

ADVERTISING BOOSTS SHOW

Real Train Which Promises Complete Success of Big Event.
OFFER OF PRIZES STIMULATES INTEREST
All Managers Are Busy Connecting Various Links in Chain of Preparations for Omaha's Horse Show.

Novelty advertising has made the Omaha Horse Show which is to be held at the Auditorium the week of October 9 a thoroughly advertised affair. All sorts of devices have been resorted to to keep this event before the public and the first prize the directors have offered valuable prizes for the best decorated windows and many of the merchants will compete for these prizes. Miller, Stewart & Beaton already have decorated a Horse Show window in an original manner, but the majority will wait until after the Ak-Bar-Bon big days are past, when they will supplant the festival decorations for those of the Horse Show.

Red and white buttons were secured and every one tried to get the little ribbon. They were handed out long as they lasted and then 5,000 were telegraphed for, arriving Saturday.

Three sheets, with horse engravings, have been sent to neighboring towns and the country press has taken hold of the horse show with a vim and is giving it the notices which are its prerogative. The last to be sprung on the public was the big kite which carried the big Horse Show banner directly over Farnam street. This is 824 feet and can be read easily from a distance. It will be spread to the breeze for the next two weeks and may fly over the carnival grounds during next week.

Removal of Headquarters.
Headquarters for the Horse Show will be moved from the Bee building to the Auditorium Monday, Mr. Haller figuring that it is better to move at this time than next week, when his force will be busier, if such a thing is possible. Notices have been received from all over the state that many of the towns were coming in, and in many instances money has been sent to have seats reserved, but the sale opens October 2, and then all will have an even chance. The demand for seats will be large, but there are also many seats and the show will last for eight performances, but to secure good seats the management advises they are reserved early.

Entries from abroad have come in so fast during the last week that there is no longer any doubt concerning the show, the horses are bound to be in sufficient numbers to give one of the best shows ever held in the west. There are, however, four local classes which, while they have some entries, have not filled in a manner to satisfy the directors. Considerable interest always attaches to the local women when they ride or drive and some of these have been a trifle slow in sending in their entries. These classes are of ponies, not exceeding forty-eight inches, best woman rider, cross saddle; best woman rider, side-saddle, and best woman's horse walk, trot and canter, cross or sidesaddle. The management is urgent to the extent that the women send in their entries early to enable the events to be classified. Splendid prizes are offered in these events and there should be a good string of entries.

Peck and Cowell Busy.
E. P. Peck, president of the association, is one of the busiest men in town these days. When the directors found a clique at St. Louis proposing to cut in on the Omaha show the local directors, with Mr. Peck at their head, literally took off their coats and set out on the determination of making the Omaha show such a success that all Omaha will be proud of it. By personal work among the leading horse showmen of the country the entries have been secured which make the outcome of the show certain. It was a matter of pride with Mr. Peck and the directors to make the show go in spite of opposition and the result is no longer in doubt. Mr. Peck has two show horses in which he takes justifiable pride, Commodore and Bessie, and these will be seen in the arena at the show.

All of the boxes have been disposed of for the Horse Show and the entries are still coming in fast, all of which is piling up the work of the secretary, E. P. Cowell. If anyone thinks for a minute that the secretaryship of a Horse Show is a sinecure he would soon be disabused of the idea if he were to spend a few minutes with Mr. Cowell. He is practically the director general of the whole show, and everything is referred to him for approval. Meetings are held every day and all sorts of questions which require immediate action are constantly arising. The next immediate task is the arranging of the program. Last year a full program of events utilized all of the time each evening, but this year the directors intend to find room for the program for fourteen more events than last year. For lack of time the potato races have been done away with, but the program will be a long one and it will take skill to pull it off each evening according to schedule. The judges will have to decide promptly.

Certain to Be a Success.
The coming horse show is certain to prove a grand social success as well as a successful sporting event. Money has been spent lavishly in providing the best of everything, \$10,000 in gold being offered by the management. An equal amount was given last year, but a good deal of it was in the form of silver plate. The coin has been a magnet which has attracted the foreign visitors in spite of the opposition of St. Louis, which city took the date after it had been announced by Omaha, and while St. Louis has purses aggregating \$12,000, so much of it is in the nature of silverware that it was no attraction to the best stables of the east which have the jumpers, one of the most picturesque features of the show.

Some of the entries which were received

This week that caused rejoicing in the camp were Thomas Bass, with his fine string of high school horses; Colonel Hughes of Denver, A. E. Ashbrook of Kansas City and W. A. Ryle of Kansas City. Don Riley of St. Joseph also has entered his fine pair of roasters, as also has S. F. Nave of St. Joseph.

