

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 the Pageants.

Some three years Mrs. Myron Leonard suggested a pageant for the Ak-Sar-Ben festivities as a substitute for the street fair and carnival features.

At that time the board of governors gave the matter some tentative discussion, and from time to time since it has been considered, but no definite steps taken until this spring.

Thomas Wood Stevens, head of the department of drama and pageantry at the Carnegie Institute, is producing the pageant in St. Louis, and will consult with Messrs. Buckingham and Hense, giving them the fullest of information on the various points involved.

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, but only within the last half-dozen years have they been given serious attention in America.

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—on the flavor and aroma which these oils impart—on their strengthening, invigorating qualities.

Chocolate Cream Coffee. At the lowest price, highest quality coffee on the market.

Chocolate Cream Coffee. All Good Grocers Recommend.

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, in which clever and pretty little Gladys Chandler of Omaha, distinguished herself in the title role in a condensed version of "The Secret of Suzanne," which was one of the Metropolitan's hits last season.

Miss Chandler has been the Harnes in the Century Opera company performance of "Harnes and Gretel" all this season, and prompted the musical critics to offer predictions as to her remarkable promise.



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 crook folk 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.

"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.

There is a great opportunity for some wide-awake book-seller to demonstrate the power of newspaper advertising and increase the volume of sales on a "human interest" novel and incidentally attract the attention of book lovers to other books that may be for sale in his store.

them, the boys said. They took his advice and their sensational arrest followed.

"We only bought 'em to have some fun on the farm with," they told Captain Dempsey. Dempsey released them.

Librarian Tobitt in Need of Directories to Trade with Cities

To keep up the public library's file of city directories and provide volumes that may be exchanged for those of other large cities, Librarian Edith Tobitt has asked for donations of 1913 directories, which have just been replaced in business houses by the new 1914 volumes.

"We frequently have inquiries if certain persons were residents of Omaha during certain years, or if Mr. So-and-So lives in Washington or Philadelphia," says Miss Tobitt. "Once the question arose in a railroad lawsuit if a certain man was a resident of a given city during a period of years, and the information from our old directories became a part of the court record in the case."

A Bitter Taste. Aids digestion. Electric Bitters will increase your appetite, help digest your food and tone up your system.

PERSONAL PARAGRAPHS

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

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.

Then here is homecoming week. Names of former Omahans have piled up in the office of Samson until he will have such an enormous list to draw from that the question becomes not only how to get them here for the homecoming week, but what to do with the enormous army of visitors when it comes.

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.

The annual commencement exercises will be held June 18, when the following young women will graduate: Claire Catherine Morrison, Gertrude Clotilde Smith, Gertrude Alice May, Esther Alberta Mulvihill, Rose Louise Welch, Mary Catherine Connor and Marguerite Ethel Greenough.

JAMES SHAW PASSES AWAY; OMAHA RESIDENT 35 YEARS

James Shaw, who came to Omaha to live thirty-five years ago, died yesterday of a lingering illness at his home, 1927 South Nineteenth street. Mr. Shaw was 62 years old. He was very well known in Omaha.

ELEMENTS WITH THE REBELS

Heavy Rainstorm Aided in Forcing Evacuation of Tampico.

LITTLE DISORDER OR LOOTING

Constitutionalists Promise Protection for Foreigners and Their Property, 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.

German-American Life Insurance Company

German-American Life Insurance Company OMAHA First Class Positions for Live Wires

Hundred Families

Receive Aid Through Mothers' Pensions

BOOSTERS AND HUSTLERS BUSY

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:

Total 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

Students to Depict Old Roman Wedding. The big event of the day is the Latin class play to be given at the academy in the evening. A three-act play picturing a Roman wedding, "B. C.," will be staged by a cast of about thirty girls, all the parts being played by the students.

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German-American Life Insurance Company

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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 Bldg.

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

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.

INSURANCE-- 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.

German-American Life Insurance Company

OMAHA First Class Positions for Live Wires

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.

The following officers were elected: President, Mrs. Robert Gant; vice president, Miss Louise Stegner; secretary, Miss Elizabeth Mitchell; treasurer, Miss Mary McIntosh; directors, Mrs. Maria Dimery, Mrs. Stephen Davies, Miss Elizabeth Dumont.

Selling the New Books

Why does the average book-seller in the average town depend upon the publishers to advertise the new books? Why doesn't the book-seller adopt the business method of the ordinary merchant? Why doesn't the book-seller feature the new stories in the local newspapers the same as the dry goods merchant features the new styles and bargains? I can easily anticipate the answers to these questions. Here they are:

hook readers seem to be adequately supplied by one little unpretentious book shop.

I know another city of three hundred thousand population that supports three large, flourishing book-stores—and these stores are centers of civic interest and progress. From one of these stores in particular radiate many movements that have to do with the intellectual progress and social welfare of the city.

The book-seller who knows how to tell the people of a town the interesting things about the latest books is not only going to gradually increase the number of book lovers, but is certain to build up in time a profitable clientele, and that means the constant enlargement of his business.

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