

# Omaha's Great Prosperity

Is well evidenced by our growth during the last year

Sept. 1st, 1907, we had 15778 Telephones in Omaha

Sept. 1st, 1908, we had 18717 Telephones in Omaha

## A GROWTH OF NEARLY 3,000 PHONES

IN THE LAST TWELVE MONTHS

GOOD SERVICE

:::

REASONABLE RATES

### "USE THE BELL"

## ....NEBRASKA TELEPHONE COMPANY....

### Along the King's Highway Nothing Goes But a Good Time for All

**H**OLY MOSES—Ride Holy Moses." The cry of the camel driver will soon be heard on the carnival grounds of Omaha, for Omaha is not only to have camels for the subjects of King Ak-Sar-Ben to ride, but there will also be donkeys and elephants.

All Omaha of 1898 learned how to ride the camels at the magnificent exposition held that year at the Gate City, and once a person learns how to ride a camel it is never forgotten. There is something fascinating in riding the ship of the desert, so that the sensation remains in the memory of the rider forever. The elephant is a close second for a pleasurable ride. The sensation is much similar to riding in a small boat when the waves are rolling high. The fun is not all in the ride. The greatest fun is not in riding the beasts, but in getting on and off. Then is when the real sport comes in. You must learn how to "lean-way-back." If you don't lean way back you are apt to furnish plenty of amusement for the crowd by rolling off on your nose. There are always plenty of people around the desert ships to have a laugh at your expense in case you do not make a graceful mount.

The King's Highway this year eclipses anything ever seen in Omaha, that is to say, anything since the huge permanent show of the exposition. Twenty-four attractions will be within the large enclosure, without counting the Sullivan and Kilrain attraction, which will be put in the Airdome. Instead of having one large midway company, with its dozen of shows, Manager Breed of the concession department has booked twenty-four separate and distinct shows, each supposed to be the best in its line in the country. Here is a list of the attractions:

Neimy's "Beautiful Orient"  
Turkish Theater  
The Diving Horses  
Air Ship Flights  
Camel Rides  
Electric Theater  
Henry Wilder's Finish  
Animal Circus  
Old Plantation  
No Name, the wonder  
Snake Farm

Glass Palace  
Bucking Donkeys  
The Red Mill  
Australian Wild Girl  
Trained Fies Circus  
The "Merry-go-Round"  
Circus Wags  
Ferris Wheel  
Dance Pavilion  
Fanny Vanderbilt  
California Frank  
Princess Wilma  
Sullivan and Kilrain

"All previous attempts knocked hollow," was the way Doc Breed, amusement director of the King's Highway, expressed it when asked if he was satisfied with his efforts in bringing big attractions to Omaha. "I do not hesitate to say that Omaha will sit up and take notice before this show is over. This carnival is strong enough to draw thousands from Nebraska and surrounding states to Omaha and Ak-Sar-Ben XIV may well be proud of the tented shows he has offered for the patronage of the public. Shows from everywhere, representing almost every land and language, are in Omaha, and the board of governors has spent more money in shows and free attractions this year than ever before. Several of the attractions are the largest which are on the road today."

All the attractions of the King's Highway do not cause the visitor to loosen his pursestrings, for more free attractions are furnished than were ever before put on a carnival ground in the west. Several of these attractions vie with each other as to which is the top-liner. The board of governors has a show of its own which will attract considerable notice. That is the balloon race which will take place each afternoon. Two huge balloons are owned by Samson, and he will have these race with each other as far as they can go.

Baysdorfer makes daily flights from the carnival grounds in his new and improved airship. This is not of the aeroplane variety, but is handled by means of gas, which raises the ship from the ground into the

air, and then driven to all parts of the country at will.

Another free attraction striving for steller honors is the diving horse and lady exhibition under the direction of California Frank. Omaha has had diving elk and diving horses, but never before has the public been given a chance to see a beautiful young woman ride a fiery steed from a great height into the water below. The tank for this attraction is the old cellar on the Rosewater lot, which is situated high in the air where all may see the whole show. It makes one's blood tingle to see the horse and woman go sailing through the air with thousands wondering whether the women will be crushed by the fall.

It is an expression oft heard among showmen that the Omaha public has been "ginned," which means that Omaha has seen the best of all that goes, and that nothing but the best will satisfy the Omaha public. That does not mean that all Omaha will not turn out to see something new and novel and interesting, for Omaha will and does. There is no better show town in this broad land than Omaha and many a show of merit has left Omaha with its coffers filled for having produced something that the Omaha public likes. And

then, there is the hamburger man, who supplies the wants of the inner man in a way; and ice cream cones and cider. For years the cider press has stood in the same place and dished up the sparkling juice made from Nebraska apples. Apples are abundant this year and the glasses are correspondingly large. You can take your girl in the merry-go-round or on the ocean wave, or on the Ferris wheel, and through the dark paths of the Red Mill.

The King's Highway has a serious side, for the Douglas County Agricultural society has big exhibits which are well worth the time for a visit. There is no extra price. Corn, grown especially for the National Corn exposition, is shown in abundance and all the products of the farm are shown in competition for good and valuable prizes. The agricultural exhibit has been changed since last year and is now on Douglas street, between Nineteenth and Twentieth streets, in more commodious booths than were used in previous years.

