency in control and application that the greatest benefits to therapeutics are expected as soon as the technique of the ray is thoroughly understood.

The Coolidge ray will not cheapen the cost of producing any, but it will enable X-ray operators to control the power they wish to administer absolutely, whereas before it was impossible to gauge the amount that would be generated or to direct it.

In the old X-ray tubes the cathode and the anode, the terminals, were of different materials. Mr. Coolidge has discovered that better results are had by the use of tungsten throughout, and that ductile tungsten, likewise a recent discovery, is best for the work. His progress has been retarded by the fact that the ductile tungsten is very scarce and that more must be manufactured before his ray can be of general practicability.

The anode in the Coolidge tube is of heavy tungsten while the cathode is of light tungsten, like the filament in a tungsten lamp. By exhausting all the gases in the tungsten filaments are heated to incandescence and the ray is generated. In the new tube there is no fluorescence, whereas in the old that obstacle was met with.

Streams of charged particles from the tungsten anode and cathode, which are heated in the vacuum, are driven by a powerful electric current and the ray is formed. It is more or less penetrating in



LIABILITY PLATE GLASS AND BURGLARY. We insure insurance men. the best of service, the best location and the most in office comfort for your money if you office in THE BEE BUILDING. "The Building That's Always New"

NATIONAL FIDELITY AND CASUALTY COMPANY. OMAHA. National Fidelity and Casualty Building



Company's Property.

The Bankers Reserve Life Company OMAHA, NEBRASKA

Millions of Accumulated Assets

Last year's gain in assets nearly \$600,000.00.

We want a few good agents.

BASCOM H. ROBISON, Pres. R. C. WAGNER, Sec'y. R. L. ROBISON, Vice Pres. W. G. PRESTON, Treas.

Dear Friend Resnik—

Run this space blank until I return from Hartford, where I go to attend the fiftieth anniversary celebration of the Travelers. TOM S. KELLY, "The Insurance Man."

THE FOLLOWING COMPANIES GUARANTEE SAFETY IN

Fire Insurance

Home Insurance Company. Phoenix Insurance Company. Continental Insurance Company. Springfield Fire & Marine Insurance Company. New Hampshire Insurance Company. Liverpool and London and Globe Insurance Company. Franklin Insurance Company. Western Assurance Company.

Foster-Barker Company

Brandeis Bldg. Phone Doug. 29

Lion Bonding & Surety Co.

GIVES YOU IDEAL SERVICE IN SURETY BONDS. WRITES ACCIDENT HEALTH AND PLATE GLASS INSURANCE. HOME OFFICES - 9th Floor - W. O. W. BUILDING Phone Douglas 678. WE DON'T WANT MUCH—JUST THE "LION'S SHARE."

German-American Life Insurance Company

OMAHA First Class Positions for Live Wires

Three and One-Half Years Old

Insurance in force \$6,000,000.00. Issues attractive and up-to-date Policies. Liberal contracts to agents with or without previous experience. If interested call at or write to the Home Office, Omaha National Bank Bldg.

The Commonwealth Life Insurance Company

FRANS NELSON, President.

INSURANCE

FIRE, TORNADO, AUTOMOBILE, PLATE GLASS, BOILER, BURGLARY, HEALTH AND ACCIDENT.

ALFRED C. KENNEDY

209 First National Bank Building. Phone Douglas 722.

CONSID'ABLE talk's goin' on about thar not bein' enough money in cirkulation. The real trouble is, when it gets to some folks, it stops cirkalatin'. Velvet Joe

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, (Box 82, Buffalo, N. Y.)

Newspapers Should "Light" the Home

The power of a newspaper to carry comfort and conveniences of modern life into the homes of the people is beyond calculation. Being the only medium through which a manufacturer can do intensive, concentrated advertising, it is naturally the greatest educator of the people regarding the things that inventive genius supplies from time to time to save labor and to lighten the burdens of housekeeping.

