

AK-SAR-BEN XXI PAGEANT

Board of Governors Interested in Mr. Leonard's Suggestion.

WILL INQUIRE AT ST. LOUIS

Buckingham and Hense to Witness Spectacle and Consult with Director Stevens, Who Presides over the Pageants.

Some three years Mrs. Myron Leonard... The possibilities of the pageant for public entertainment are just coming to be understood in this country.

Thomas Wood Stevens, head of the department of drama and pageantry at the Carnegie Institute... The possibilities of the pageant for public entertainment are just coming to be understood in this country.

Pageant as Public Spectacle.

The possibilities of the pageant for public entertainment are just coming to be understood in this country. In England and Europe pageants have long been resorted to for the purpose of illuminating local celebrations, or for the observance of historic events.

Should the Ak-Sar-Ben board determine to go further into the matter, after hearing the report of Messrs. Buckingham and Hense, Mr. Stevens will come to Omaha for consultation.

Key to the Situation—See Advertising.

Delahanty Hitting Well. Jim Delahanty's work with the Brooklyn Federals shows that the long hitting ability which made the family famous is still strong.

Monday's Coffee Talk

Success

in coffee-making depends on the coffee itself. On the aromatic oils which the berries possess... Because all these elements are so grossly included in chocolate...

Chocolate Cream COFFEE

Omaha Girl Makes Good as Opera Singer in New York

This interesting bit of musical news comes from the New York correspondent of The Bee and will be read with much interest by local music lovers who have noted the progress of the young lady in question, who is well known in this city.

The musical season was brought to an interesting close last week by a special concert of the Feature Pupils of Madame Ziegler at the Century opera house... Gladys Chandler of Omaha, distinguished herself in the title role in a condensed version of 'The Secret of Suzanne'...



Gladys Chandler

same opera house. She is the youngest member of this company to be entrusted with leading roles.

NIX ON THE WILD WEST

Brave Coppers Stop Progress of Two Exuberant Youths.

COME TO TOWN TOGGED OUT

Walk Up Farnam Street Helmed for Mexican War, but Their Tunes Changes in the 'Booby Hatch.'

Two raw boned, husky young men wearing big sombreros and toting great pistols in cartridge belts strapped about their waists over their coats, swaggered up Farnam street last night. They didn't look like crooks and they had the smell of rum on their breaths.

At the police station the two strangers described themselves as George and Fred Haines, farmer boys working near Fremont. 'We ain't tough fellows, mister,' they almost cried, as officers asked them their names.

"Talks on Newspaper Advertising" BY TRUMAN A. DEWEESE, BUFFALO, N. Y.

the volume of sales, and it is the function of advertising to increase the volume of sales. The wise book-seller will naturally feature the kind of books that have the largest and most universal appeal—that is, novels.

the average man or woman. Its appeal is to people of literary discrimination and cultivated taste—to the educated few instead of the curious masses. It is stilted and stereotyped. It lacks the "human interest" touch.

FINE MEMBERSHIP SHOWING

Three Hundred More Ak-Sar-Ben Members Than Last Year.

BOOSTERS AND HUSTLERS BUSY

Samson Wants Nebraska Territorial Pioneers to Hold Reunion in Omaha During Homecoming Week.

Three hundred more members of Ak-Sar-Ben than at this date last year is the optimistic report from the office of Samson—and the organizations of the city have just started to boost. The Commercial club has jumped into the game and is urging in black capital letters in the Commercial club journal that every member of the club who is not already a member of Ak-Sar-Ben become one at once.

Pioneers May Join Homecomers. Now that the Nebraska Territorial Pioneers are talking of holding a big reunion in the early fall and have asked the bureau of publicity in Omaha to make some suggestions, Samson hastens to suggest that the pioneers hold the reunion in Omaha during the regular homecoming week, October 5 to 10, as it is planned by Ak-Sar-Ben for the entertainment of the former Omaha people.

Students to Depict Old Roman Wedding

Next Tuesday will be the annual class day at St. Berchman's academy. Twenty-seventh and St. Mary's avenue, and an all-day program has been planned by the students and Sisters of Mary.

Col. Pierce Has Been Discovered with New Stunt on the Coast

Out of the free and hustling far west comes printed word that Colonel John H. Pierce, formerly of Omaha, is diligently chasing the nimble coin around San Francisco, with headquarters at Oakland. Omaha siders of the "We" will remember Colonel Pierce. Of all the hustlers of those primitive days few, if any, rivalled him in pushing audacity, vocal versatility and sustained oratory.

PERSONAL PARAGRAPHS

Mrs. F. A. McLaughlin of Peoria, Ill., is visiting her sister, Mrs. L. W. Gifford, and family.

