

SAFER AND SANE FOURTH

Uplifting Pleasures Driving Gunpowder Out of Business.

PARADE, PAGEANT, MUSIC, SPORT

Patriotic Observance of the National Day Steadily Eliminating Explosives—Change for the Better.

Two urchins met in a city street a few days before the last Fourth.

"Say," said one of them in an aggrieved tone, "they ain't gonna low any firecrackers on the Fourth this year. Ain't that fierce?"

"Aw, shucks. I don't care," said the other boy. "I'm gonna carry the big flag in the street parade an' I'm gonna be a Continental soldier in the play over in the park an' have a sword an' a cocked hat an' everything."

"Gee," said the first youngster enviously, "do you think I could git to be in the parade too?"

"Sure you could," declared the Continental soldier, "they want another boy to be a signer of the Declaration on the float. C'mon."

They went on, eager and absorbed. The firecracker had been forgotten.

Here lies the secret of the extraordinary success of the "safe and sane Fourth" campaign in the last few years—in the last four years to be exact. The movement was not by any means a new one four years ago. In fact for forty years or more there had been spasmodic efforts to do away with the sinister red explosives that annually wrought increasing loss of life and limb.

The trouble was that these efforts were directed merely toward prohibition, not toward substitution. They were destructive not constructive measures. They threatened to destroy all of the small boy's Fourth of July fun without giving him anything in its place. And Young America with the intoxicating smell of powder in his nostrils and a thrilling sound of popping and banging in his ears protested loudly and long.

Even grownups here and there talked roughly of the "defeatured" Fourth. If the firecracker were prohibited there was danger that Independence Day would become a meaningless occasion, safe and sane enough perhaps, but robbed of all its appeal to the people as a duty of great American celebration.

The small boy prevailed for time and the firework dealers prospered. But every year the casualties went higher and higher. In 1906 there were 5,223 catastrophes in the wake of the glorious Fourth. Something must be done. The attempt to prohibit dangerous explosives had proved to be a lost fight. The situation was getting desperate.

Then it was that a few men who remembered what it felt like to be a small boy realized that the whole movement was on the wrong track. They realized that it was not enough merely to prevent an unsafe and insane Fourth. It was not fair to take away the form of celebration that tradition and custom had built up and supply nothing bigger and better in its place.

They began to plan constructive ways to meet the difficulty. They believed that there were better ways of expressing patriotism than by the exploitation of the cannon crackers and they set to work to keep legs and fingers and eyes busier than the cannon cracker had kept them. They got instant and magic replies and disseminated them. There were only two or three cities in the "game" that first year, but the following summer twenty cities joined in the movement for the new and more glorious Fourth.

Casualties Went Down. Down went the casualties to \$307. The good work spread and the next year, 1910, up went the number of cities to 91, and, seasaw fashion, down went the casualties to 2,223, half what they had been the year before. Last summer the number of cities had climbed to 151 and the tragedy list had shrunk to 1,069, again nearly half the number of the preceding summer.

This year the nationwide campaign for a happier, more impressive Fourth will reach its climax, for if the press clipping bureaus are any indication over 400 cities and towns will fall in line this summer, and the casualty record is expected to dwindle until it is almost wiped out. The "firecracker" has exploded its own cause, its death knell has sounded, and its long, lurid day is about over; not solely because it is dangerous, but because it has been superseded by something better. It is rapidly getting to be a disgrace to be a "firecracker town," and in all of the communities where the safe and sane campaign has been made the question is not "Shall we prohibit firecrackers and torpedoes?" but "What shall we have in their place?"

This question will be answered in a hundred different ways on the coming Fourth. In over 400 cities the din of snapping firecrackers will be replaced by the cheerful noises of bands, fife and drum, big choruses of singers. Thousands of children's voices will be heard, not in yells of excitement over cannon crackers or shrieks of pain and fright when one explodes too soon, but in cheers for the flag, in patriotic songs, in shouts over athletic meets and exclamations of pleasure at the folk dancing in the parks. There will be parades, carnivals, patriotic floats, celebrations in public squares and buildings; there will be military displays and patriotic dramas and pageants and music, music, music.

The Carnival Idea. The carnival idea is meeting with great favor as a "make-up" of celebrating Independence day. In New York city elaborate plans are afoot for many small district or neighborhood celebrations which will really make one big carnival throughout the city. Music and dancing in the parks, electric illuminations, concerts, field sports for boys and girls, street processions, school celebrations and the free distribution of attractive copies of the Declaration of Independence, will not only make young and old forget the insidious firecracker, but will arouse a spirit of patriotism which will swell high in every breast.

Another city to have a carnival is Cincinnati. The interest of the school children is being roused and moving pictures of celebrations in other cities, in which boys and girls have taken part are being exhibited in the schools.

