

YE MERRIE MEMBERS OF YE FESTIVE BOARD OF AK-SAR-BEN GOVERNORS WHO PROVIDE YE ENTERTAINMENT FOR ALL YE LOYAL SUBJECTS



BRANDEIS

PENFOLD

WATTLES

ROBINSON

PICKENS

Meaning and Purposes of the Far-Famed Ak-Sar-Ben Organization

FROM the standpoint of the business man there can be no possible question of the good the Ak-Sar-Ben organization and its annual festival has done for Omaha. It cannot be figured in dollars and cents exactly, but every merchant here knows what the annual filling up of the city with visitors who have money and the disposition to buy means to him. At the lowest estimate 100,000 persons flock to this city every fall to see the entertainment provided by Samson. On the average each spends at least \$10. You have \$1,000,000 in trade right there, and this is very conservative.

Drop the festival one year and you would hear a roar that would break all local records in kicking. Now and then a complaint is heard as to the wisdom of going to all the time, trouble and expense of putting on the show, but these remarks come from the surface and do not signify anything. After a little reflection on the facts the speaker will be only too glad to recall his statement.

Basic Idea of Ak-Sar-Ben

When Ak-Sar-Ben was started we in Omaha were pretty much down in the mouth. We had the state fair, to be sure, but it had not proved the success expected. The merchants saw clearly that something additional in the way of entertainment must be given to get the people in. Several went down to New Orleans and bought a few of the Mardi Gras floats, sent them up here and we had the parades. The idea seemed to make a hit and we kept working along that and the popular secret society line.

Year by year the Ak-Sar-Ben has become more firmly rooted until now it is almost an institution.

I never heard any visitor say he was not satisfied and delighted with the entertainment he received in Omaha during the Ak-Sar-Ben carnival. I know by personal knowledge that thousands of people in Nebraska, Iowa and other states look forward to the event and feel deeply disappointed if they cannot come. My wife has just returned from a visit to Hebron, Neb., and she says the interest there this year is as great, if not greater, than ever before. At my own home I shall act as host to several guests who come specially to see the Ak-Sar-Ben spectacle. One comes from Denver and another from Iowa.

Since the Ak-Sar-Ben principle was founded in Omaha the city has grown faster and been more prosperous than ever before. It

By Major R. S. Wilcox---President of the Board of Governors During Its First Four Years

1895--BOARDS OF GOVERNORS OF AK-SAR-BEN'S REALM FROM THE BEGINNING--1905.

1895.	1896.	1897.	1898.	1899.	1900.
R. S. Wilcox.	E. M. Bartlett.	E. M. Bartlett.	E. E. Bryson.	H. Vance Lane.	W. S. Jardine.
W. S. Jardine.	T. A. Fry.	T. A. Fry.	W. S. Jardine.	W. M. Glass.	H. J. Penfold.
H. J. Penfold.	W. S. Jardine.	W. S. Jardine.	H. J. Penfold.	E. P. Peck.	T. A. Fry.
Dudley Smith.	O. D. Kiplinger.	O. D. Kiplinger.	R. S. Wilcox.	O. D. Kiplinger.	R. S. Wilcox.
Clement Chase.	H. Vance Lane.	H. Vance Lane.	T. A. Fry.	Fred Metz.	J. G. Martin.
W. Lyle Dickey.	E. E. Bryson.	E. E. Bryson.	A. H. Noyes.	J. G. Martin.	H. Vance Lane.
T. A. Fry.	H. J. Penfold.	H. J. Penfold.	H. Vance Lane.	W. S. Jardine.	Fred Metz.
E. E. Bryson.	R. S. Wilcox.	R. S. Wilcox.	W. R. Bennett.	W. S. Jardine.	M. C. Peters.
E. M. Bartlett.	Clement Chase.	Clement Chase.	E. P. Peck.	E. E. Bryson.	Edgar Allen.
H. Vance Lane.	W. R. Bennett.	W. R. Bennett.	O. D. Kiplinger.	R. S. Wilcox.	Mel Uhl.
W. R. Bennett.	Dudley Smith.	Dudley Smith.	Fred Metz.	T. A. Fry.	George P. Cronk.
J. E. Utt.	W. H. McCord.	W. H. McCord.	W. M. Glass.	A. H. Noyes.	A. H. Noyes.
1901.	1902.	1903.	1904.	1905.	
T. A. Fry.	H. J. Penfold.	R. C. Howe.	T. A. Fry.	G. W. Wattles.	
Mel Uhl.	Fred Metz.	T. A. Fry.	Fred Metz.	H. J. Penfold.	
W. S. Jardine.	Gould Dietz.	W. S. Jardine.	H. J. Penfold.	C. H. Pickens.	
J. G. Martin.	Edgar Allen.	C. N. Robinson.	L. L. Kountze.	W. S. Jardine.	
R. S. Wilcox.	C. M. Wilhelm.	C. M. Hendrie.	Gould Dietz.	C. H. Pickens.	
Fred Metz.	M. A. Hall.	M. A. Hall.	G. F. West.	C. N. Robinson.	
George P. Cronk.	Mel Uhl.	Fred Metz.	C. H. Pickens.	G. F. West.	
H. Vance Lane.	T. A. Fry.	Gould Dietz.	C. N. Robinson.	Joseph C. Root.	
Gould Dietz.	W. S. Jardine.	H. J. Penfold.	W. S. Jardine.	Emil Brandeis.	
M. C. Peters.	J. M. Hendrie.	C. M. Wilhelm.	Mel Uhl.	A. J. Love.	
Edgar Allen.	R. C. Howe.	Mel Uhl.	W. J. C. Kenyon.	Charles R. Courtney.	
H. J. Penfold.	L. L. Kountze.	L. L. Kountze.	C. M. Wilhelm.	Al Powell.	