For real fun and amusement the visitors will go to the King's Highway, where people from all nations will reproduce their national pastimes in their native

costumes. Neimy's "Beautiful Orient" will be a careful reproduction of life in the Orient, particularly in and about the palace of the sultan. To lend more realism to the attraction a herd of camels is used in the production. Turkish sword fighters, Egyptian musicians, Arab acrobats and magicians, gun spinners and whirling dervishers will be shown in their various exhibitions, while the oriental dances peculiar to the far east will be portrayed by Turkish, Egyptian, Arabian, Algerian, Russian and Mohammedan maidens.

Colonel Hall's animal circus includes rare specimens of the brute creation from the jungle and lair. Among the colonel's collection will be shown an imposing group of genuine forest-bred African lions, trained to perform in a mammoth steel-bound arena. The trained wild animal circus carries many novel and interesting features which are attractive to both young and old. One of the features of the show is the riding leopard, which is trained to ride horseback around the steel cage. The trained cats and mice and the \$10,000 white rat which swallowed a handful of precious stones on the occasion of his visit in company with Colonel Hall to a prominent lapidary in London.

Strange to say, the diamonds were never recovered and the colonel was bound to make good the loss, hence he values the white rat so highly.

The Old Plantation depicts the life in the sunny south before the war and possesses many new novelties in the way of negro comedy and melody. Old Plantation draws wherever it goes, for there is something about the way the colored lads and lassies sing those old southern melodies which is sure to make a man stop and listen.

"No Name, the Wonder," is a freak of nature and has created no little sensation during his time on exhibition. Without being repulsive or disgusting, as many frogs go, No Name is such a peculiar specimen of mankind that visitors often remain on his platform for hours at a time attempting to solve the mystery of his birth and condition.

The "Snake Farm" includes some of the largest members of the reptile kingdom in captivity, as well as many rare and exclusive specimens seldom seen on public exhibition. A breeder of snakes shows how they are actually raised and cared for at each performance.

Hovell's glass palace shows a troupe of expert Venetian glass blowers and workers, blowing, spinning and weaving glass into useful and ornamental objects of interest. Beautiful souvenirs of their handiwork are given each visitor during the carnival.

California Frank has added to his congress of novelties a string of genuine Rocky mountain bucking donkeys. A cash prize is offered any visitor who is able to remain seated on the back of one of these fast "canaries" for a period of five minutes.

The Red Mill has been the feature attraction at many of the larger parks and watering places of America during the last twelve months and comes to Omaha complete in every detail, with its large force of mechanics, electricians and performers.

Real veterans of the Spanish-American war exhibit a collection of Spanish-American war relics on the King's Highway. The collection is given the prominent place it deserves on the ground and attracts considerable attention from those not fortunate enough to have been able to have gone to the front for their country in the time of need, and also from those who have smelled the smoke of battle.

Australian Dan claims he has a real wild girl, and if there are any who doubt the truth of his assertion all they have to do is to see for themselves.

The much-talked-about and long-looked-for sea circus is at the carnival grounds in all its glory. Although it seems incredible that anyone would have the patience to train a sea, that has been done, and twenty-four trained seas daily go through their evolutions as often as called upon. These tiny insects have been taught to go through military maneuvers, acrobatic stunts and other seemingly impossible undertakings.

When Colonel Hall arrived in Omaha last Saturday and saw the plans for the fall festival he at once made arrangements with the board of governors for the privilege of putting on a country circus. While this circus is no big three-ring affair, it is a real circus, with some of the best bareback riders in the business. Doc Breed considers he made a hit when he secured this added attraction.

Exhibitions are given daily in the Airdome theater by John Lawrence Sullivan, once champion of the world, and Jake Kilrain, who contested with John L. for the mastery and lost. The Airdome has seats for 1,000 people, and as Sullivan has always been a strong card, the management anticipates the capacity will be taxed later in the carnival.

#### Proclamation by the Good King Ak-Sar-Ben XIV

"AND in the olden days when the great king came with his followers looking for a new realm, many there were among them whose gaze was always downward, watching for the glint of gold in this land of wonderous promise. Suddenly spake the king, "Lift your eyes, oh ye sordid ones. Look ye for gold! Not the alchemist in his crucible nor ye with your miser gaze in the dust, would find it brighter than here before ye." And looking as he bade, they saw spread out before them a beautiful and rolling plain, covered with countless yellow blossoms until it became even as a cloth of gold, and bathed moreover in the light from a glorious sunset unto which their faces were set and into whose molten depths seemed to flow the waves of this vast prairie sea. And they cried out even as one man: "Why should we journey further? This is indeed the land of gold. Let us set up here our homes and raise our city and found our kingdom."

And so in this land of the Golden West, beckoned hither by the finger of fate, as it were the rod of a diviner, did they build up the Kingdom of Quivera.

So it stands even to this day, grown more mighty, grown more beautiful, grown more golden. For now each year its broad fields are flooded with an ocean of waving grain, turning yellow to the harvest—its rich corn lands are weighted with their golden tasseled stalks. So much so that as there comes around the season for the garnering of these bounteous gifts, he who sits on the throne of Quivera and reigns in the great king's place, under the name and title of Ak-Sar-Ben, is moved to make a festival for his people.

[From the Chronicles of Quivera]—

Therefore in this year of grace, Ak-Sar-Ben XIV—than whom none has been greater—does decree and proclaim his Harvest Feast, and to do meet honour to all the glorious regions in this sunset land of ours, does further proclaim that to all his people it shall be known as the "FESTIVAL OF THE GOLDEN WEST."

By Command of the King,

SAMSON,

Lord High Chamberlain.