In Pennsylvania, where the casualty record was blackest on former Independence days, widespread plans are being made to substitute gorgeous fire celebrations for the death-dealing firecracker and its kindred. All over the state the cities and towns are formulating plans for civic parades, ceremonies for honoring the flag, exercises by school children and band concerts. Harrisburg has a novel plan for financing the great celebration that is to be given in that city. A Fourth of July club has been formed, the membership costing \$1.

Every man, woman and child is urged to become a member of the club.

Members are furnished with a red, white and blue ribbon, which is worn as a sign of approbation of the "safe and sane" Fourth movement. This clever idea works something like the "tag day" scheme, for no individual will want to be seen without the patriotic button in so popular a campaign as this. No hardship is placed upon the people, for many families have spent ten times the cost of membership in this club for fireworks and explosives in preceding years. The club has aroused tremendous local interest and Harrisburg will probably have a truly glorious Fourth.

At Topeka, Kan., another novel form of celebration has been planned for this year. The good time will take the shape of a "Birthday party" given by "Uncle Sam." Distinguished guests will be received, among them being Betsy Ross, Miss Columbia, Boys and Girls of '76 and '81, Mr. Industry, Miss Democracy and Cousins from Across the Sea, which will provide a place in the celebration for the foreign element in Topeka.

In some towns the celebration will be under the auspices of the Sunday schools. At Evansville, Ind., all day plans have been made for a picnic, games, speeches and illuminations. "A beautiful patriotic celebration," they announce, "with no firecrackers and no cap pistols to blow off fingers and put out eyes. Just a big circusy kind of a day."

At Oswego, N. Y., an aviation meet has been arranged in connection with other firecrackerless plans for the day. A number of cities will give patriotic tableaux, showing the costumes of 1776, and public reading of the Declaration of Independence is becoming almost universal.

In many places the Boy Scouts will give exhibitions and organize celebrations on the Fourth. Suggestions have gone out from the Boy Scout offices to all scout masters and the boys are all active in the safe and sane campaign. The Camp Fire girls, the new organization for girls corresponding to the Boy Scout movement, is also giving attention to patriotic matters and a special honor is awarded to the girl who participates in organizing and carrying through a proper celebration of Independence day as well as other national days.

This involves knowing the history of the day. Last summer the girls of a summer camp arranged such a celebration, building a giant camp fire in honor of the Fourth and later gathering around it to talk of liberty and sing patriotic songs. The Camp Fire girls organization also offers honors for knowing the history and meaning of the American flag and the flag of the country from which the individual girl's ancestors came.

One of the most effective ways to celebrate the Fourth is by means of pageantry and several cities are planning such celebrations. Fayetteville, N. Y., will give a patriotic pageant, blending local history with the national significance of the day. Utica, N. Y., is considering an Independence day pageant and other cities are looking forward to big pageants next year if not this.—New York Sun.

arranged for the Airdome for the four days commencing Sunday night. There will be four reels of high class moving picture films, projected through the non-flicker process original with the Airdome, and a high class vaudeville bill.

The vaudeville will be headed by a comedy bit by Epton and Earle, the messenger boy and the subterfuge. Then there will be the latest popular songs and a song and dance number. Charles Fuller, a lyric tenor, will render vocal selections. There will be two shows as usual, the first commencing at 8:15.

The Rome summer garden, in addition to the regular evening performances during the ensuing week, offers a special Fourth of July matinee starting at 3:30 p. m. Special bulletins by rounds from the ringside of the Johnson-Flynn prize fight will be announced promptly from the stage. Mazzeri's twenty-five piece Royal Italian band has already proven its popularity. Two high class operatic singers have been engaged to sing all the popular selections, accompanied by Mazzeri's band. Mr. D. C. DeWolf, the foremost Chicago character singer, has also been engaged as a special attraction for the Fourth of July week. Four of the latest, largest and most distinct photo plays are shown every evening, the subjects being changed daily. The garden is on the east side of the hotel, where it is completely shaded from the sun during the afternoon and by 4 p. m. is always cool. Reservations and special attention given to diners.

A real treat in motion pictures exhibition is taking place each afternoon and evening at the Boyd theater where the De Luxe pictures are being shown. These pictures are considered the acme of motion picture perfection. They are shown in a theater not dimly, but fully lighted, on a stage set with a magnificent setting and an orchestra of artists playing the incidental accompaniments. A special cooling system which does away with noisy fans, which at best stir up the foul air, has been installed, making the theater from 15 to 25 degrees cooler than the outside atmosphere. In addition to the excellent photo plays being given is a mixed quartette and sextette of grand opera singers and also a number of soloists.