The Auditorium, with its spacious arena, has been put in the best condition. Many additional lights have been installed and the colors will be draped around the boxes in profusion as soon as the bands which have the use of the Auditorium during the first part of the week have left. Then the stage will be removed and the whole arena put in readiness for further practice by the local entries. The tanbark will be put on as a finishing course and then all will be in readiness for the prancing steeds and the gayly dressed women, and the blending of all the colors, taken with the life infused into the scene by the gay equipages, will tend to arouse the most blasé to a condition where he may enjoy life.

SOCIETY AND THE BIG SHOW

(Continued from Sixth Page.)

Pennsylvania, Pittsburgh, Washington and Hannibal, Mo.
Mrs. George S. Gould and daughters arrived from Mexico last week. They will be the guests after October 7 of Mr. and Mrs. Ned C. Smith of Chicago, who have taken a home at 564 Park avenue.
Mr. George Wallace has returned from New York, where he met his daughters upon their return from Europe. Miss Janet returned with him, but Miss May will spend several weeks in New York.

OMAHA SUBURBS

West Ambler.
Miss Ada Gants has been ill the last week, but is better at present writing.
Frank S. Aughe and wife were the guests of the former's father here on Sunday.
Mrs. Will Swan has been very ill at her home in Ackerman, but is now slowly recovering.
Miss Alberta Smith was the guest of Miss Strommen and Spoerri from Saturday until Sunday.
Marion Faverly is having a new well put in on her property on Harrison of South Omaha is the contractor.
Mr. and Mrs. Shaw and children were the guests of Mr. and Mrs. J. B. Ambler for dinner on Thursday evening.
Mr. J. Jensen, jr., is erecting a fine new home on 15th and Cass street.
Mr. and Mrs. Alfred Olson removed from Forty-sixth avenue and Pacific street to their new home at Twenty-ninth and Durand street.
Mr. and Mrs. J. E. Aughe on Thursday night.
Mrs. Jones and a sister of the pastor, Mrs. George Syas of Twenty-eighth and Florida streets, and a former neighbor here, underwent a serious though successful operation at the Swedish hospital on Tuesday and is recovering slowly.
Mrs. Wright and sister, Miss Laura Crane, of Dixon were Omaha visitors the first three days of the week and guests of the former's niece, Miss A. A. Auha and Mrs. William Porter.
Mrs. Charles Roberts was hostess at a three-course dinner given at her home in Ackerman to several woman friends in honor of her sister, Miss Hutchins, and cousin, Miss Howe, of Washington, D. C.
The Sunday school of the Southwest church has been changed from 10 o'clock to 11 o'clock this week.
Rev. Mr. Stambaugh, in order that he may be present to preach at the prayer in the afternoon at his other appointment.
Mr. and Mrs. Theodore Smith have returned from their visit near Hastings, Neb., and have had as their guests, Mr. Alice Toothacher of Oshkosh, Ia., who is now in the city on business, and Mrs. J. E. Smith, a niece of Mr. Smith of Richland, Ind., a niece of Mr. Smith.

The Ladies Aid society met at the home of Mrs. E. Aughe on Thursday afternoon and completed their large order. Some business was transacted and a report read by the secretary. Next meeting, Oct. 12.
The members and friends of Southwest church gave a most delicious reception and pound social to their new pastor, Rev. W. D. Stambaugh, and wife on Thursday evening, which about seventy-five were present. Rev. Stambaugh comes well recommended by Rev. Stambaugh, Methodist Episcopal church, South Omaha, and was gladly received, and it is his hope and wish that his congregation will be greatly increased. Refreshments of cake, coffee, sandwiches and pickles were served, and many pounds of produce, as well as a purse of several dollars were presented to him.

Florence.
The infant daughter of Mr. and Mrs. Hays Lowry, died Wednesday morning. Miss Solt who lives six miles northwest of town, passed away at two weeks of age in Blair.
L. A. Baum of Calhoun, spent Wednesday night here, the guest of the family of W. A. Wilson.
Miss Hilma Swanson and Harry Swanson attended the play at the New Burwood theater Tuesday night.
E. H. Burkoff, E. R. Schuetten and Mr. Wilson were the guests of Mr. and Mrs. William Pulte Sunday.
George Dial, foreman of the water works, erecting a new house which will be ready for occupancy in a couple of three weeks.
Misses Kate, Nellie and Martha Lowry of Omaha, were the guests of Mr. and Mrs. J. P. Swanson, Sunday afternoon and evening.