has expanded, improved, cheered up and taken on a new civic and industrial pride. With the change for better general conditions the quality and quantity of the Ak-Sar-Ben carnival likewise has

been improved and increased. The first years showed expense bills of \$15,000 to \$18,000. Now the cost is considerably more than \$50,000. With the continually

increasing popularity of the festival has gone a disposition to give every visitor more and more for his money. I venture to say that in very few cities of the country is anything like the free show given that we have in Omaha every year as a matter of form and custom.

I know from personal experience that the trade-drawing powers of Ak-Sar-Ben are immense. It comes at the time of year after the products of a great agricultural area are harvested, much of them sold, and the farmers and ranchmen have money at hand to buy stocks and outfits for the winter. Of course, they can buy nearer home, but they cannot get the assortment and prices that they can in the metropolis. Half or more of them would buy at home, though, if it were not for the ten days of relaxation, sight-seeing and frolic they can get here at little cost to break the monotony of their lives and brighten them up for months to come.

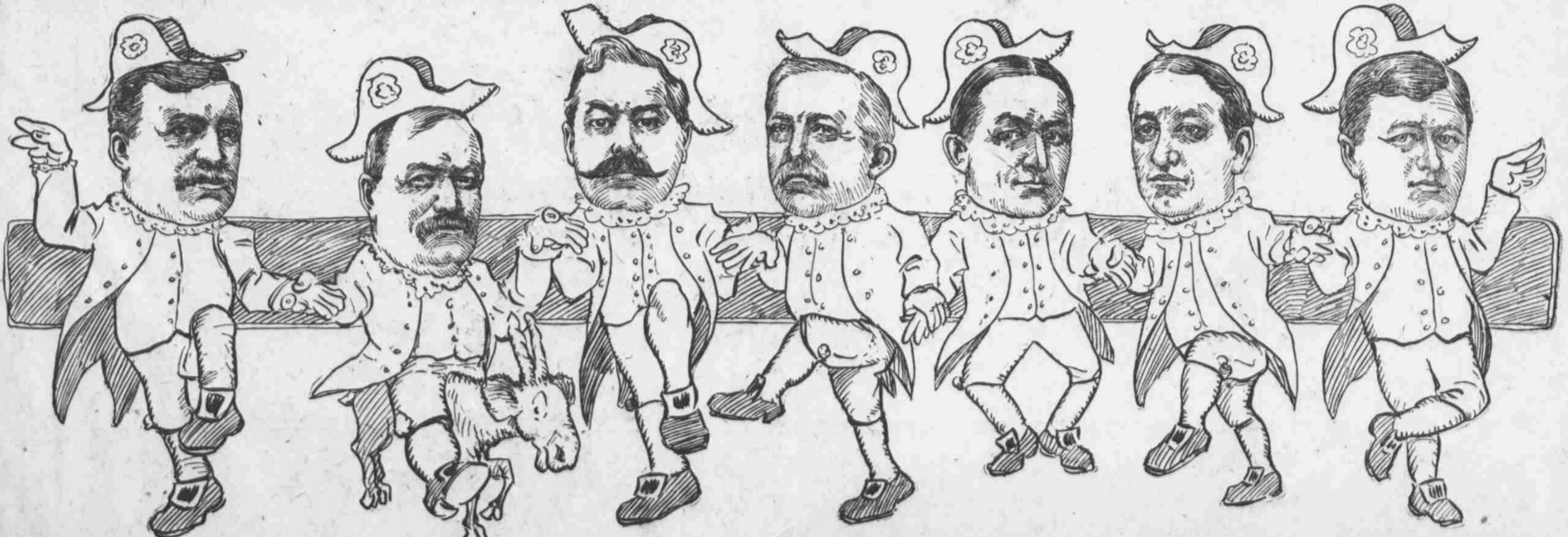
Good Fellowship Value Immense

This is why the institution is valuable to Omaha. We depend so much upon the tributary country for our support that we should do all we can for the people of the farms, ranches, cities and smaller towns.

It cannot be questioned by any man who knows anything about it that Ak-Sar-Ben has proved the strongest impetus this city ever had towards commercial prosperity. Yet we have knockers and those in our midst who pull back in the traces. It is necessary for committees to go out and hustle up subscriptions for the parade fund and they have to plead and beg for paltry amounts, many times. Some merchants respond nobly, others quite to the contrary. Some of those who get the greatest benefits, like the hotel and restaurant men, contribute the least. Like everything else the burden is not borne equitably by all the business men. The majority, I am glad to say, have the right spirit and do the right thing.

Cheer Up for Encouragement

The parades I know are well liked and thoroughly admired. The floats are brand new to the last stick and board every year. The crowds that line the sidewalks and sidewalks every fall grow in size, yet they make little noise and show little enthusiasm. It has taken weeks and months of work to put on the parades and the toilers would be thankful for a few cheers and a bit of enthusiasm just for encouragement. I would ask that the spectators express what they feel, good or bad, but by all means an expression.



POWELL

JARDINE

COURTNEY

ROOT

LOVE

WEST

DIETZ