Among the soloists is Miss Gladys Chandler, a local girl whose clear, rich voice has been the talk of all who have heard her. Miss Chandler is but 16 years old and reaches a high E with a clear full tone. Miss Chandler sings at all the performances both afternoon and evening. Among the special feature films shown today will be a temperance play called "The Penalty of Intemperance." And one of special interest to picture lovers will be a film showing the making of a photo play. Others to be shown will be a drama called "The Mockery" and a comedy, "The Wooden Indian." There are four performances given each day, two in the afternoon and two in the evening.

So pronounced was the favorable impression made by the Leo Largman company during their engagement at the Brandeis theater at the close of the season that the management booked them for a return date on next Thursday, Friday and Saturday. The return engagement will be marked by the accession to the cast of a noted Yiddish star direct from New York City, Mme. Fanny Rinhardt, who is called the "Jewish Sarah Bernhardt" and who will appear in the leading roles during this engagement. Manager Geffner has surrounded his notable star with a company of unusual talent. The plays to be presented during the Omaha engagement will be as follows: On Thursday evening "Money, Love and Shame" will be the offering; Friday night, "The Jewish Hamlet" is to be the play offered, and on Saturday "The Mother" will be presented.

Counterfeit Dollars buy trouble, but a genuine quarter buys Dr. King's New Life Pills; for constipation, malaria, headache and jaundice. For sale by Beaton Drug Co.

**BIG REDMEN'S CARNIVAL**  
Circus Grounds, 20th and Paul Streets.  
JUNE 29 TO JULY 6.  
20 BIG SHOWS  
5 Big Free Acts Twice Daily  
2 BIG BANDS

The grounds will be lighted up with thousands of incandescent lights, illuminating the grounds as bright as day. Come and enjoy a day with the Redmen. Fun! Fun! Fun for everybody. All attractions furnished by the

Mid-West Carnival & Exposition Company

With cooling breezes sweeping over the hill, a program of much merit has been

# Monday "Piano Day" Must Witness a Remarkable Decrease in the Piano Portion of the Half Million Dollar Bennett Co. Stock-Strict Orders to Close 'em Out!

**The Makes**  
The first question you'll ask is: "How about the quality of the makes?" In return we say: "Can you ask better than 'Chickering & Sons,' 'Kurtzmann,' 'Ivers & Pond,' 'Henry S. & G. Lindeman,' 'Sterling,' 'Huntington,' 'Harvard,' 'Kohler & Campbell,' 'Autopiano,' and 'Krell Auto Grand?'"



**Mail Orders**  
If you live out of town and can manage to make a special trip here to attend this piano selling, do so by all means. If, however, you cannot, then write immediately for lists of all the pianos offered in this sensational Closing-Out Sale. It's a case of where a 2c stamp will work wonders.

**Only \$180 takes choice of 18 (one car) of NEW PIANOS**  
It's a straight carload of pianos; several different makes; in modern finishes of walnut, oak or mahogany; modern actions; faultless tonal quality and scale, not one worth less than \$400, but placed into one lot at \$180. Just to make the most exciting "piano day" in Omaha's musical history.

- \$395** buys a \$625.00 "Knabe" New Knabe upright; a beauty in mahogany; one of the rarest of piano values yet offered in any Omaha selling.
- \$255** for \$375 Chickering Bros. Large size upright in an exquisite mahogany case; One of those "safe" makes that have no time limit to their goodness. See this instrument on our floors Monday.
- \$210** for a \$375 H. P. Nelson A fine, new large sized instrument in a fancy mahogany. A make that has been tested out by time and usage everywhere.
- \$300** for a \$425.00 Packard A new medium sized Packard upright in mahogany. The latest design. An instrument that will prove by tone at once.
- \$335** for a \$750.00 Kimball An exquisite sounding parlor grand; a rare chance for a teacher; an instrument that looms up in the modern studio.
- \$160** buys a \$350 Hoffman Large sized instrument in mahogany; plain, but extremely stylish case; a make that is safe beyond any doubt.
- \$185** for a fine Rembrandt A new upright in a very stylish oak case. Medium size. Would be hailed with delight in any home in this city.
- \$485** A Player Piano Special Eight player pianos of various makes; in one lot; all standard 88-note full sized players, worth \$625 up to \$950.

**100 New Piano Stools in various stylish woods - Choice \$1**

**Shrewd Economists have the opportunity of their lives on "Used" Pianos etc. at \$35, \$45, \$50, \$60, \$70, \$90**

**Terms are YOUR idea of terms-Down payments only what you can afford. Anyway to sell a Piano**

What would you think of purchasing at \$35, \$45, \$50, \$60, \$70, \$90, or some price or other in that range, a piano that looms up, sounds and wears like a \$125 to \$150 instrument? Well, that's all possible now, for many of the "used" pianos now on this floor are equal to NEW instruments; they were traded in on higher-priced new uprights or player pianos and they MUST go at the trifling prices quoted. Don't wait! Lots of folks lose out by waiting. The chance on a "used" piano is HERE—the time is NOW!