William Harrison of Creston, Ia., spent a couple of weeks here the guest of Mr. and Mrs. Bittner. He left here Tuesday morning for McCook, Neb.
Misses Maude and Myra Goodlett were visiting their sister, Mrs. Hugh Ruttle, Sunday afternoon. They were accompanied by Miss Stanley of Omaha.
Mr. Collins of South Omaha, connected with the Omaha Water company, was here Wednesday looking over the grounds and plant and inspecting by hand.
L. A. Taylor spent Sunday at home with his family. He has been out on his route the past three weeks in South Dakota and western Iowa, selling implements.

Mr. D. C. Haas and Miss Jones of Omaha, and members of the Rebekah lodge here Tuesday night.
Miss Hestman, a niece of Andrew Anderson, is spending a few days here visiting Mr. and Mrs. Anderson and other relatives. Miss Hestman's home is at Grand Island.
Rebekah lodge No. 129 held exercises Tuesday night after the regular meeting, it being the fifty-fourth anniversary of the founding of the Rebekah degree, a good

program was rendered, there was attendance of Odd Fellows and Rebekah, several being present from the Grand Lodges. After the program, refreshments were served.

Thomas Miller spent several days here this week visiting his sister, Mrs. W. R. Wall. He returned Monday from a trip of a couple weeks in St. Paul, Minn., and Sioux City, Ia.

The Ladies Aid society held its meeting Thursday afternoon. There was quite a large amount of business transacted. The new minister, Rev. Mr. Slack, has things well under way.

Nela Peterson of Kennard, Neb., spent Wednesday night here visiting Mr. and Mrs. Fred Davis. Her husband is a son-in-law of Mr. and Mrs. Davis. He returned to his home Thursday afternoon.

The Omaha Water company is cutting alfalfa for the fourth time this season and the crop is extra heavy. It has been cut four times before in other seasons, but the crop was not as heavy as it has been this season.

Mrs. Nora Halstrom, who has been living at Whiting, Ia., for the past two years, arrived here Saturday and will make her future home in this city. She is visiting her mother, Mrs. Chambers at the present time.

The road to Pikes lake is being widened to a width of forty feet, which will give ample room for driving and running automobiles on the river road. Hereafter there is a road so narrow and a steep bank on one side that it was dangerous.

The school board were notified by letter that the Florence schools had received first prize for the best kept grounds and interior decorations at the state fair educational exhibit.

William H. Weber of Wayne, Neb., spent a couple of days here this week visiting his parents, Mr. and Mrs. J. Weber, at his home on a western trip and returning home via Omaha and stopping a couple of days returning to Wayne, Thursday morning.

Mrs. E. A. Bird, one of the oldest settlers of this vicinity, returned here Wednesday from Norfolk, Neb., where she has been several months visiting her daughter, Mrs. Scot Holbrook. When she makes her home with George Bird on the old homestead, north of town, which her husband pre-empted.

The county commissioners made a trip to Florence last week and looked over the washouts on North Main street and the county road to Calhoun, and have ordered it repaired. Plow is now being used and the plowdriver is on the ground ready to commence work. This work was badly needed, as it had washed out much dirt that there was no room for the sidewalk. There was a ditch about twelve or fifteen feet wide, but the plow that will be put in will hold the bank in place so that it is not likely that it will wash out again.

Dundas.
Mrs. J. W. Marshall is visiting in Denver, Colo.

Mrs. Mary of Centerville, Ia., is the guest of Mrs. W. J. Selby.
A daughter was born on Monday to Mr. and Mrs. Chester W. Heinze.

Mrs. R. C. Peiers returned home on Thursday after an extended eastern trip.
Mr. James W. Hamilton spent a couple of days in Des Moines, Ia., on business last week.

The Dundee Woman's club drop one meeting for this week and will meet on Wednesday, October 11.

Mrs. A. Pitch of Central City and Mr. Wiley of Kansas are the guest of Mr. and Mrs. Noah Perry.

The Dundee Woman's club will be well represented at the meetings of the State Federation of Home Owners at South Omaha, where the women of the club are going.

Mr. and Mrs. Will Hoagland moved during the week into their new home at the corner of Forty-eighth and California streets.

Mrs. Onagima and daughter Thaina, formerly of Jackson, Mo., are here this week on Omaha, where the guests last Sunday of Mrs. F. J. Barr.

Mr. Louis A. Borshelm, who has been confined to his home for several weeks with a broken leg, is able to be out and at his place of business again.

For Miss Leacher of Davenport, who is the guest of Mrs. George Miller, Miss Lillian Templa, next Wednesday evening at a charming supper Friday evening.