Advertising saw woman bowed down with the work of the ages, carrying upon her shoulders the double burden of bearing children and doing the work of the household. Advertising saw her sweeping the carpet with a bunch of broom corn tied to the end of a stick, a crude and clumsy contrivance calling for much wearisome and tiresome expenditure of muscular effort—and so was born the carpet sweeper—and after it came the vacuum cleaner. Inventive genius supplied those utensils and advertising had to create a

desire to possess them. Advertising had to educate women away from brooms and carpet sweepers.

Perhaps the greatest monument to educational advertising is the growth of the breakfast cereal habit in this country. The parent of the breakfast cereal habit was the oatmeal porridge habit which was brought over by the Scotch Presbyterians, and on this as a foundation Advertising has built the almost universal Anglo-Saxon habit of eating some kind of a cereal every morning for breakfast.

Electricity threatens to completely revolutionize not only modern manufacturing methods but all the activities of household management. Teaching the people the coming uses of electricity in all departments of domestic service presents one of the greatest fields of educational work for newspaper advertising. The reason that the use of electrical devices has not become more universal in the homes of the people is because the manufacturers have not made the proper use of newspaper advertising

ing to spread the gospel of ease and comfort and convenience.

When the average woman sees or hears the word "electricity" she thinks of—forked lightning. She thinks of the story of Ben Franklin, how he brought down lightning with his kite, and it sends the shivers down her spinal column. I am not so sure but that the average man thinks of electricity in terms of "lightning rods."

Does not this fact present a great educational opportunity for newspaper advertising? Surely this is the electrical age—and yet the great manufacturers and distributors of electricity have not availed themselves of this great merchandising force that has revolutionized other departments of industrial activity. Industrial enterprise has harnessed the waterfalls of the East and the West, but it has not harnessed the greatest of natural forces to the greatest of merchandising agencies.

Edison has lighted the dark places of the earth, but millions of homes are not yet lighted. In no city has there

been a comprehensive campaign of educational advertising to extend the use of incandescent lights. If the same advertising methods that have been used to acquaint the public with the convenience and cheapness of the telephone had been employed to extend the use of the incandescent lights their use would now be almost universal.

The time is coming when every home will be heated and lighted by electricity, when the cooking will be done by electricity, when the carpet will be swept and the rugs cleaned by electricity. In the home of the future when the uses of electricity are properly advertised, electricity will rock the cradle and churn the butter while the housewife prepares the evening meal.

The modern home is ready for all these things right now, but they cannot come except through an extensive and comprehensive scheme of newspaper advertising. TRUMAN A. DeWEESE.

proportion to the speed with which the particles are driven. Prof. Scherer of the department of physics at Cornell university, who was one of those at the demonstration, praised Mr. Coolidge's invention highly and said that the discoverer was the first man to demonstrate that the theoretical ions, the smallest particles of matter conceived, could be harnessed and utilized for the production of radiant light. The value of the new ray in the treatment of cancer and similar diseases is expected to be enormous because of the application with which it can be controlled. But much work remains to be done on it yet and it probably will be a year before it will be in anything like general use.—New York Sun.

Catering to All. A Boston merchant tells of an old grocer in Massachusetts who was about as "stuck" an article as one would care to meet. "One day," says the Bostonian, "I stopped before his shop and looked curiously at a long line of barrels of apples, some marked with an 'A,' some marked with a 'Z.' "What is the meaning of these markings I asked. "The barrels belong to contain the same kind of apples," the old gentleman replied, "but some customers want a barrel opened at the top and some at the bottom."—Boston Post.

Quaker Quips. The world goes round, but many a man feels that he doesn't get his share. Even the dramatic critic says all he wants is a fair show. All the world's a stage, and some of us have to play second fiddle in the orchestra. Some people go through life expending all their energy in picking the bubbles of other people. Many a fellow loses his heart and says if he should lose his money. One of the most discouraging things in the world is to see a talkative barber shaving a deaf mute.—Philadelphia Record.

Key to the Situation—See Advertising.