Don't let the matter of terms or down payments deter you from owning a piano NOW. Down payments that the ordinary piano house would not THINK of accepting are welcomed here now; terms will be arranged so that even that man of "modest purse" can meet them easily, without inconvenience. It isn't a question of how much we can get out of you; it's a question of SELLING instruments. In fact, two or three months of ordinary piano selling must be rolled into a few days here now. Closing out pianos is in the air here; fall is coming on; other preparations must be made; it's a case of Must Sell—MUST SELL—PIANOS!

## Orkin Bros. Co. Successor to The Bennett Co. Corner of Sixteenth and Harney Sts., Omaha, Neb.

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Omaha Beauty Contest Starts Today  
Girls Working  
Class Aug. 10. 1st Prize, \$50; 2d Prize, \$25. Bring or send Photos at once. Winners chosen by popular vote, one vote with each time ticket to our  
**SUMMER SHOW**  
This Wk., Starting Today at 1 P. M.  
**DAILY DAYLIGHT PICTURES**  
At Every Performance All Week  
Chief Electric P. A. Merriam (an. U. S. Navy)  
Illustrated Travels of Battleship Fleet's World Cruise. Booked Here Exclusively by the Government.  
**Hytone Vaudeville**  
FIRST FOUR DAYS OF WEEK  
KELSO & LEIGHTON "Here and There"  
Italian Songs "JOSEPIE & MARIE"  
LAST THREE DAYS OF WEEK  
MUSICAL GOOLMANS Sweet Sounds  
"Stars From London" in Quaint Ways  
"Don Music Halls" BOVIS & DARLEY  
At Every Performance All Week  
"UNCLE SAM" BURTON National Baritone  
"In Song Poems of Patriotism"  
Pictures Change Vaudeville Sun. & Thurs. Daily  
**ANY SEAT 10c KIDS 5c**  
Daily 1 to 5:7 to 11 P. M. COME EARLY  
Come any time; stay late

**BRANDEIS THEATRE**  
SPECIAL ANNOUNCEMENT RETURN ENGAGEMENT OF Largmans Yiddish Company  
WITH THE GREAT NEW YORK STAR  
**MME. FANNIE RINHARDT**  
THE JEWISH SARAH BERNHARDT  
Watch Daily Papers for Announcement of Plays  
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**Krug Park**  
Omaha's Popular Resort.  
New Ball Room Now Ready.  
Dancing Every Evening to Huster's Excellent Orchestra.  
Old Mill, Roller Coaster, Penny Arcade, Merry-Go-Round, Free Moving Pictures, etc.  
Special Program for July Fourth.  
Admission to Park Always 10c.

**Special 4th of July MATINEE**  
Starting 3:30 P. M.  
**Rome Summer Garden**  
Bulletins by Rounds  
**Johnson-Flynn Fight**

**Courtland Beach**  
Lake in excellent condition for Boating and Bathing.  
Dancing Every Evening to Lamp's Orchestra.  
Big Roller Coaster, Carry-Us-All, Roller Skating, Bowling, Free Moving Pictures and many other attractions.  
Grand Display of Fire-works July Fourth.

**Mazzeri's Royal Italian Band**  
25—PIECES—25  
3 High Class Vaudeville Acts  
All Kinds of Drinks Served  
**ADMISSION - - - 10c**

Follow the Crowd to **Lake Manawa**  
It's cool there. Many attractions; the most popular right now are—  
**BATHING**  
"Come on in; the water's fine!"  
**BOATING**  
Six large, roomy launches and one hundred steel row boats.  
**DANCING**  
The large, grand ball room with Arthur E. Smith's excellent orchestra needs no further mention.  
Free Band Concerts This Afternoon and Evening.  
FREE MOVING PICTURES EVERY EVENING.  
Excellent Picnic Grounds.

In every home **25c a month** delivered Evening and Sunday

With Happy Hooligan, Little Nemo, the Katzenjammer Kids and the whole interesting family

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The kind of fireworks sold here is the kind that is sure to "work" everytime—we don't sell cheap fireworks that refuse to "go-off." We guarantee every variety. When you buy our kind you buy the kind that will give satisfaction every time. You get the best—and the best at the lowest prices for which they are sold anywhere.

Here are just a few of our great specials:

Canes, 5c; Ammunition, 2 for 5c; best Crackers, 2 for 5c; Sparklers, 5c a box; all 5c goods 50c a dozen; all 10c goods \$1.00 a dozen.

This coupon good for **FIVE CENTS** IN TRADE On every purchase of 50c or more.

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The Only Cool Spot in Town. Farnam and Twenty-Fifth Streets. HIGH CLASS VAUDEVILLE. Four Reels Feature Films Changed Every Night. Adults, 10 Cents. Children, 5 Cents.

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