Mr. Larson, who is connected with the Nebraska Clothing company, moving on back into his new store at the corner of Forty-ninth and Underwood avenues.

Captain and Mrs. David Stone are the guests of Mr. and Mrs. J. R. Smith, and Mrs. George Hoagland, until they go in December to join the Captain's regiment in California.

The Round Dose Social club held an informal meeting Wednesday afternoon at the home of Mrs. E. V. Heaton, for the purpose of reorganizing for the fall and winter season.

Mrs. Mary Moody Pugh, of domestic science fame, has come with her family to Dundee, to reside in the house vacated by Mr. Max Goldsmith and family at the corner of Fifth and California streets.

Mr. and Mrs. S. R. Rush entertained at dinner Tuesday evening in honor of the thirty-fifth wedding anniversary of Mrs. Rush's parents, Mr. and Mrs. W. H. Finkel, the other guests being Mr. and Mrs. F. J. Barr.

S. R. Rush left on Saturday for a business trip of ten days to New York and other eastern points. During his absence Mrs. Rush and children will be with her parents, Mr. and Mrs. W. H. Finkel at Forty-ninth and Davenport streets.

Mrs. Fitchet and Mrs. Ellery Westfield were delegates from the Dundee Presbyterian church to the State Synodical Conference held during the week at South Omaha. A number of other Dundee women were present at the meetings.

Benson.
Mrs. Ed Kriegl is entertaining Mrs. Ralph Bryan of Lake City, Ia.

Miss Sadie Keller spent a few days visiting relatives in Logan, Ia.

The Benson fire company will hold its regular meeting Monday evening.

Mrs. H. J. Grove is entertaining her father, Mr. Bell, during his absence.

Mrs. B. L. Childs left Thursday for Toronto, Can., to visit friends and relatives.

Services will be held today at the Methodist Episcopal church of the usual order.

C. F. Miller and family have moved into the cottage formerly occupied by Mr. Hosse.

Mrs. George Thompson left Wednesday morning for an extended trip in the west.

Mrs. William Butler entertained last Wednesday Mrs. Ed Kriegl and Mrs. Ralph Bryan.

Mr. and Mrs. Brumfield, from Baltimore, Md., have moved into the south part of Benson.

C. A. Chaney has sold his home on McKinley street and will move to the south part of town.

Mr. Briscoe and family, from Hannibal, Mo., has moved into the Miller home, which he purchased.

The League of Honor lodge met last Tuesday, when plans were made for a masquerade ball.

A new lumber yard will be established on Main street by the Grove-Wharton investment company.

The adjourned meeting of the Improvement club will be held at the town hall Monday, October 3.



EMBELLISH YOUR HOMES

The liberal and generous policy of The Peoples Store has been further exemplified by its free distribution of premiums with every sale. On every purchase of \$10.00 or over we give away, absolutely free, a handsome rocker or other goods of equal value. This applies to each and every department in the house. This offer is more generous than trading stamps, or the like, because you receive the present as soon as the purchase is made. No extra charge made for these premiums, as ALL OUR GOODS ARE MARKED IN PLAIN FIGURES. Premiums are displayed on first floor.

Private Telephone Exchange Connecting With All Departments.

Stoves and Ranges

We cannot impress upon you too strongly the importance of securing a stove that will give you only the very best of satisfaction. Not the "good enough" kind, but the one that gives absolute satisfaction all the time. The GARLAND STOVES AND RANGES are recognized the world over as the best stoves manufactured. They not only give you the comfort you desire, but will not "burn out" and will save money, save worry, save fuel. We are sole agents.

Base Burners—Exactly like cut—guaranteed heaters—good size, warranted firepots—heavily nickel trimmed—all doors and castings fit snugly—no escaping of obnoxious gases—special

29.50
\$2.50 CASH, \$1.00 PER WEEK.

SOFT COAL HEATERS—Well made splendid heaters—on sale as low as

5.95

NO. 8 COOK STOVES—Guaranteed first-class bakers—special at

12.50

Carpets, Rugs and Draperies

A complete showing of all the new fall designs. Out-of-town visitors are earnestly requested to visit this department.

Ingram Carpets—Strictly all wool, new designs, 75c values—special

59c

Art Reversible Rugs—9x12 size—large assortment, \$7.50 values—special

4.98

Empire Brussels Rugs—9x12 size—choice patterns and designs—special

16.50

Nottingham Lace Curtains—Handsomely designed—66 inches wide and full length—\$2.50 values

1.48

Rope Portieres—To fit double doors special

1.59

Bedding

Blankets—Wool mixed—gray colors—full 10-4 size—special

1.79

Comforts—Heavy weight—well made—special

95c

Morris Chairs (exactly like cut) solid oak, heavy carved claw feet, heavy carved lion's head on arms. Coverings are of fine imported Veronias, upholstered on soft and easy springs, special.