Hundred Families

Receive Aid Through Mothers' Pensions

Ninety-eight families have received dependent children's pensions from the county under the new law which went into effect July 1, 1913, according to the annual report of the probation office.

Children's cases filed and tried from March 22, 1913, to March 21, 1914: Number of old cases... 360 Number of new cases... 412 Total... 772

Disposition of cases: On probation... 57 Sent to live-overview home temporarily... 421 Child saving institution... 12 Various hospitals... 12 Private homes or schools... 10 State Board of Control... 15 Industrial School for Girls, Geneva... 12 Industrial School for Boys, Kearney... 25 Institution for Feeble-Minded Youth at Beatrice... 1

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.

The Commonwealth Life Insurance Company

FRANK NELSON, President.

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

ALFRED C. KENNEDY

209 First National Bank Building. Phone Douglas 722.

Lion Bonding & Surety Co.

SURETY BONDS

Our Word is Good :: :: Try Us

Have you seen our new Accident and Health Policy? None better. Call Douglas 678 for information.

HOME OFFICES - - 9th Floor - - W. O. W. BUILDING

German-American Life Insurance Company

OMAHA

First Class Positions for Live Wires

ELEMENTS WITH THE REBELS

Heavy Rainstorm Aided in Forcing Evacuation of Tampico.

LITTLE DISORDER OR LOOTING

Constitutionalists Promise Protection for Foreigners and Their Properties, Admiral Mayo Reports.

SCOTTISH RITE INITIATION

TO BE LAST IN OLD TEMPLE

A class of fourteen will receive the twenty-first degree in Scottish rite masonry Monday evening at the Masonic temple, Sixteenth street and Capitol avenue.

EDUCATIONAL NOTES

The Lincoln Memorial university, tucked away among the Tennessee mountains, has just received a good-sized class in itself. It has 5,300 students, 500 teachers and several thousand employees.

The catalogue of the University of Colorado, just issued, shows a total enrollment of 700 students, all it can accommodate in the present building.

Western Reserve university, Cleveland, will inaugurate a school of journalism next September, under the direction of Harry F. Harrington, formerly head of the school of journalism of the Ohio State university.

Overlin college, Oberlin, O., is making extensive improvements in building and equipment, designed to increase the efficiency of the college. A central heating plant and an administration building are under way, also a \$25,000 campus.

Washington, May 16.—Renewed pledges by the constitutionalists at Tampico to give all practicable guarantee and

Insurance Field News

Enormous Reserve Millions of Assets

Are at the base of every policy contract issued by this strong Western Company. Business men wishing to increase their insurance would do well to examine our policies.

The Bankers Reserve Life Company

OMAHA, NEBRASKA.

B. H. Robison, Pres. R. C. Wagner, Sec'y.

R. L. Robison, Vice-Pres. W. G. Preston, Treas.

Within the realm of human need, comfort, foresight and kind provision for loved ones, insurance is the most practical form of applied Christianity of which I have any knowledge.

TOM S. KELLY, "The Insurance Man" Tyler 861.

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

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First Class Positions for Live Wires

HEAVY RAINSTORM AIDED IN FORCING EVACUATION OF TAMPICO

protection to foreigners and their properties were made today by Generals Gonzalez and Caballero at an informal conference with Admiral Mayo and other American officers.

LITTLE DISORDER OR LOOTING

Constitutionalists Promise Protection for Foreigners and Their Properties, Admiral Mayo Reports.

VERA CRUZ, Mexico, May 17.—A heavy rainstorm, which flooded the trenches and blew blinding torrents into the faces of the federals, contributed to their defeat at Tampico, according to Americans who have come here from that port.

At 8 o'clock the next morning a great rainstorm from the eastward drove the federalists to the advantage of this and poured a terrific fire into them, forcing them back from the outposts into the town. Immediately the federals began entraining.

Gunboat Beached.

The gunboat Vera Cruz, struck by the revolutionary forces, was run up the river and beached. Soldiers and crew remained aboard waiting for the trains, which soon passed the point filled to their utmost capacity with fleeing federals.

The federalists came into the town shouting in the air and shouting: "Viva Carranza! Viva Villa!" There was little actual disorder and little looting.

Within two hours the water supply and light connections were restored; police guarded the town and the saloons were closed. Several persons engaged in looting were shot.

Rebels Promise Protection.

WASHINGTON, May 16.—Renewed pledges by the constitutionalists at Tampico to give all practicable guarantee and

Still Time to Plant Spinach and Squash

The planting season for spinach is almost over, until late summer, for this vegetable simply will not grow in hot weather; or, if it grows, it hastens to form seed instead of large, succulent leaves.

Alumnae Will Join State Federation

Decision to apply for membership in the State Federation of Women's Clubs was reached by the Omaha Association of Collegiate Alumnae at its annual meeting held at the home of Mrs. J. M. Bateman yesterday.