9.50
\$1.00 Cash, 50c per week

THE PEOPLES STORE

LEADERS OF LOW PRICES
16th & FARNAM STREETS, OMAHA.
(The Peoples Furniture & Carpet Co.)

Moyer Stationery Co.

Commercial Stationery and Office Supplies.
220 South 16th Street, Omaha
BANK AND OFFICE STATIONERY.

COPLEY JEWELER

"THE SELLER WATCHES"

My sales this week of diamonds must be a record breaker. Just get my prices this week. I mean every word of this. Just get my prices this week.

A Banker's Union

Life Insurance Policy affords protection to your family at lowest possible cost.

DIXON, Ill., Sept. 30, 1905.

To the Bankers Union, Omaha.
Dear Sirs—Please accept my thanks for the Bankers Union draft in full and satisfactory settlement of my claim arising under policy No. 28471, issued by The Bankers Union to my late wife, Mrs. Annie Beckingham.
Your courteous treatment and prompt adjustment of my claim merit and receive my hearty thanks, and best wishes for your success in your grand work.
WM. BECKINGHAM, Beneficiary.

Moran's School for Dancing

15th and Harney Streets
FOR CHILDREN
will begin Saturday, October 7. Beginners, 10 a. m. Wednesday, 4:15 p. m.; 39 lessons, \$2; season, six months, two lessons each week, \$10. Advance with children suitable, 3 p. m. season, six months, \$5. Normandy flats, Park Ave. and Pacific. Lessons begin Friday, October 6, 4:15 p. m. 12 lessons, \$5; season, \$10. Mrs. Moran and Miss Harney; also the new departure in schools of dancing, giving the children a regular routine with program every Saturday at 3 p. m., for the small sum of \$5 for the entire season; no objectionable feature whatsoever; private entrance. The best facilities have patronized this school for years.

Business Boosters

Try the Want Ad Columns of The Bee.

Experienced Salespeople.
We wish first-class salesmen and saleswomen with experience in ladies' cloak department.
J. L. BRANDEIS & SONS.
Dunham & Dunham, the merchant tailors at 108 South Fifteenth street, have just placed in front of their store a very handsome electric sign. Take a look at it.

GRAND \$16,000 EXHIBIT

ALBRECHT FAMOUS FURS

W. F. Clarke, representing E. Albrecht & Son, St. Paul, makers of "Albrecht's Correct Furs," will be at THE ILLER GRAND, OMAHA, Monday, Tuesday and Wednesday, Oct. 9-10-11, 1905 ON THESE DATES ONLY

for the purpose of giving you an opportunity for examination and selection from an elaborate sample line of these luxurious garments and neckwear, the pick of the world's finest furs and the latest styles of the coming season. Everybody realizes that in buying fur, personal knowledge of which is apt to be limited, it is most important to buy from a house with a reputation to sustain. "Albrecht" fur, known for half a century wherever furs are worn, are the standard of excellence in fur centres of the world. Our fifty years' reputation and our guarantee are behind every article. Do not fail to call and inspect this incomparable line of Fur Garments and Neckwear, and leave your order for future delivery.

E. Albrecht & Son
The Original House of Albrecht, Established 1855
20 East Seventh St., Saint Paul 612 Nicollet Ave., Minneapolis

T. L. COMBS & COMPANY

THE BUSY JEWELERS
DOUGLAS STREET

It's Just 35c
It's Just 35c

It's good silver plated, gold lined and will wear many years, the best little souvenir on the market. Buy for now, and Xmas too.

BOYD'S-Woodward & Burgess, Mgrs.

Four Nights and Two Matinees, Commencing Sunday Matinee, October 8th. Mr. Walker Whitehead in his great success—Sunday Matinee, Sunday, Monday and Wednesday Evenings.

"WE ARE KING"
Tuesday Evening and Wednesday Matinee, "DAVID GARRICK'S LOVE."

You Are Cordially Invited
—TO SEE THE—
SHREDDING,
making and baking of SHREDDED WHEAT BISCUIT AND TRISCUIT from the cooked whole wheat berry—and be served.....
NO SELLING NO SOLICITING
THE NATURAL FOOD COMPANY
R. B. BLACK, Sales Agent.
1416 Douglas St.
Formerly Orchard & Wilhelm's